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RFD LETTER

To Radio Farm Directors



From the:
U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

RADIO SERVICE

July 2, 1948

Loveland New Under Secretary

Albert J. Loveland was sworn in this week as the new Under Secretary of Agriculture.

Mr. Loveland started as a community committeeman in Iowa in early Triple-A days....and came on up through the county and State ranks to Chairman of the Iowa Triple-A (and later PMA) committee. Last December, he was appointed Director of the ACP Branch of PMA here in Washington.

Cabinet Food Committee Report

The Cabinet Food Committee is expected to release a food report next week... with a re-cap of food exports the past 12 months....and a look ahead to next year. See our food export story on p.3 of this letter.

Food Saving to Continue

With the folding up this week of USDA's Office of Food and Feed Conservation, PMA will continue to work with distributors and consumers to encourage use of food in plentiful supply.

Extension and other agencies will continue to give as much support as possible to such projects as prevention of insect damage, and rat control. In fact, a majority of States have reported to Federal Extension that they will carry on rat control campaigns this fall. In light of the past year's experience, the emphasis will be on rat-proofing and sanitation....not just killing campaigns.

See p. 1 of our June 25 Letter.

Commodity Credit Board Named

Secretary Brannan has appointed the Interim Board of Directors for the Commodity Credit Corporation....to serve to Oct. 1....under recent legislation establishing a Federal charter for the Corporation.

Among those on the Interim Board are Secretary Brannan, Under Secretary Loveland, PMA Administrator Trigg.

USDA is working on an analysis of legislation setting up CCC as a permanent agency. More about this later.

Meat Animal Prices Up

BAE's "Agricultural Prices"....out yesterday (the 29th)....reports new high meat animal prices....raising the over-all index of prices farmers received during the month ended June 15....to 295% of the 1909-14 average. The index of prices farmers receive went up 2%....and prices they pay went up 1 point due to food price increases, mainly meat.

Meat animal prices rose 8%. The increases from May 15 to June 15.... with percentage of parity for May 15 and June 15....were:

Hogs 19.60 to 22.90....or from 126% to 108% of parity

Beef cattle 23.70 to 24.80....or from 174% to 182% of parity

Lambs 23.40 to 25.00....or from 159% to 169% of parity.

Suggestions for Farm Safety Week

A suggestive line-up for Farm Safety Week (July 25-31) is: Sunday--church day, featuring "Thou Shalt Not Kill"....Monday--home safety day....Tuesday--live-stock safety....Wednesday--safety from falls....Thursday--highway safety.... Friday--machinery safety....Saturday--review day.

We'd like to have for our Letter stories of effective approaches you have taken in promoting farm safety.

Dairy Situation

In the "Dairy Situation" (June 28), BAE says that:

"On the basis of current feed crop prospects, it is likely that the dairy product-feed price ratios will be more favorable for dairying later in the year. Improved ratios would lead to an increase in the rate of grain feeding of cows over the June 1 level, which was 9% below the rate a year earlier."

Record prices for farmers are in prospect for the rest of '48.

Since Jan. 1, cow numbers have continued to drop....but enough young stock is on farms to halt the decline.

Livestock and Meat Situation

In the "Livestock and Meat Situation," (June 30) BAE says:

"Meat and meat-animal prices....now generally at record high levels....may increase further this summer and early fall as meat production decreases seasonally....Hog prices are likely to advance relative to cattle in the next few months....,as cattle slaughter increases, and hog slaughter declines seasonally." Meat consumption per person will increase in the fourth quarter of this year, but may be as much as 3 to 4 pounds under the fourth quarter of '47.

How Much Food for Export?

Some estimates have placed U. S. food exports below those of the last two years. But USDA officials explain it is too early to say for sure....that the U. S. needs to be prepared to meet needs that arise....without hurting our economy.

A good many folks have thought that the European Recovery Program approved by the President this week (40% of the \$4 billion for ERP earmarked for food) will be something new. Actually, the European Recovery Program merely replaces--brings under one tent, so to speak--any other programs that might have been undertaken for the countries concerned. In fact, food exports to these European Recovery Program countries may drop somewhat below the past year.

Decreases are expected in exports of grain, fats and oils, eggs, dried fruits, rice, and dry beans and peas. Exports of sugar, dairy products, and fresh fruits are expected to be a little larger than last year.

USDA officials point out that we cannot expect foreign countries to use Recovery Program money to buy much highly-processed and expensive foods. In other words, this money won't be used to "bail out" a commodity that happens to be in trouble....unless it is practical for the recovery program.

No Meat for European Recovery

The misconception still seems to persist that tight meat supplies and high prices are due to exports of meat under the aid programs.

NO MEAT will be exported to Europe under the European Recovery program. And all meat shipped from the country will total less than $\frac{1}{4}$ of 1% of U. S. production.

More About Big Story on Grain Insects

In next week's Letter, we'll send you an advance copy of the story on detection of grain insects that is expected to have a highly important effect on sale and handling of grain. The story is scheduled for release July 24.

Meanwhile, we've mailed direct to you two stories that will help you prime farmers on what to do in light of this new insect-detection method. They are:

"Farmers Will Act to Protect New Wheat from Insects," and
"Plan Intensive Fight Against Insects to Avoid Repetition of
Costly Food, Feed, and Fiber Losses." (Note information
about grain weevils in this story.)

Wilson Due Back From Greece

Federal Extension Director has finished his work on an Agricultural Extension program in Greece....is stopping in Rome, Paris, England, Ireland...and is due back here July 17. We'll be on the look-out for radio stories as soon as he returns.

A Picture of RFD Broadcasting

An NARFD Committee headed by RFD Edd Lemons of WKY, Oklahoma City, pictures farm broadcasting today....as reflected in questionnaires returned by 98 RFD's. Here are highlights:

Time of Day -- 50 preferred 6:00-7:00 a.m. But 12:00-1:00 p.m. got 35 votes. Only 4 preferred earlier than 6:00 a.m.

Number of Programs -- About half have more than one program daily. About one-fourth have two a day....and less than 2% more than three a day.

Sponsorship -- 54% show programs sponsored....with several "participating."

FM -- 7 farm programs on FM.

Music -- is still a question....some say yes, and others no. 62% use music there, 12% use live music on their farm shows, and another 35% use transcribed music. Several who use music, however, use it only on special shows, such as Saturday features when they have more time.

Type of Music -- First preference, "western type"; second, religious; third, marches; fourth, popular. One out of 6 RFD's say they use religious music to good advantage....average length about 3 minutes.

Non-Farm Newscasts -- 20% use with daily broadcasts to farmers.

Markets -- rated "very important" by 50%...."valuable" by 24%...."indifferent" by 2%....and "unnecessary" by 1%. 23% didn't answer. 78% of RFD's quote markets, with average of about 4 minutes a day.

Transcribed Interviews -- 78% use....and only 55% use live studio interviews with FARMERS. 33% do live remote pick-ups with farmers. RFD's do, on the average, 4 remote line pick-ups a month....5 studio interviews....and 8 recorded or transcribed interviews. Average length: 7-8 minutes.

RFD an Authority(?) -- 42 say RFD's should give talks of technical nature.... 45 said no. 71 avoid speaking as an authority....15 considered themselves as authorities.

RFD Voicing -- 61% of the RFD's do all of the on-the-air themselves.

USDA Official Travel

Frank P. Cullinan, Asst. Chief, Bur. Plant Industry -- July 6-16, N. C. & Ga., visiting BPI field stations; July 8-9, Charleston, S. C., at conference at Vegetable Breeding Laboratory.

H. H. Bennett, Chief, Soil Conservation Service -- July 8, Cordell, Okla., at flood control ceremony on Washita Watershed.

Maurice R. Cooper, Ass't. Adm. of Research and Marketing Act, Athens, Ga., July 8 & 9, Georgia Hotel.

A M O N G O U R S E L V E S

Farm Televising on the March

A few random reports indicate the television's rapid invasion of agriculture.

Extension radio man Burnis Arnold of Oklahoma reports that RFD Hal Totten of WGN in Chicago was down at Stillwater for a series of transcriptions with Extension specialists....followed by a trip to the Osage where Hal "rolled some film for a television spot on WGN. This is our debut in television, but we thought we might as well get our feet wet."...Extension Editor Arthur Durfee of the University of Maryland says "Television came onto the scene again at Rural Women's Short Course when WMAR-TV in Baltimore sent over a news camera to get shots for use on one of their programs.".....This week, NBC newsreel here in Washington went to the National Agricultural Research Center near town for movie shots of the bees, bulls on the exerciser, the Sindhi calves, and the pigs, for use on television station WNBW....And Extension Editor Sam Reck of New Jersey reiterates that all of New Jersey is reported under a TV signal (with 6 or 8 TV stations feeding the State)...and promises us a report on New Jersey Extension TV experience and plans....To complete the story, we learn through NARFD Letter that RFD John Merrifield (WWJ, Detroit) of the RFD TV Committee says, "Information on TV compiled....somebody has some work to do putting it together."

Miscellany from NARFD Letter

In the July NARFD Letter, Proxy Worcester of WMT in Cedar Rapids reports total NARFD membership (in good financial standing, we presume) of 123..... Extension radio man Maynard Speece of Minnesota, who is chairman of the NARFD committee on Extension-RFD relations, has sent a questionnaire to RFD's, which he hopes will be returned promptly.....Sam Schneider's (KVOO, Tulsa) committee on professional guidance "is now arriving at a program to include such things as doing something about setting up some standards for Farm Broadcasters," and "Employment Service," "Training for both Prospective and New RFD's," and "Teaching What Is RFD Professionally" to outsiders. Machinery is in operation on the "Employment Service"....for RFD's looking for jobs, and stations looking for RFD's. Write Sam Schneider or "Chuck" Worcester.

New York Rural Network Programming

A program schedule for the week June 21-26 gives some idea of the farm programming pattern for the New York Rural Radio Network where Bob Child and Claire Banister are holding forth. The network presumably is on the air from 11:45 a.m. to 7:45 p.m.

12:15-20	Weather	2:00-30	Country Home
12:25-30	Markets	4:45-5:00	Youth, R.F.D. (T,T,F)
12:30-45	Cornell Ag. Hour (M-F)	6:40-45	Farm Magazine Digest (W, Th, F)
12:45-1:00	Farm Highlights (M-F)		

Your 4-H Radio Proteges

We have received a number of favorable comments on the general quality of radio work done by the delegates at this year's National 4-H Camp. After looking over the individual records of these delegates, we could not help but note that practically everyone of them had been on the air many times over their local stations. In other words, the RFD's in putting 4-H'ers on the air are not only telling the 4-H story, but are making more experienced 4-H broadcasters at the same time.

Radio Promotion

And, by the way, Burnis Arnold also passes along copies of the monthly Oklahoma Extension News which goes to 96,500 families in the State...in which he is doing a column about radio programs that he and Mildred Garrett are doing from the college, and also about local extension agent broadcasting activities.

NETWORK PROGRAMS (TIME GIVEN IS EASTERN DAYLIGHT)

Saturday, July 10

ABC American Farmer, USDA news -- 12:30 p.m.

NBC National Farm and Home Hour, (1) USDA news, (2) Cross country crop report with Ken Gapen, Washington; Tom Page, New York; Don Peach, Denver; Henry Schacht, San Francisco -- 1:00 p.m.

CBS Country Journal -- 2:30 p.m.

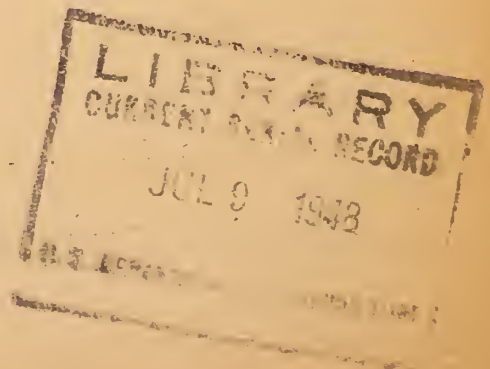
Cordially,

Ken Gapen

Kenneth M. Gapen
Ass't. Director of Information
for Radio and Video

Enclosures:

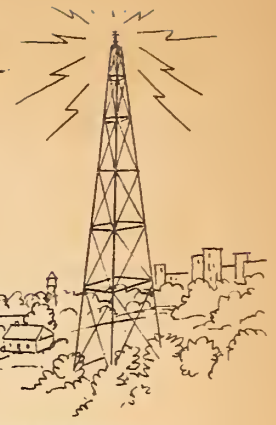
Enforcement of Foot-and-Mouth Disease Quarantine
on the United States-Mexican Border
Save Grain With Better Hay Crops



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RFD LETTER

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RADIO SERVICE

July 9, 1948

'49 ACP Practices in About 6 Weeks

Today, PMA is sending to the States the program bulletin for soil conservation practices under the '49 Agricultural Conservation Program. With this to go on, individual States will prepare, for USDA review, their list of practices for '49.

Best estimate is that State practices for '49 will be available in about six weeks. You may want to talk with State PMA people in meantime.

See Grain Enclosure -- July 24 Release!

Enclosed -- for July 24 release -- is that story we've been plugging on a new method to determine the percentage of weevils in grain.

With grain graders, traders, and millers using this method, farmers will need to keep their grain free of weevils to avoid price discounts....it will mean dollars and cents to the farmer. Hence, the suggestion for an intensive educational campaign of farm storage fumigation in August, and other preventive measures.

Watch for Your Copy of Yearbook

Editor Stefferud is out with another in the popular series of USDA Yearbook: of Agriculture in which the entire book is devoted to one subject.....this one, "Grass." If history repeats itself, very soon now, getting one of these books will be like getting a ticket to a Bob Hope show -- a friend asking a friend, who has a friend with influence with....who finds out there just aren't any more copies....or, at least, not unless you send your \$2 to the Government Printing Office. Well, to make sure each farm broadcaster gets a copy, we're mailing each one a copy -- probably next week. Please note the release date! July 31.

Record Crops in Prospect

The July 9 Crop Report says crop production in 1948 promises to surpass that of the outstanding year of 1942, and the record set in 1946. A record corn crop -- 3,329 million bushels -- is now indicated. The wheat prospect of 1,242 million bushels is an improvement of 4% over earlier forecasts and will be the second largest crop in our history. Feed grain supplies, even with the relatively small stocks of old grains, will be the most liberal on record per animal unit.

Feed Situation

In "The Feed Situation" (July 4), BAE reports:

Prospective supply of four feed grains 10-15% larger than in '47-48....on basis of average yields on prospective acreage for corn and grain sorghums, and June prospects for oats and barley.

If the growing season continues favorable, prices of feed grains are expected to decline during the next few months and to average somewhat lower in '48-49 than in current feeding year.

Livestock-feed price ratios continue below average. Lower feed prices in '48-49 would result in ratios more favorable to livestock producers, since prices of livestock products are expected to drop little, if at all, as long as demand remains high.

Keep up Food-Saving Drive

By way of elaborating on the items on p. 1 of our June 25 and July 2 Letters, officials here say the food situation calls for a continued food and feed saving drive at least for the next several months. With the wind-up of the Office of Food and Feed Conservation, USDA and State Extension are giving as much push as possible to conservation through regular programs. In fact, steps are being taken to intensify one important phase of the food campaign--the plentiful food programs. You will continue to get information about this and other food-saving activities from USDA here, and regional and State agencies.

Marketing and Transportation Situation

In "The Marketing and Transportation Situation" (July 3), BAE reports that:

During the first five months of '48, the farmer's share of the consumer's dollar spent for farm food products dropped from a record-matching 55¢ in January to a 5-year low of 50¢ in May.

The farmer's share rose above the 50¢ level in Dec. '42 for the first time since early '19. Since then, it has fallen below 50¢ only once--to 49¢ in May '43. The prewar level of the farmer's share averaged 40¢ during '35-39, and reached a depression low of 29¢ in June '32.

Correction!

In last week's Letter (p. 2), the figures on percentage of parity for hog prices were given in reverse order. The hog item should read, "From May 15 to June 15, hog prices increased from 19.60 to 22.90....or from 108% to 126% of parity.

Buy Farm Land Now (?)

In "The Agricultural Situation" for July, BAE economist Harald Larsen suggests that prospective farm buyers take a second look at future net land income.... compared with current land values....before they buy. He discusses specific points to consider in making discussions.

Highlights of Price Support Law

The "Agricultural Act of 1948" (so-called long-range farm policy act) signed by the President last Saturday continues price supports for '49....without much change from the "wartime" programs which expire at the end of '48.

Price Supports for '49

Corn, wheat, rice, tobacco, peanuts -- grown in '49, and marketed before June 30, '50....will continue to be supported at 90% of parity.

Cotton -- grown in '49....and marketed before June 30, '50....reduced from $92\frac{1}{2}\%$ for '48 to 90% of parity.

Hogs, chickens, eggs, milk, milk products -- marketed before Jan. 1, '50....continued at 90% of parity.

Potatoes -- harvested before Jan. 1, '49....supported at 90% of parity.

Edible dry beans and peas, turkeys, soybeans, flaxseed, and peanuts for oil, American Egyptian cotton, sweetpotatoes -- to be supported until Jan. 1, '50, within range from 60% of parity to '48 support level. Same provision applies to Irish potatoes harvested after Jan. 1, '49. The support level for these commodities under the '48 program has been 90% of parity or higher.

Wool prices -- to be supported at present levels until June 30, '50.

Lending and purchase operations for price support for other agricultural commodities during '49 are to be carried out to the extent of available funds.

The Secretary of Agriculture may require compliance with production goals and marketing regulations as a condition to price support.

Beginning Jan. 1, '50

Beginning Jan. 1, '50, the "long-range" farm price support provisions become effective. These are generally somewhat lower than war-year supports....but higher than supports authorized in earlier basic legislation.

Tobacco supports -- however, are directed at 90% of parity when marketing quotas are in effect.

Wool -- is to be supported at 60-90% of parity, at whatever level the Secretary determines needed to encourage production of 360 million pounds of shorn wool.

No support under the long-range program can exceed 90% of parity, or a comparable price....except when needed to increase or maintain production in the interest of national security.

New Parity Formula

Beginning Jan. '50, the general level of parity prices will continue to be based on the 1910-14 period. But the relationship among the parity prices for individual commodities will be based on the immediate past 10-year period of actual prices. Parity prices for individual commodities cannot drop more than 5% a year below parity prices....as calculated under the present formula.

USDA Official Travel

M. R. Cooper, Asst. Admin. of Research and Mrkt. Act -- July 13-14, State College, Miss., at Stark Hotel for cotton conference; July 16-21, College Station, Tex.; July 22-24, Cotton Research Congress at Baker Hotel, Dallas.

Dillard B. Lasseter, Admin. Farmers Home -- July 19-21, Montgomery, contact Julian Brown, Farm Security Bldg., 'phone 3-3451.

G. F. Geissler, Mgr., J. F. Thompson, Northern Area Director, and Earll H. Nikkel, sales programs, of Fed. Crop Ins. -- July 12, Columbus, Ohio; July 13, Lansing, Mich.; July 14, Carlinville, Ill.; July 15, Columbia, Mo., at Jefferson Hotel.

Foreign Visitors

E. S. West, in charge Irrigation Research Station, Griffith, N.S.W., Australia -- JULY: Cornell University at Ithaca, 13-14; Expt. Sta. at Geneva, 15; Mich. State College, East Lansing, 21; Univ. of Ill., Urbana, 22-23; Ivan D. Wood, SCS, 2-408 Insurance Bldg., 14th & Champa Sts., Denver, 26; W. C. Edmundson, Potato Research Station, Greeley, 27; Utah Expt. Sta., Logan, 28-29-30; Expt. Sta. at Reno, AUG. 2.

Gerhard Larsson, Swedish Ministry of Agriculture -- JULY: Ag Economics and SCS at Cornell, Ithaca, 12-13. AUGUST: Ag Economics and Land-Use Planning at East Lansing, 2-3; Work simplification laboratory at Purdue, LaFayette, 5-6; Ag Economics at Urbana, 9-13; Ag Economics and land-use planning at Madison, 23-25; SCS at La Crosse, 26-27; Forest Service at St. Paul, 30-31.

NETWORK PROGRAMS (TIME GIVEN IS EASTERN DAYLIGHT)

Saturdays, July 17 and 24

ABC American Farmer, USDA news -- 12:30 p.m.

NBC National Farm and Home Hour, USDA news -- 1:00 p.m.

CBS Country Journal -- 2:30 p.m.

Re the 4-H'ers Abroad

We just got word that the Maryland 4-H dairy judging team won second place at the Royal Agricultural Fair at York, England, this week....with the British team taking first place, and the Scottish, third.

As to our recent offer of transcriptions on these and other 4-H members abroad, we haven't received any yet, but are expecting some.

Record Amount Nitrogen in Prospect

U. S. farmers are expected to have a record supply of nitrogenous fertilizer in the year July 1, '48 to June 30, '49....or 10% more than this past year.

New Publications

"Decay and Termite Damage in Houses" -- says danger of deterioration of wood in houses has been exaggerated. Prevention is cheap: 1) keep termites and fungi from entering the parts near the ground; 2) use dry wood; 3) build so as to keep the wood dry most of the time. (Farmers' Bulletin No. 1993.)

"Your Electrified Farm" -- lists typical electrical farm -- and home -- equipment ...and amount of power required. Also general discussion of electricity on farm and in home. (Reprint from Rural Electrification News.)

"How to Keep Power on the Job" -- discusses how to tell if wiring is protected... fuses and circuit breakers...preventing overloads, short circuits...and other safety angles. (Reprint from Rural Electrification News.)

"Planning the School Lunchroom" -- includes plans, pictures, discussion.

"Cooperative Frozen Food Locker Associations" -- reports 9,500 locker plants in operation July 1, '47...with 900 of these cooperatively owned. Co-op plants charged less for rental and processing than average for all plants. This report analyzes operation, costs, financing, etc. (Miscellaneous Report 116.)

"Economic Analysis of Dairy Cooperatives in Georgia" -- Co-ops handle nearly 1/4 of milk delivered to Georgia whole milk plants and dealers. This report summarizes steps to put the co-ops in even better condition...looking toward the day of declining consumer incomes and lower returns per unit of product handled. (Miscellaneous Report 113.)

"Safeguarding Identification of Cotton Bales" -- A metal tag, designed to provide permanency of identification of cotton bales, has been developed and tested at the U.S Cotton Ginning Laboratory. Leaflet gives full particulars about metal tags. (Leaflet No. 246.)

"Fruits (Non-Citrus) Production, Farm Disposition, Value, and Utilization, 1945-1947."

"Miscellaneous Clover and Grass Seeds -- Acres Harvested, Yield Per Acre, Production, Price, and Value of Production -- 1919-1947."

"U.S. Foreign Trade in Agricultural Products -- by Commodity and by Country, Fiscal Year 1945-46 and 1946-47."

"Labor Requirements for Livestock on Wisconsin Dairy Farms" -- Farmers who spent the least time on their livestock cared for their livestock as well and got as much milk per cow as the others. But the arrangement of their barns and their equipment was somewhat better."

"U.S. Quality Report for Ginnings 1947 Crop"

"World Production, Trade, and Consumption of Meat, 1947-1948."

"Angora Rabbit Wool Production" -- During recent war years, domestic production expanded to meet demand of more than 120,000 lbs. a year. (Circular No. 785.)

A M C N G O U R S E L V E S

AAACE Meeting in August

Extension Editor Cal Anderson of Washington furnishes a few particulars about the annual meeting of the American Association of Agricultural College Editors. The conference opens Aug. 2 at the Davenport in Spokane.....shifts to Pullman for the 3rd with a side-trip to the University of Idaho at Moscow.....returns to the Davenport in Spokane, Aug. 4. Thursday, Aug. 5, the conference will be guests of the Spokane Chamber of Commerce on a trip to Grand Coulee Dam and through the Columbia Basin.

Make hotel reservations with Mr. James McCluskey, Manager, Davenport Hotel, Spokane....mentioning that they are for AAACE meeting.

Questionnaire on RFD Relationships

Burnis Arnold of Oklahoma, who is chairman of the radio committee of the American Association of Agricultural College Editors, has sent State Extension radio men and editors a questionnaire, to get information about services to, and relationships with, RFD's. Commenting on the spirit of cooperation between Extension and RFD's, he says information from the questionnaire is designed to bring about even closer working relationships.

Maynard Speece, chairman of the Extension relations committee of NARFD, is making a companion survey of RFD's. Burnis observes that "by putting the two together, we should really have something of material benefit to all of us."

Burnis hopes to have the results of his survey tabulated in time for discussion at the AAACE meeting in Spokane in August.

Better Market News Reporting

Does a farmer need an A.B. or an M.S. to understand a market news report? Some USDA folks say that a suspicion that a farmer sometimes may, is one of several reasons back of a new cooperative Iowa State Experiment Station-PMA study. The researchers will study better ways to distribute market news through press, radio, and publications. Included in the study will be field surveys to learn factors that influence a farmer in making decisions as to when, where, and how to market his products....and the role of market news in guiding his decisions.

The study is to be financed with Research and Marketing Act money.

K. R. Marvin, head of the Department of Technical Journalism at Iowa State College, is project leader.....and Dr. F. L. Thomsen, Director, Marketing Research Branch, PMA, is responsible for USDA's phase of the work. Other cooperating agencies are the Iowa Department of Agriculture, the Federal-State Market News Service in Iowa, the Extension Service, and the Statistical Laboratory.

'Round the World With Beatty

This week, Morgan Beatty took time out of his usual 12-hour day on NBC's News of the World broadcasts to give a group of USDA information people a tightly-packed 45 minutes' worth on his operations.

A M O N G O U R S E L V E S (CONT'D)

'Round the World With Beatty (Continued)

About the round-the-country pick-ups -- Morgan says 75% of the local boys do brilliant work compared with big-city pick-ups....they work harder at it, do a more inspired job. Out of some hundreds of experiences, he estimates only about 10% fall in the leave-something-to-be-desired class.

As to the $1\frac{1}{2}$ minute ceiling, occasionally a local man says he can't tell his story in that time. The stock answer from Beatty's office, is, "If Beatty can cover the world in 3 minutes, you can cover Hutchinson, Kansas (e.g.) in $1\frac{1}{2}$ minutes."

Rate of delivery and change of pace came in for considerable discussion. Morgan says that rapid delivery lends air of authority to broadcast....that you don't get from lagging delivery. He does about 180 words a minute but is trying to cut down number of words somewhat without losing "pace." Morgan also pointed out that change of pace commands attention. The pick-ups are consciously planned to have a rapid-fire episode followed by a slower one....with a pick-up from a deliberate speaker in Canada often sandwiched in for change-of-pace reasons. He cited Kaltenborn as man with good change of pace in his own delivery. Rapid delivery, and change of pace, were cited as partial answers to the question of how to keep the listener's ear against various distractions.


Morgan thinks radio will have to compete with TV a long time.....perhaps indefinitely. The newsy, highly-edited, brief recorded statements and interviews worked into the 15-minute news show are intended to help meet that competition.

Bauer Comments on Northwest Flood

From RFD Alvin Bauer of KPOJ (formerly KALE) in Portland, Ore., comes this ringside commentary on the recent Northwest floods:

"Our flood seems to have been very well covered all over the country and may be in many cases too elaborately. Final figures on the estimated losses in the agricultural industry is 31 million dollars. It damaged some of the more fertile land in both Idaho, Washington, and Oregon and maybe nearly ruined some of the operators. However, the big picture shows that the loss is only a small fraction when compared to the total estimated agricultural production this season. It will necessitate selling some of our high-producing dairy animals because of a feed shortage this fall and winter."

Cordially,



Kenneth M. Gaper
Ass't Director of Information
for Radio and Video

Enclosures

Agricultural Outlook Digest
New Weevil Detection Method Significant to Grain Growers

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July 16, 1948

Grain Purchase Agreement

You got a release this week, announcing purchase agreements, to supplement commodity loans, in supporting prices on '48-crop wheat, oats, barley, rye, and grain sorghums.

With reductions in grain prices, more farmers are likely to use these agreements this year than last. A farmer can take out either the purchase agreement, or loan, or both. If he doesn't want to put his grain under seal, and pay interest, he can take the purchase agreement. Also, under the purchase agreement, he doesn't have to deliver any grain to CCC, and he is free to sell any time.

The farmer himself is responsible for keeping up the quality of his grain. Any grain that a farmer decides to deliver to CCC under a purchase agreement must be within the grades eligible for loans.

Farm Wage Rates Up

Farm wage rates hit a new high July 1....7% above a year ago.

In the Farm Labor Report (July 13), BAE reports that wage rates per day.... without board....average \$5.40 for the country as a whole, compared with \$5.17 a year ago....and a July 1, 1935-39 average of \$1.53. The peak following World War I reached in '20 was \$3.46 (annual average).

On July 1, farm wage rates were four times as high as the 1910-14 average... in all parts of the country except the South and Mountain States.

Monthly rates with board....at \$105....were above \$100 for the first time... or about twice as high as the '20 peak.

What About the Grain Situation?

USDA officials say that grain crops and supplies....as forecast in last week's Crop Report....offer no surplus problems...but pose problems for the '49 crop.

The U. S. has export outlets for such extra wheat as will be available from the crop now being harvested...through exports under the European Recovery Program, and otherwise. (Continued on page 2).

The Grain Situation? (Cont'd. from page 1)

The crop in prospect would permit an increase of about 50-75 million bushels in exports. Along with these increased exports, the U. S. could re-build carry-over stocks from the very low levels of recent years back to safer levels. The extra grain also will allow farmers to begin to build back live-stock herds; for example, build up dairy herds to meet the demand for dairy products, and to produce more pork to furnish more of the meat supply and reduce the extra-heavy beef slaughter to permit re-building beef cattle herds.

'49 Crop Offers Problems

The '49 wheat crop...from wheat seeded this fall and next spring...is another story. It's the '49 crop...marketed in '49 and '50...that USDA officials expect to require acreage adjustments and price supports.

Wheat supplies in prospect from the crop now being harvested will make it possible to cut '49 wheat acreage in the interest of soil conservation. Reductions are indicated especially for the Plains, where farmers have plowed up sod for wheat, and have had to forego summer fallow...and in the Mid-West where farmers have had more land in cultivated crops than desirable.

Regional Meetings on Poultry Grades

Last week, the Poultry Industry Advisory Committee's task group on poultry standards and grades met here. The group suggested regional meetings to cover standards and grades, and inspection and grading programs, for live, dressed, and drawn poultry. Places are: Chicago, New York, Dallas, San Francisco, Atlanta, Omaha....some time in August.

Cotton Research Congress in Dallas

The 9th Annual Cotton Research Congress is scheduled for Dallas, July 22-24. Representatives from USDA will include Secretary Brannan, E. D. White, Assistant to the Secretary, and Assistant Director of Extension Williamson.

European Grain Outlook Improves

Europe (excluding the Soviet Union) is expected to produce about 35% more bread grains this year than last....but still 13% below the pre-war '35-39 average. The outlook for most other crops also continues favorable.

This outlook indicates conditions as of early July...and is based on information received by the Office of Foreign Agricultural Relations.

The traditional deficit areas in Europe will continue to need substantial imports of grain....considerably higher than pre-war....because of increased population, extremely low reserves in many areas, need to boost per capita rations, and other factors.

Oleomargarine Production Trends

In the "Fats and Oils Situation" (July 15), BAE reports that use of oleomargarine in the U. S. reached new highs in '47.....about 10% above the '46 level.....and more than twice prewar. The '47 output totaled 746 million pounds.

Domestic vegetable oils made up 95% of the total fats and oils used in oleomargarine in '47.....compared with 70% in '37-41.

19% of the combined production of corn, cottonseed, peanut, and soybean oils went into oleomargarine in '47.....compared with only 10% prewar, when domestic vegetable oil output was materially smaller than in '47.

Since '45, one State has removed its excise tax on oleomargarine, and two States have substantially reduced or eliminated license fees payable by manufacturers and distributors. Two States repealed laws prohibiting the sale of colored oleomargarine. In two other States, the Attorneys General ruled that the laws do not prohibit the sale of colored oleomargarine.

Fruit Situation

In the "Fruit Situation" (July 11), BAE reports that consumer demand for fruit is strong as the '48-49 season gets under way. But large supplies of some fruits may hold prices to relatively low levels, only moderately above those of last season.

Prices for peaches, pears, and oranges are expected to be higher this summer than last.....mainly because of smaller crops. But prices for apricots and sour cherries probably will be lower because of larger crops.

British Conservation Programs

This week, the British Information Service put out an excellent review (R.F.D. 15, July 12) of soil fertility programs in Britain.

To give you a few high points, under the Agriculture Act of '47, British tenants (meaning the bulk of British farmers) must cultivate the land "according to the rules of good husbandry." The Government contributes toward lime and phosphate to improve soil fertility. Government grants of \$16 an acre are being made for sowing crops, or approved grass and legume seed mixtures, to improve pastures. Payments also are made on sheep and cattle of certain types, kept on hill land under certain conditions. The grant program also covers water supply programs, drainage, and clearing bracken from grazing land.

Egg Production

Farm flocks laid the fewest eggs in June of any June since '42....but 10% above the '37-46 average. Average egg production per layer the first half of this year was 91.7 eggs.....compared with 91.4 the first half of '47 and the average of 83.7.

Farms

Broadcast Measurement Bureau estimates that in January, '48, 88.7% of total families....or 6,096,000 farm families....had radio sets in working order. This is an increase of 12.5% from the 76.2% of 1946.

Here's the BMB estimate of percentage of farm families with farm radio sets by regions and States:

<u>N.E.</u> 93.2	<u>N.C. (cont'd.)</u>	<u>The South (cont'd.)</u>
Me....91.7	Mo.....90.5	Miss.....76.8
N.H...93.8	N.D.....96.8	Ark.....80.4
Vt....93.1	S.D.....95.5	La.....76.5
Mass..96.1	Neb.....94.3	Okla.....85.2
R.I...96.0	Kan.....93.4	Texas.....83.6
Conn..95.6		
N.Y...94.0	<u>The South</u> 81.3	<u>The West</u> 96.4
N.J...95.5	Del.....90.4	Mont.....97.0
Pa....91.6	Md.....89.6	Idaho.....97.4
	Va.....82.7	Wyo.....96.1
<u>N.C.</u> 94.9	W.Va.....85.8	Col.....95.9
Ohio..95.3	N.C.....82.6	New Mex.....89.7
Ind...94.6	S.C.....77.6	Ariz.....90.4
Ill...95.4	Ga.....78.6	Utah.....97.8
Mich..96.2	Fla.....80.2	Nev.....96.3
Wis...96.0	Ken.....83.6	Wash.....97.9
Minn..96.4	Tenn.....82.6	Ore.....96.3
Iowa..96.9	Ala.....77.6	Cal.....97.6

BMB will publish its survey in two volumes, "Radio Families USA--1948".

Grass Stories for Plains States

RFD's in the Plains country will want to get acquainted with David A. Savage, new Superintendent of the Southern Great Plains Field Station at Woodward, Okla.

The station has gotten promising results with cool-season grasses to lengthen the grazing season and increase range returns to stockmen. Notable among these promising grasses is Western wheat grass. Much attention has been given to the possibilities of other native grasses of the region and to such range problems as eradication of sagebrush. The station has obtained good results against this pest by spraying from an airplane with 2,4-D, a practice now being used increasingly by ranchers.

Recordings from Southern Colored 4-H Club Camp

Joe Tonkin is going to make recordings of State delegations at the regional 4-H Camp for colored young people at Baton Rouge, Louisiana on August 28. He will make the transcriptions on cartridge wire and fly back to Washington where U. S. Recording Co. will dub them on to wax. U. S. Recording will bill and send the dubs express collect as per your order. The cost will be \$4.00 each for a six-minute recording. Send your order to me here in Washington, unless your State Extension Editor has made special arrangements with you for coverage.

USDA Official Travel

New York City -- July 28 -- O. V. Wells, Chief, Bur. of Agrl. Econom.
2nd Annual Summer Conference on Science and Technology, Teachers' College,
Columbia University.

Dr. Harry C. Trelogan, Assistant to Administrator, Research & Marketing Act --
July 19-22 -- Iowa State College, Ames, Iowa -- July 23-25 -- University of
Minnesota, St. Paul, Minn.

Foreign Visitors

Dr. R. N. Robertson, food preservation and transport expert, Australia -- at
Agr. Exp. Stations at New Haven, July 19; Geneva, Aug. 4-5; Ithaca, Aug. 9-10;
East Lansing, Aug. 12-13; Urbana, Aug. 18-19; Madison, Aug. 20-24; Wenatche,
Sept. 2-3; Corvallis, Sept. 7; Davis, Sept. 8; Berkeley, Sept. 9; Riverside,
Sept. 22-23. Also at USDA Western Reg. Lab. at Albany, Sept. 10; and USDA Hort.
Lab. at Pomona, Sept. 20-21.

Dr. Juliano B. Acuna, botanist at Cuban Exp. Sta. -- at N. Y. Botanical Garden,
July 19-30; Harvard Botany Dept. in Boston, Aug. 2-6; St. Louis Botanical
Garden, Aug. 9-11; San Quentin Prison in Calif., Aug. 12-13; Calif. Expt. Sta.
at Davis, Aug. 16-17; Botany Dept. at USC in Los Angeles, Aug. 19-20; Expt.
Sta. at Riverside, Aug. 23-25; SCS at San Antonio, Aug. 26-27; South Reg. Lab.
at New Orleans, Aug. 30-31; Tung-oil Lab. at Bogalusa, La., Sept. 2-3; Expt.
Sta. at Experiment, Ga., Sept. 7-8; Expt. Sta. at Gainesville, Sept. 10-17;
Citrus Expt. Sta. at Orlando, Sept. 20-21; Expt. Sta. at Belle Glade, Sept.
22-23; Coconut Grove Introd. Garden, Miami, Sept. 25-26.

NETWORK PROGRAMS (TIME GIVEN IS EASTERN DAYLIGHT)

Saturday, July 24

ABC American Farmer, (1) USDA news, (2) Farm Safety Week, with Secretary Brannan,
Congressman Hope, A. S. Goss of National Grange, and others -- 12:30 p.m.

NBC National Farm and Home Hour, USDA news -- 1:00 p.m.

CBS Country Journal, (1) Grain fumigation, with David Hall of the Bureau of
Entomology and Plant Quarantine, and (2) dramatization of Farm Safety --
2:30 p.m.

Saturday, July 31

ABC American Farmer, (1) USDA news, (2) Dedication farmers' market, Jackson,
Miss. with Governor Fielding L. Wright, Congressman Clifford Hope, W. C.
Crow of USDA, farmers and others -- 12:30 p.m.

NBC, National Farm and Home Hour, (1) USDA news, (2) New Weevil Test for Grain,
with W. A. Baker and David G. Hall, Bureau of Entomology and Plant Quarantine -- 1:00 p.m.

CBS Country Journal, science story from University of Minnesota -- 2:30 p.m.

A B S E L V E S

The Other Half -- Wants

From Les Schlup's (Federal Extension) letter to State Extension Editors, we learn that our erstwhile colleague Anna Jim Holman....now Associate Extension Editor in Washington State....is spending five weeks on AP's radio desk in Spokane....filling in during vacations. She's learning -- not how the other half lives, but what the other half (of the radio fraternity --the boys on the consuming end of Extension radio copy) wants. And getting acquainted with press association and other personnel, too. Writes Anna Jim: "I rewrite AP and newspaper copy for two radio stations here and then run the copy over to the stations -- three dead lines a day." She had to take some special leave from her own job for the tour of duty in Spokane.

Sounds like an excellent idea -- that might have application in some of our own circles.

Civil Service Info Exam

The 9th Civil Service Region at St. Louis, Mo, has announced examinations for making probational appointments to positions of information and editorial specialist, and information and editorial clerk in the States of Arkansas, Kansas, Missouri, and Oklahoma. You can get application forms from the Director, U. S. Civil Service Region, New Federal Office Building, St. Louis 1, Mo., or from first or second class postoffices in the States listed.

Preference in certification in grades CAF-5 through CAF-11 will be given to eligibles residing in the State in which the vacancy exists. In grade CAF-12 and above, preference will be given to those living in the four States.

WROW's New Farm Studio

George Michael of WROW in Albany, N. Y., reports a new farm studio in the administration building of the Menands Regional Market in Menands, N. Y. He says this is the center of produce trading, both local and shipped-in, for north-eastern New York State. George continues:

"We have added a new time to our schedule, 12:30-12:45 p.m., 12:30-1:00 p.m. starting July 19, with the program originating daily from this new studio, right from the heart of where agricultural news is made. It gives us the opportunity to chat first-hand with important men in agricultural activities in the State, as well as with the farmer who brings his produce to market....The auditorium.. has been wired for direct pick-up, so we will broadcast much of the proceedings of organizations which use it for meetings and demonstrations."

Additional programs are planned for this fall. The morning time is still 6:00 to 7:30.

The Latest on the Yearbook

Latest word we get from the mailing department is that copies of the new Yearbook of Agriculture, "Grass," will get in the mail within the next two weeks.

Hannify Back "On the Farm Front"

Lee Hannify, who writes the "On the Farm Front" and "Rural Round-Up" for United Press, dropped in this afternoon.....after being laid up for nearly a week because of a wrenched knee.

Editors Meeting in Spokane-Pullman

Anent the meeting of the American Association of Agricultural Editors in Spokane and Pullman, Washington, Aug. 2-5 --

Only a few of us will be going from the Department.....including our Director of Information, Keith Himebaugh; Les Schlup, who heads up information for the Federal Extension Service; and Ernie Moore, in charge of information for the Agricultural Research Administration; and yours truly. I'll be talking about television.

More later about the radio and television phase of the program.

See last week's RFD Letter (p.6) for further details about the meeting, including hotel reservations.

Cordially,

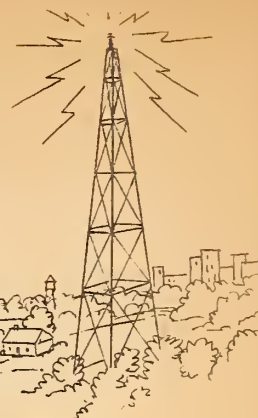


Kenneth M. Gapen
Ass't. Director of Information
for Radio and Video

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RFD LETTER

To Radio Farm Directors



From the:
U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

RADIO SERVICE

July 23, 1948

USDA Announces '49 Goals

Tomorrow, USDA is announcing '49 production goals for several important commodities:

Wheat - 71.5 million acres....or 8% less than this year's seeding.... but still enough to produce a billion-plus-bushel crop, assuming recent high yields. (See p. 1, July 16 RFD Letter.)

Beef Cattle - a breeding herd goal of at least 15.5 million head of beef cows Jan. 1. Would mean further moderate decrease of about one-half million head below last Jan. 1.

See enclosure for additional facts on foregoing goals....as well as goals for rye, winter cover crops, winter vegetables, and dry edible peas.

Farm Grain Storage Conferences

Grain authorities say there is a serious problem in storing this year's crop of grain....especially to provide storage good enough to allow farmers to take advantage of price supports.

At present, the crop in prospect is too big for available storage. Temporary bins and cribs will be needed to hold it.

Grain has been coming to market faster than it could be unloaded. So railroads have had to put embargoes on grain shipments. Hence, many farmers may not be able to market their grain. Many farmers have planned to market their grain promptly after harvest to pay their bills. With suitable storage, they can get price support loans.

As a further move in meeting the shortage of farm storage space, PMA is calling two conferences of State PMA representatives on grain storage:

Omaha -- Aug. 2 - for Mont., N.D., S.D., Minn., Nebr., Ia., Mo., Kans., Col., Okla., Texas. At Fontinelle Hotel.

Columbus -- Aug. 4 - for Wisc., Ill., Ind., Mich., Ohio, N.Y., Pa., Ky., Tenn., N.C., Va., Md., Del.

You might check with your State PMA people after the conferences are over.

What's Ahead for Farm Prices?

Some farm product prices have been moving up....others down. What's the probable general trend for the next few months.

For the USDA News in tomorrow's (July 23) ABC, "American Farmer," BAE economists point out that wholesale prices topped all previous records this week... and that the general level of prices will stay high. But they say prices of some products will drop. Grain prices have weakened in the face of big marketings. The July contract on corn closed out, which was about the last of the tight contracts expected this year. By September, new corn will be much more plentiful.

But, except for some further drop in feed-grain prices...and seasonally plentiful fruits and vegetables...USDA officials don't look for much weakness in farm prices the rest of this year. Actually, meat, milk, eggs, and other livestock products have passed their seasonal lows and are moving up.

"Go" Signal on Television Research

In April, I told you that we had gotten approval for research on televisionfor the rest of the fiscal year....or up to July 1, 1948. I told you, too, about Tom Noone joining our staff to work on the television project.

During the interim, we have been contacting radio industry people, including RFD's, Extension radio editors and radio men, USDA representatives and others laying ground-work both for programming and program and audience investigations. But we couldn't start operations until we got clearance for the '48-49 fiscal year.

Well, this week, we got the "go" sign. And with that, we are able to name the second man joining us to work on the television project. He is RFD Maynard Speece, whom many of you know....Extension radio editor at the University of Minnesota....and chairman of the NARFD committee on Extension-RFD relations. I might add that Maynard has come up through the agricultural Extension ranks.... being a former county agent. Maynard is reporting in on August 16.

I'm leaving here the last of next week for the Agricultural Editors' meeting in Spokane (Aug. 2-5) where I will discuss our television research plans. At some points along the way, I'm also visiting with RFD's who are getting into TV.

We expect to keep in close touch with you on our TV research activities.... including progress reports in the RFD Letter.

And we'd like to have the benefit of any of your ideas and experiences.

The enclosed release gives you more information about USDA's plans.

As you recall, this research project is being financed under Research and Marketing funds allotted specifically for this research activity...and is over-and-above our regular Radio Service operations. We hope, however, that it will provide the basis for a sound approach in our television activity and services to you as farm and home TV develops, and as we develop a regular service for TV.

Long-Range Plan for Missouri Basin

This week, Secretary Brannan announced a long-range multiple-purpose agricultural program for the Missouri River Basin to bring the agricultural activities abreast of the Interior-Army "Pick-Sloan Plan." This plan embraces the survey USDA is now making....scheduled to be finished early next year.

States wholly or in part in the Missouri Basin are: Mont., Wyo., N.D., S.D., Nebr., Kans., Mo., Ia., and Colo.

We sent the RFD's in those States a comprehensive story on plans.

Push Potatoes in August

With a heavy supply of top-quality intermediate potatoes.....and a prospective big late crop coming along behind.....there will be a big push during August and early September to get folks to eat more of the Intermediate crop.

We're enclosing, 1) a "Potato Fact Sheet to fill you in on the problem and what's being done about it, and 2) a folder giving potato recipes for the benefit of you, or your home director, or both.

State Department of Agriculture Directory

The State Departments of Agriculture are good sources of material for RFD's-- information about market news, grading and inspection, and other activities. We're enclosing an up-to-date list of State department of agriculture officials in the various States.

Wool Situation

BAE's "Wool Situation" (July 26) says that the increase in wool prices to farmers (June average 7.8¢ higher than year earlier) reflects strong demand and short supply of better qualities of wool.

The carry-over of apparel wool in the U.S. on April 1 was 18% smaller than a year ago. Because of the strong demand for fine and half-blood wools, CCC holdings of these wools were reduced considerably. By the end of May, fine and half-blood wools made up only one-third of CCC stocks compared with one-half at the beginning of the year. Total CCC stocks were reduced by 28% during the 5 months ending May 31. A further reduction is expected during the rest of this year.

Time for Egg Quality Drive

About next week, PMA will launch its annual drive to maintain egg quality during the hot-weather period. It will also try to sell consumers on the use of eggs below Grade A for specific purposes, such as cooking and table use. You might remind your listeners about the importance of collecting eggs at least twice a day.....keeping them in a wire basket until they cool...and marketing at least twice a week unless the producer has good storage facilities for keeping them longer.

Food Shortages vs. Atomic Bombs

'Midst the alarm over atomic bombs and other dangerous methods of warfare, Director-General N. E. Dodd (our former Under Secretary) of the Food and Agriculture Organization had this to say at Bunker Hill, Indiana, this week:

"....nations go to war when, for one reason or another, and rightly or wrongly, they fear for their survival, either now or in the near future. And underneath that fear, if you search far enough, you will likely come to the question of food...."

"....there just isn't sufficient food in the world for everybody to have enough. Only about a third of the world's people ever get enough to eat...."

"If food does have such a central place in the affairs of men and nations as I believe it has, then you people here today are not only in the center of the United States - you are also in the center of the whole world problem of peace....How you get on with your job of food production - whether you prosper or go broke producing food - what happens to the food after you produce it - and above all, what you do to help other people produce or get food, in this world where practically two-thirds of the population never know what it feels to have a full stomach - those questions are at the heart of the problem of war and peace."

Commenting on the increase of 150 million in world population since the start of the war - and a continued increase of 20-25 million a year - Director Dodd said:

"Altogether, it is a gloomy picture of increasing world population over against decreasing soil resources to feed them. As Sir John Orr has often said, this situation is more dangerous than the atomic bomb for the future of the human race."

NETWORK PROGRAMS (TIME GIVEN IS EASTERN DAYLIGHT)

Saturday, July 31

ABC American Farmer, USDA News -- 12:30 p.m.

NBC National Farm and Home Hour, USDA News -- 1:00 p.m.

CBS Country Journal -- Canceled.

Saturday, Aug. 7

ABC American Farmer, USDA News -- 12:30 p.m.

NBC National Farm and Home Hour, USDA News -- 1:00 p.m.

CBS Country Journal, science story from University of Minnesota -- 2:30 p.m.

New Publications

"The Hired Farm Working Force of 1947" -- says that farm wage workers (both full-year and part-year) averaged \$583 in cash wage income in '47. This included \$408 from farm wages and \$175 from nonfarm wages. (BAE Mimeo.)

"Farm Tractors -- Type, Size, Age, and Traction" -- reports 2,800,000 tractors Jan. '47...an increase of 16% over '45. The 2,800,000 included 123,000 garden tractors, compared with 68,000 estimated for '45. Preliminary results indicated still further increase in tractors on farms Jan. 1, '48---3,150,000. (BAE Mimeo.)

"Stubble-Mulch Farming -- to Hold Soil and Water" -- also proves highly profitable in low-rainfall areas in dry years. On fields kept under stubble mulch and sub-tilled, corn yields increased 60%. Stubble-mulching requires new implements and new methods.....which are described in this bulletin. (Farmers' Bulletin No. 1997.)

"Refrigerator Car Heating Investigations" -- reports study made by USDA at request of ICC....to determine costs of heating service, and effectiveness of protective services available to Maine potato shippers.

Foreign Visitors

Dr. Antonio Garcia, Director of Agriculture, Ecuador -- at Northern Regional Laboratory, Peoria, July 26-27; Forest Products Laboratory, Madison, July 29-30; Agrl. Expt. Sta. (Dean Blegen of Graduate School), Minneapolis, Aug. 2-13; Agrl. Expt. (Asst. Dean Ryerson), Davis, Aug. 16-17; Agrl. Expt. Sta. (Dr. Batchelor), Riverside, Aug. 30-Sept. 3.

USDA Official Travel

I.W. Duggan, Governor, Farm Credit Administration, Columbia, Mo., at Annual Convention of the Mo. Farmers Assoc., Aug. 6.

G. F. Geissler, Manager of Federal Crop Insurance Corporation, Indianapolis, Aug. 26, FCIC State Office; Dallas, Jefferson Hotel, July 28.

D.B. Lasseter, Admin., Farmers Home Admin., July 28, Columbus, O., State Office; Aug. 3, East Lansing, State Office; Aug. 4-7, Madison, State Office; Aug. 17-18, New Brunswick, State Office. Meetings with paid-up borrowers.

RFD Visitors

Among our visitors here this week were RFD Ben Werk, of WKRC in Cincinnati...who hopped a plane up here one day this week in characteristic RFD style, and told his wife not to wait if he didn't get back home in time for dinner. And ABC Agricultural Director Bob White has just arrived in town, along with Maynard Coe of the National Safety Council, to put a farm safety luncheon on the "American Farmer" tomorrow.

A M O N G O U R S E L V E S

WCAU Does TV Garden Show

RFD Amos Kirby of WCAU in Philadelphia is running a garden show, Thursday evenings, 7-7:15.

Amos says, "I have a portable garden in the studio. It is a five-foot window box on wheels which can be moved here and there....We prepare the soil, add lime, fertilizer, plant, trim, spray, and even gather fruit. We illustrate insects and insect injury.

"I use very few guests....We have always used a live show. We have not gone out for any pictures as yet."

He reports 40 replies from a single show, "which is considered very good for shows of all types."

(We'd like to have for the RFD Letter dope on any experience that others of you may be having with farm and garden shows.)

TV Network Timetable

Broadcasting Magazine for July 19 reports AT&T's progress and plans on coaxial cable and radio relay systems for television networks.

Here are highlights:

1) Some 5,000 miles of television channels will link 15 major cities from the East Coast to the Mississippi by the end of this year...compared with 450 miles (joining New York and Washington) in July '47.

2) A mid-western TV network connecting Cleveland, Toledo, Detroit, Chicago, and St. Louis, with branches to Buffalo and Milwaukee, will be available in September. Connection of this network to that now existing in the East is scheduled for the end of this year to link the 15 cities.

3) Coaxial cable equipped for telephone service will be working in the spring of '49, but west of St. Louis the cable will not be equipped to carry television. AT&T does not know how long it would take to prepare the St. Louis-Los Angeles cable for video and has not set specific schedule for such construction. No orders for coast-to-coast television service have yet been received by AT&T.

Cordially,

Kenneth M. Gopen

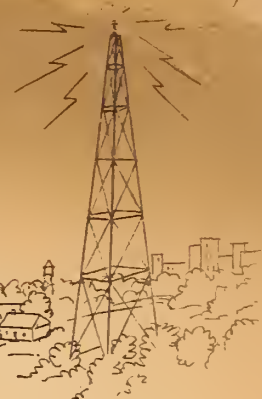
Kenneth M. Gopen
Ass't Director of Information
for Radio and Video

Enclosures:

- Research on Television
- State Agricultural Depts. & Mktg. Agencies Directory
- Fact Sheet-Save Grain
- Use Plentiful Potatoes
- Preventing & Removing Mildew
- Potato Fact Sheet
- USDA 1949 Production Goals

RFD LETTER

To Radio Farm Directors



From the:
U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

July 30, 1948

RADIO SERVICE

Freight Rate Changes

ICC announced yesterday slight changes in freight rates, effective within 15 days.

On agricultural products, maximum rates for citrus fruits, were reduced from 22¢ to 20¢ a hundred. The maximum rate on edible nuts was set as 22¢. Also, a maximum of 30¢ a hundred was ordered on wool and mohair. Previously, there was no maximum on wool, mohair, or edible nuts.

Rates and charges for protective services, including icing and heating, on all railroads were increased 5%...or total of 15% since Oct. 12, '47. This increase is of particular importance to all shippers of perishable products.

These changes, announced this week, will make total increases in freight revenue of Class I railroads about 44% since June 20, '46.

Grain Shipping Situation

PMA reports the freight car tie-up at terminal grain markets about clearedsince the general rail embargo for all Southwestern terminal points for wheat intended for storage, except where space available in advance. But the boxcar situation continues tight, with prospects of even greater shortages. Grain movement is expected to be under way in southern spring wheat country about Aug. 1.

See p.1 our July 23 Letter for story on grain storage, including regional meetings at Omaha, Aug. 2....and Columbus, Aug. 4.

Livestock and Meat Situation

BAE economists say we may have 10% less meat the second half of '48 than the same months in '47. The first 6 months of this year, supplies were only 7% below a year earlier. The low point in production is due in late summer and early fall.

In the "Livestock and Meat Situation" (July 31), they say that...in the face of higher wages and incomes....meat prices are likely to rise as supplies drop off. Prices of hogs and good and choice fed cattle are expected to increase further this summer. Prices of grass fat cattle and lambs will drop as marketings increase seasonally, but the decline will start from record high levels and will be smaller than usual.

The Outlook for '49-50?

State and National production goals committees are busy on crop and livestock goals for '48-49. They need some cues as to what's ahead in '48-49 and '49-50.

Well, the economists here aren't ready to be quoted on the '49-50 outlook. But they have offered the committees a kind of "tentative outlook report".... their "best judgments." Based on current trends, they think next year could be another good year....with a high level of domestic demand for farm products but with some slight easing in the foreign demand. Of course the situation varies by commodities.

Looking to possible supplies of key items of materials and equipment, the economists say farm machinery production in '48 is expected to run at least 10% above the record '47 output....with even greater increases in tractors and some other machines that were short in '47. Plant capacity is being expanded further....Farmers probably will be able to get as much lumber in '49 as in '48....but prices are expected to continue at high levels....Preliminary estimates on fertilizer indicate increases of 10% for nitrogen, 6% for phosphoric acid, and 10% for potash in '48-49....over '47-48....Conditions so far this year would indicate for '48-49 the highest supply of feed per animal unit in several years.

In looking ahead to possible livestock situation for '49-50, the economists assumed cattle numbers would continue to drop until '50 or '51....that sheep probably would reach a low point in '49 or '50....and that milk and poultry production in '50 would run about the same as '49.

The foregoing represents preliminary guesstimates for your background.... and is not for official quote.

State Experts Visit Latin America

A group of U.S. agricultural experts....including 13 deans of agricultural colleges....have been asked to study agricultural problems in Guatemala and Honduras.

Part of the group left July 15: E.L. Anthony, Mich.; John F. Cunningham, Ohio; F.D. Kein, Nebr.; W.B. Kemp, Md.; Clyde McKee, Mont.; Harry J. Reed, Ind.; Henry Schmitz, Minn.; H.L. Walster, N.D.; Robt. Salter, USDA, Wash., D.C.

Sailing tomorrow from New Orleans are: C.E. Brehm, Tenn.; E.B. Colmer, Miss.; H.P. Cooper, S.C.; R.S. Hawkins, Ariz.; Homer J. Henney, Colo.; J.H. Hilton, N.C.; C.B. Hutchison, Calif.; Harold Mowry, Fla.; C.N. Shepardson, Tex.; E.V. Smith, Ala.; R.H. Walker, Utah; Frank J. Welch, Miss.

Each group is to be gone about three weeks.

Western Extension Directors to Meet

Western Extension Directors will meet at Bozeman, Mont. Aug. 9-10.

Watch for Purebred Livestock Radio Sales Plan

One of the better-known RFD's wires us of a check under way of a plan being offered Western breeders of purebred livestock to buy spot announcements on Eastern radio stations for sale of their livestock. The plan calls for the stockman to pay cash in advance.

None of our USDA folks know any of the facts in the case. But the Better Business Bureau and Broadcasting Magazine have been trying to check on the plan. NFB is also investigating---and as soon as it has any definite information will relay it to member stations. You might be on the look-out for this dope, and for indication of such an operation among purebred breeders in your area.

A First-Hand Report From Greece

Extension Director M. L. Wilson....just back from Greece....reports that the American Mission for Aid to Greece has saved Greece from Communist domination....and is restoring confidence among the Greek people. Also, appreciation of Americans runs high.

In the enclosure, "M.L." gives an illuminating "quickie" about Greek agriculture and rural people.

Notice on pages 2 and 3 names of U.S. State Extension and other experts in Greece.

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Chicago, Ill. -- Aug. 19-20 -- G. F. Geissler, J. F. Thompson, and Wm. H. Rowe, Federal Crop Insurance Corporation, Corn Meeting and Board of Directors Meeting. Staying at Harrison Hotel.

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Saturday, Aug. 7

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A M O N G O U R S E L V E S

TV Stratovision

This week at FCC, Westinghouse presented its case for stratovision transmission and relay of television programs. Oral arguments will start Aug. 16.

WGR Sponsors Conservation Field Day

Don Huckle of WGR in Buffalo is lining up a Western New York Soil Conservation Field Day at the University Farm of Alfred University, Aug. 4. Says Don: "This will not be an event where we will take over a whole farm and in one day change it from one without any SC practices to one with a complete plan. Alfred University has just taken over an adjoining farm and is intending to install a complete plan on the new farm as well as this one....almost every practice applicable to this area is in use on the old farm. The visitors will see the practices in actual operation, in the process of construction, and the land before anything was done."

WGR is cooperating with soil conservation districts and Cornell Extension. Chief H. H. Bennett of SCS will be the main speaker.

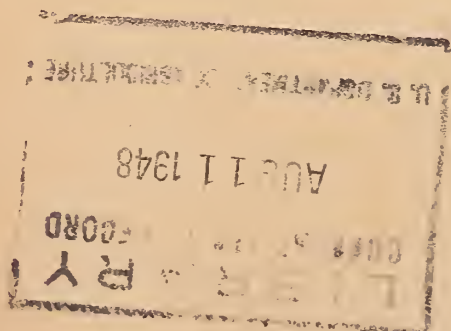
Radio Service Notes

Ken Gapen Enroute to AAACE Meeting

Today, Ken Gapen is aboard a 'plane....headed for the annual meeting of the American Association of Agricultural Editors in Spokane and Pullman, Aug. 2-6.... with a stop or so along the way. Following the AAACE meeting, he'll make several additional stops....with plans to be back in Washington about Aug. 13 or 14.

Joe Tonkin heads out today to join his family in the Pennsylvania mountains for a couple of weeks of relaxation. Due back Aug. 17.

Tom Noone also is taking 10 days leave....to Aug. 10.



Cordially,

Dana D. Reynolds

Dana D. Reynolds
Acting Assistant Director
of Information for Radio & Video

Enclosures:

- How to Choose and Use Your Washing Machines
- M.L. Wilson's statement on Extension Work in Greece & Britain

JACKSON, MISSISSIPPI DEDICATES A NEW MARKET

Broadcast on "The American Farmer," Saturday, July 31, 1948, A.M., CDST, over a coast-to-coast network of the American Broadcasting Company, originating from Central Farmer's Market, Jackson, Mississippi, through facilities of station WSLI, Jackson, Mississippi. Participants: Fielding L. Wright, Governor of Mississippi; Congressman Clifford R. Hope; Si Corley, Mississippi Commissioner of Agriculture; William C. Crow, Director of Marketing Facilities Branch, PMA; S. W. Box, Market Manager; Alden McHair, Mississippi peach grower; E. H. Russell, wholesaler of Jackson; and Jack Towers, Production and Marketing Administration, USDA. Time 14'15"

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CASEY: (IN CHICAGO) Today we're going to give farm marketing a chance to show its colors. Yes sir, we're going to visit a spanking, brand new wholesale market at Jackson, Mississippi. We're going to learn how it will operate, and how it will benefit all of us -- especially the folks in Mississippi. We've picked today for our visit for a special reason. Today.....right now in fact.....the market is being dedicated. Jack Towers of the USDA Market Service is waiting in Jackson to bring us the story of the beginning of a new market. Now we call in Jack Towers in Jackson, Mississippi. (CUE) Come in Jack Towers.

SWITCH TO JACKSON

TOWERS: Thanks, Tom...and greetings to everyone, from the very center of things here at the new wholesale produce market in Jackson, Mississippi. We're here with about three or four thousand folks attending the dedication of this beautiful market.

This is a perishable food market....a place where fresh fruits and vegetables, poultry and eggs are sold by farmers, and wholesalers to the groceries, restaurants and institutions in and near Jackson. This market is a place where perishable food products, grown in Mississippi, may be assembled and shipped to markets in other parts of the country.

This Jackson market has been operating and gathering steam for several weeks... but with the ceremonies today it becomes a full-fledged market. And a good market too....the most modern in the world. The folks of Mississippi have built this market to provide their farmers with a good outlet for their perishable food crops, and to supply people in this part of Mississippi with fresh food products from all parts of the country.

First today, we're going to hear from our official host, the Governor of Mississippi, who has worked hard to establish this market. Here is Governor Fielding L. Wright.

WRIGHT: Thank you, Mr. Towers. We're pleased indeed that so many people are interested in our new Mississippi Farmer's Central Market. We in the State Government also are very much interested in this market project. Mississippi agriculture has been geared for many years to cotton production. Our agricultural leaders have urged us to give proper consideration to other crops. Our farmers have made marked progress in this direction. However, we realized that we could not go into the production of other crops in any quantity without market outlets and facilities for distributing them. And so, with this new Central Market, our Mississippi farmers have a place to market the other worthwhile crops that our production specialists have recommended.

The State of Mississippi provided money to build these facilities....and supplied the land on which the market is located. But our interest doesn't stop there. Our Extension Service will aid growers in grading and packing the commodities they will sell on the market....and the State will cooperate with the U.S. Department of Agriculture in providing market news, grading and inspection, and other marketing services.

And I wish to take this opportunity to invite farmers to come to Jackson and use our new market. The market is here to serve the people of Mississippi and contribute as much as possible to our nation's agriculture.

TOWERS: Thank you, Governor Wright. And next, I want you to meet Mr. Si Corley, Commissioner of Agriculture for Mississippi, and Chairman of the Central Market Board. Si would rather show off this market than do anything else I know of. Si, let's give our listeners an idea of what this market is like.

CORLEY: Fine, Jack. First of all, it's located here in the north part of Jackson, on U. S. Highways 49 and 51....which makes it easy for farmers and others to reach the market by truck. Railroad sidings bring rail shipments right to the rear platform of each of the wholesale stores.

TOWERS: Of course, the main feature of the market is this long, low building containing 24 wholesale store units. In fact, we're standing at one end of the long platform that extends along the front of each store.

CORLEY: ...and this covered platform gives each wholesaler lots of protected space for handling truck receipts and deliveries. There's another covered platform in the rear for handling rail receipts. The main floor of each of these stores is devoted entirely to handling produce. And, Jack, right across the wide market street you see our 2 sheds designed especially for farmers to sell their trucked in produce.

TOWERS: I see them...two long platforms, each with an overhanging roof..... certainly a fine place for farmers to display their products.

CORLEY: We think so. And there's enough space for 50 farmers, and we can add more sheds as we need them. And, Jack, I'm sure you've noticed our packing shed...and our modern poultry plant, which is still under construction, has been leased to Swift and Company, and will accommodate the growing poultry industry here in Mississippi.

TOWERS: And that nice brick building to our left...what do you have planned for that, Si?

CORLEY: That has offices for the market manager...Extension marketing personnel... a Federal-State inspector...the market news staff...a cafeteria...and a barber shop.

TOWERS: You haven't forgotten a thing!

CORLEY: Jack, our Market Board has planned carefully to provide a market that will carry a complete line of fresh food products and operate the year around. We hope that our market receipts become large enough to make this Jackson market one of the most important shipping points of the South.

TOWERS: All right, Si Corley, Commissioner of Agriculture for Mississippi. Now, as we continue the parade of people who have worked to make this market click.... here's William C. Crow, Director of the Marketing Facilities Branch of the Department of Agriculture's Production and Marketing Administration. He and his staff helped to determine the amount and kind of facilities needed.....and even suggested the layout of the facilities that we see here today. Mr. Crow, give us your reaction to this new Jackson market.

CROW: Jack, I was just thinking how fine it would be if the people in the 30 other cities and producing areas we are working with in developing plans for new markets could be here today. They know how lack of direct rail connections with market buildings increases their handling costs, and how that extra handling causes deterioration and spoilage. Here they could see the railroad cars right beside the buildings. People in these other places know how the handling of each type of perishable food in different areas scattered all over a city interferes with efficiency of both buying and selling. Here the wholesale handling of perishables is all in one market area. Many localities have poorly designed facilities, insufficient space, narrow streets, traffic congestion, no parking space, no room to expand, and no way to regulate their hours of trading. On this new market in Jackson all these problems have been solved.

In this market, supplies arriving by all methods of transportation can be unloaded directly in the market facility, where they are graded, packed, stored, displayed, sold and shipped without any extra handling. Here a buyer will be able to obtain in one area a complete line of fresh fruits, vegetables, poultry, eggs, and other perishables. They even have a fence around this entire 23 acre market area to make it easy to regulate trading hours, and make policing easier.

These people in Mississippi have worked hard to plan the best market possible for Mississippi....and just as hard to carry out the plans that were developed. It has been a real pleasure to work with Si Corley, the Market Board, people at the College, and with the farm and trade leaders in planning and developing this market. The completed market is a facility of which the whole state of Mississippi may well be proud. Facilities like these make it possible to reduce marketing costs and move a larger volume from the nation's farms to its consumers.

TOWERS: Thank you, Mr. Crow, of the U. S. Department of Agriculture. Now, let's talk to some of the folks who will operate and use the market. Here's Alden McNair who operates a farm a few miles south of Jackson. I understand Alden owns the largest peach orchard in the State.

McNAIR: That's right Jack....and I also raise nursery stock and a few pecans.

TOWERS: They tell me you were the first fellow to sell produce on the market.

McNAIR: Yes, I guess I started the ball rolling about 6 weeks ago with a load of peaches. I've been selling most of the time since.

TOWERS: Alden, in your opinion, how will this market help you and other Mississippi farmers?

McNAIR: It's pretty early to tell, but I'm sure that lots more buyers get a chance to see my produce now....and sales are faster and easier than they used to be.

TOWERS: Before this market was built, how did you sell your fresh produce?

McNAIR: Mostly, I depended on buyers coming down to my farm. But I'm quite a distance from a main highway, and I seldom got a chance to sell to truckers on their way through. So most of my business was with old customers. But now I have the chance to meet all the buyers here at the market....and I know other farmers get the same help.

TOWERS: Well, Alden, you operate a large farm....How will a fellow with an average size farm benefit from this market?

McNAIR: This market will be a tremendous help to him. Before we had this market, a farmer with only a few bushels of miscellaneous produce had a hard time finding buyers. But now he can market any size load, from a bushel to several truck loads.

TOWERS: Thanks to you, Alden McHair....And now, for the produce wholesaler's slant on this new Jackson market. Here's E. H. Russell, President of the Mississippi Wholesale Grocer's Association....and a wholesaler on this market. Ed, how will this market help local wholesale operations?

RUSSELL: Well, Jack, this market will give many of us a fine place to do business, and I figure the market will draw more shipments of fresh produce into Jackson.

TOWERS: Then, does that mean that you wholesalers will have a better selection of produce to choose from?

RUSSELL: That's right. In other words, we'll be able to get the produce we need right here on the market....rather than travel several hundred miles to one of the large city terminal markets. And another advantage to both wholesalers and retailers who come here to buy, will be the complete line of perishable foods at one place. I call it one stop service.

TOWERS: Many thanks, Ed Russell. Now we turn to the manager of the Farmer's Central Market...S. W. "Skipper" Box. Skipper is leader of the Market Department of the Mississippi Agricultural Extension Service. Skipper, tell us what's been happening here at the market today.

BOX: Well, Jack, this morning we've had a contest among Mississippi farmers for the best displays of the many kinds of fresh fruits and vegetables grown in the State. Just a few minutes ago over at the farm sheds, I counted 48 farmers with some mighty fine looking produce.

TOWERS: This contest....How are you judging it?

BOX: On the basis of quality, appearance, and excellence of packing and grading.

TOWERS: And, Skipper, tell us about the equipment demonstration that's been going on farther down this platform.

BOX: We felt that the wholesalers on this modern market should have a chance to see modern equipment for handling produce there by enabling them to select equipment best suited to their needs. So, we invited implement manufacturers to come here and demonstrate their equipment.

TOWERS: I saw several kinds of hand trucks, skids, lifts, and conveyors.

BOX: Yes, and they're all labor and time-saving devices designed to reduce the cost of moving produce within the market.

TOWERS: Skipper, I understand that behind the organization of this market there is a splendid example of cooperation between the State Extension Service, the State Department of Agriculture, and the State Market Board.

BOX: That's right. The State Department of Agriculture and the Extension Service are cooperating with the Market Board by supplying personnel to provide the marketing services necessary for a successful market. And Federal-State grading and inspection, and market news services will also be supplied.

TOWERS: And, Skipper, explain to our listeners how the Extension Service plans to help Mississippi farmers make use of the market.

BOX: Jack, we're starting two very fine marketing projects under the Research and Marketing Act of 1946...one on fruits and vegetables, and one on poultry products. Through these projects the Extension Service will show our farmers the best methods of grading and packing their produce. And we'll advise them on what market buyers want....and how they want it.

TOWERS: Well, Skipper, more power to you. That was market manager S. W. Skipper Box. And now it's a pleasure to present to you a person who has long been interested in farm marketing. He's the Chairman of the Agricultural Committee of the United States House of Representatives, the Honorable Clifford R. Hope.

HOPE: I feel highly honored in having the privilege of being present at the dedication of this great farmer's market. I have felt for many years that the biggest problems of the farmers of this country were in the fields of marketing and distribution. Over the years we've improved our ability to produce tremendously.... through research and education. But that's only half of the job. Unless we can move what we produce to those who need it and want to buy it, and can do so at prices that are fair to both the producer and the consumer, we've accomplished nothing.

Our marketing system has been particularly out of date with respect to fruits and vegetables. Now, we....and by that I mean the Federal Government, the State and many who are engaged in the distribution of farm products....are trying to do something factual about the matter.

This splendid market is the result of much thought and study by men who are not only experts in the field of marketing, but men who have a sincere desire to help the farmer, and the middle and the consumer do the best possible job of getting together. It has been planned as a market place. Others on the broadcast have told you of some of its features. I wish that you farmers in the North, the Mid-west, and the West, could see what has been accomplished here in the South, because as you get acquainted with the gains from modern well-planned markets, you're going to insist on the same facilities in your own market place, and as these markets are built we will be able to reduce marketing costs, and give the homemakers of this country the high quality food that we have leaving our farms.

TOWERS: Thank you, Congressman Hope...who in just a few minutes will deliver the main address to the folks here at the dedication ceremonies.

So, in conclusion, we wish to thank each of the folks who appeared on our broadcast...Governor Wright, Congressman Hope, Commissioner Si Corley, Bill Crow from the Department of Agriculture...and the folks from the market...Skipper Box, Alden McNair, and Ed Russell. Thanks also to the staff of station WSLI in Jackson whose facilities we've used today. And to you folks from Mississippi, we wish you every success with your new market. And as the dedication ceremonies continue here in Jackson, this is Jack Towers returning you to Tom Casey in Chicago.

PLANT INTRODUCTION

17, 1948
Broadcast from Washington, D. C., Saturday, July 17, 1948 in "Columbia Country Journal" 2:30 p.m. EDST, over the coast-to-coast network of the Columbia Broadcasting System. Participants: Ray Heinen, USDA Bureau of Plant Industry, Soils and Agricultural Engineering; and Don Lerch, Agricultural Director, CBS. Time 4'30"

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LERCH: The other day I was talking to a friend of mine, and one of the things he said started a little argument. He told me that not a single one of our major agricultural crops is native to the United States. Now, when you think back you can recall reading about the corn that the Indians had when our very first settlers came here ...about the tobacco they smoked in their peace pipes. So, it just didn't seem to add up. But, I was amazed at the real answer when I heard it -- And I'd like to have the same man tell it to you. He is Mr. Ray Heinen from the Department of Agriculture's Research Center at Beltsville, Maryland. So, Ray, let's hear that story about where our crops came from.

HEINEN: Those reports from our early settlers are absolutely true, Don. They did find the Indians raising corn and tobacco. But, the Indians themselves did not find them here. They brought them along when they came from Tropical America. In fact, historical records on file at Plant Industry Station show that the Indians brought to this country most of the crops they raised....including their squash, beans, and pumpkins. None of those plants grew wild in the United States.

LERCH: Then, Mr. Heinen, what crops originated in this country? There certainly were some.

HEINEN: A few....such as Concord grapes, cranberries, blueberries, and pecans.

LERCH: But none of our major crops.

HEINEN: That's right, Don. Most of those were brought to this country from the Old World. The colonists and later immigrants brought our cereals...wheat, oats, barley, and rice -- our clovers -- most of our vegetables -- and many others. So you see, our agriculture is based primarily on plants brought to this country. And more are still being brought in. The Department of Agriculture is continually on the search for new plant materials.

LERCH: Well, Ray, it seems to me that most of our major crops have been growing for quite a number of years -- And we seem to have about everything we need. So, just what is the Department looking for?

HEINEN: Scientists think that only half of the world's potential agricultural plants that could grow in the United States have had a fair trial here. They're looking for the other half. It is true that most of our major crops were established by 1850. But they have been vastly improved through breeding with new plants brought in. And a few new crops have been introduced in recent years. Take soybeans and lespedeza, for example. They were brought in from other countries under a scientifically directed program. And you know how the soybean has gone-to-town, Don. Last year the soybean crop alone was worth a half-billion dollars.

LERCH: Say!!! Let's hear more about that scientific program.

HEINEN: It's been going on since 1890. And now it's being speeded up under the Research and Marketing Act. The old "hit-and-miss" trials have been discarded. The State Experiment Stations and the Federal Department of Agriculture are working hand in hand in examining new plants from every conceivable angle...in every part of the country.

HEINEN CONT'D

Here's how it works. A network of Plant Introduction Stations is being set up. Maybe only a thimble-full of seed of some new plant is brought into this country. That seed is sent to stations where it will likely grow best. There it's multiplied as fast as possible. The findings are catalogued and made available to all plant breeders. A supply of the new plant material is continually maintained for any scientist who might want it.

LERCH: Well, now, suppose a plant expedition is being sent to some part of the world to look for new plants. How do they know what to bring back?

HEINEN: The plant breeders throughout the country...at the various State Colleges ...tell the Department of Agriculture what they need. During the last nine months five expeditions have been sent to different parts of the world. Three of them are back.

LERCH: What did they find?

HEINEN: So far they've gathered more than 2,000 separate collections of new plant materials. That includes a wide variety of crops -- fruits, vegetables, forage crops, oil plants, cereals, and many others...even drug plants.

Plant explorers are still in India looking specifically for a barley...or some other cereal...that can be grown for winter pasture in the southern States. Southerners say they need a pasture crop that will thrive even in the winter. If the explorers find it that'll give a big boost to livestock farming in the South -- more beef and milk for the folks in that area. And barley is only one of hundreds of plants they are looking for in India.

There's another expedition still out in the Near East. They're looking for anything new...especially oil plants and grasses that could be grown in the western part of the wheat belt...new crops that could be grown on that land where wheat production is too risky much of the time.

LERCH: And who knows what we can look for next?

HEINEN: Well, Don, take just one little thing that we all enjoy...strawberries. That big sweet berry of today is the product from combining the wild American strawberry, a European variety, and the native strawberry plant of Chile, in South America. Plants from three continents combined---and the result---Something new!!!

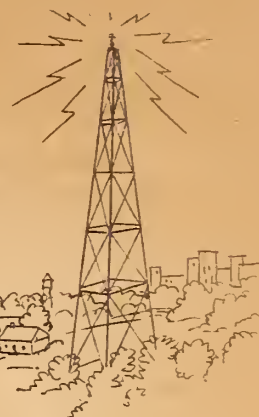
LERCH: And mighty good to eat, too. Thank you, Ray.

That was Ray Heinen from the Agricultural Research Center, Beltsville, Maryland.



RFD LETTER

To Radio Farm Directors



From the:
U. S. DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

RADIO SERVICE

July 30, 1948

Freight Rate Changes

ICC announced yesterday slight changes in freight rates, effective within 15 days.

On agricultural products, maximum rates for citrus fruits, were reduced from 22¢ to 20¢ a hundred. The maximum rate on edible nuts was set as 22¢. Also, a maximum of 30¢ a hundred was ordered on wool and mohair. Previously, there was no maximum on wool, mohair, or edible nuts.

Rates and charges for protective services, including icing and heating, on all railroads were increased 5%...or total of 15% since Oct. 12, '47. This increase is of particular importance to all shippers of perishable products.

These changes, announced this week, will make total increases in freight revenue of Class I railroads about 44% since June 20, '46.

Grain Shipping Situation

PMA reports the freight car tie-up at terminal grain markets about cleared....since the general rail embargo for all Southwestern terminal points for wheat intended for storage, except where space available in advance. But the boxcar situation continues tight, with prospects of even greater shortages. Grain movement is expected to be under way in southern spring wheat country about Aug. 1.

See p.1 our July 23 Letter for story on grain storage, including regional meetings at Omaha, Aug. 2....and Columbus, Aug. 4.

Livestock and Meat Situation

BAE economists say we may have 10% less meat the second half of '48 than the same months in '47. The first 6 months of this year, supplies were only 7% below a year earlier. The low point in production is due in late summer and early fall.

In the "Livestock and Meat Situation" (July 31), they say that...in the face of higher wages and incomes....meat prices are likely to rise as supplies drop off. Prices of hogs and good and choice fed cattle are expected to increase further this summer. Prices of grass fat cattle and lambs will drop as marketings increase seasonally, but the decline will start from record high levels and will be smaller than usual.

The Outlook for '49-50?

State and National production goals committees are busy on crop and live-stock goals for '48-49. They need some cues as to what's ahead in '48-49 and '49-50.

Well, the economists here aren't ready to be quoted on the '49-50 outlook. But they have offered the committees a kind of "tentative outlook report".... their "best judgments." Based on current trends, they think next year could be another good year....with a high level of domestic demand for farm products but with some slight easing in the foreign demand. Of course the situation varies by commodities.

Looking to possible supplies of key items of materials and equipment, the economists say farm machinery production in '48 is expected to run at least 10% above the record '47 output....with even greater increases in tractors and some other machines that were short in '47. Plant capacity is being expanded further....Farmers probably will be able to get as much lumber in '49 as in '48....but prices are expected to continue at high levels....Preliminary estimates on fertilizer indicate increases of 10% for nitrogen, 6% for phosphoric acid, and 10% for potash in '48-49....over '47-48....Conditions so far this year would indicate for '48-49 the highest supply of feed per animal unit in several years.

In looking ahead to possible livestock situation for '49-50, the economists assumed cattle numbers would continue to drop until '50 or '51....that sheep probably would reach a low point in '49 or '50....and that milk and poultry production in '50 would run about the same as '49.

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This week at FCC, Westinghouse presented its case for stratovision transmission and relay of television programs. Oral arguments will start Aug. 16.

WGR Sponsors Conservation Field Day

Don Huckle of WGR in Buffalo is lining up a Western New York Soil Conservation Field Day at the University Farm of Alfred University, Aug. 4. Says Don: "This will not be an event where we will take over a whole farm and in one day change it from one without any SC practices to one with a complete plan. Alfred University has just taken over an adjoining farm and is intending to install a complete plan on the new farm as well as this one....almost every practice applicable to this area is in use on the old farm. The visitors will see the practices in actual operation, in the process of construction, and the land before anything was done."

WGR is cooperating with soil conservation districts and Cornell Extension. Chief H. H. Bennett of SCS will be the main speaker.

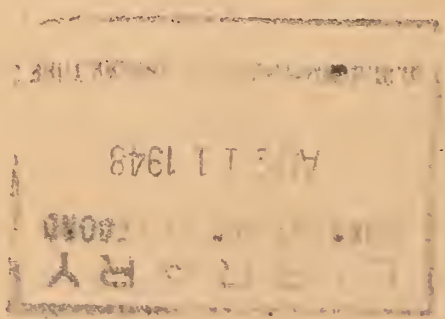
Radio Service Notes

Ken Gapen Enroute to AAACE Meeting

Today, Ken Gapen is aboard a 'plane....headed for the annual meeting of the American Association of Agricultural Editors in Spokane and Pullman, Aug. 2-6.... with a stop or so along the way. Following the AAACE meeting, he'll make several additional stops....with plans to be back in Washington about Aug. 13 or 14.

Joe Tonkin heads out today to join his family in the Pennsylvania mountains for a couple of weeks of relaxation. Due back Aug. 17.

Tom Noone also is taking 10 days leave....to Aug. 10.



Cordially,

Dana D. Reynolds

Dana D. Reynolds
Acting Assistant Director
of Information for Radio & Video

Enclosures:

- How to Choose and Use Your Washing Machines
- M.L. Wilson's statement on Extension Work in Greece & Britain