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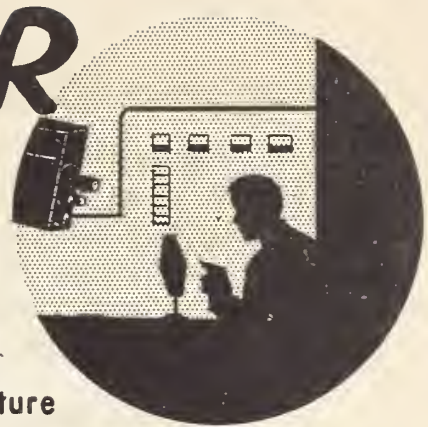


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# RFD LETTER

To  
**Radio Farm Directors**  
From  
**Radio and Television Service**

Office of Information - U. S. Department of Agriculture



September 5, 1952  
Letter No. 533

Dear Radio Farm Director:

As we mentioned in the last two issues of this letter the debut date for the 1952 Yearbook of Agriculture "Insects" was August 24. Many of you have already requested your copy. They're being sent out as quickly as possible.

For those of you not having gotten a bird's-eye view of what's in the book as yet, I think we can safely say it's an insect encyclopedia. Articles written by insect specialists from all over the Nation on topics that range from identification of insects to oddities of the insect world and of hybrid bees that produce up to 50 percent more honey. The book includes 72 color plates for help in identification of the most common insects. Included with these plates is information on the distribution, habits, nature of damage caused, and methods of preventing or controlling the infestations.

We'll do our best to get single copies of "Insects" for RFD's requesting them.

## Farmers Go Farther in Debt (For Use September 11 or Thereafter)

Department economists say farmers as a whole have been going farther into debt each year since World War II. Both farm-mortgage and non-real-estate debts of farmers have risen steadily since January of 1946.

In January of this year the debt was 8 percent higher than a year earlier...and that was the sharpest annual rise in over 30 years. All States showed increases in farm-mortgage debts in 1951. The greatest was the 24 percent step up in Florida...the least .8 of a percent rise in New Hampshire. As a rule, the smallest percentage increases were in the New England and the Middle Atlantic States...the largest in the South Atlantic, Mountain, and Pacific States.

Average size of farm mortgages in 1950 was \$4,700; in 1951 it climbed to \$5,350. That climb was associated with a 9 percent jump in the average value of farm real estate. As for the average rate of interest paid on farm mortgages, it's the same as last year....4.7 percent.



### Steel Stoppage Effect On Farmers

Department farm equipment folks expect the effect of the recent steel shut-down to start showing up in late-season harvesting equipment this fall. Biggest effects will probably be felt in '53. However, woven and barbed wire is apt to be scarce the rest of this year and probably most of next. Even though output of baling wire and cotton bale ties was curtailed by the work stoppage, supplies are expected to be big enough for '52 needs.

State Mobilization Committees indicate they, too, expect reduced supplies of tractors and other farm equipment in the spring of '53. Most serious of the shortages will be the unfilled demand for crawler tractors.

Agricultural equipment specialists of the National Production Authority say they look for a serious shortage of new farm machinery to plant and harvest the '53 crops. Their estimate is that steel shortages may mean a setback of as much as 30 percent of 1953 needs.

### New 'copter Sprayer

Connecticut Experiment Station and Department specialists have come up with a newly developed aerial spray "outfit" that can do spray jobs no other type of aerial or ground equipment has been able to do. The equipment is designed to fit on a helicopter and can produce sprays ranging from coarse droplets to a fine mist.

Although use of the helicopter is somewhat limited by high initial cost and a relatively small spray load limit, the specialists feel the new sprayer can serve a real service. It has been tested for a year under field conditions and proved successful in the control of forest pests, mosquitoes, and against insect pests in cranberry bogs. It's also been used in applying hormone sprays to orchards and to put on herbicides for weed control.

The helicopter mounted equipment has the advantage of the air blast from the two exhausts of the plane's engine in addition to the air from the cooling fan. The spray is driven downward at a rate of 12 to 20 miles per hour. Other advantages of the new equipment are that spray drip has been eliminated, preventing accidental applications of spray; the helicopter can fly close to normally inaccessible targets in forests and orchards; and can hover over them to put on an insecticide in any amount desired.

### Round-Up Recall

A number of stories of widespread interest have been sent you in USDA releases since our last letter. They include word on the decline of Brucellosis and TB in the U. S.; new markets for corn cobs; changes in vesicular exanthema (ex'-an-thee'-ma) quarantine and that Iowa and North Carolina have completed slaughter of all infected hogs; and on September 1 Mexico was declared free of foot-and-mouth disease.

Releases from Grassland Congress

For those of you wanting to check and make certain you got a complete file of the Sixth International Grassland Congress releases, here's what our records show were put out at Penn State during the Congress: British Pasture Fertilization Work Reported; Seed Economy Found in "Band Seeding Method; Swine Pasture Saves Protein; Tropical Grassland Potentialities Explored; Experts from Four Continents Agree on Overgrazing Danger; Legume Seed Production Problems Reported; More Bees Urged to Increase Legume Pollination; More Grass Recommended to Reduce Splash Erosion Damage; Grass Congress Weed Control Topics Stress Management; Harvested Forage Improvement Top Problem, Bohstedt (of Wisconsin) Declares; U. S. Grades for Hay Explained to International Audience; European, U.S., and New Zealand Grass Maintenance Reports Given; Desert Cultivation Can Increase Production, Peruvian Says; Experts Relate Forage Insect Damage and Chemical Control Methods; Wool Demand Threatens World Grasslands; Canadian Cows' Working Day Found to be 16 hours; Summary of Grassland Information Panel; Results of Forage Processing Research Presented to Grassland Congress; New Theory on Cause of Bloat; Farmers Get Practical Information Through Field Days, Says Bell of Michigan; Grass Cited as Air Force Aid and as "Structural Material"; Grass Used to Restore Strip Mined Areas in U. S. and England; Pennsylvania Poultry Experiments Show Pasture Value; Scientists Challenge Existing Methods of Evaluating Feeds; Big Strides Made in Improving Range Reseeding Equipment; Simple Pasture Mixtures Urged; Increasing Nectar Seen as Legume Pollination Aid; British Seed Storage Research Reported; New Program Boosts Forage Seed Supplies; New Zealand Gets Seventh International Grassland Congress.

An effort was made to send copies of all of these releases to you, but it is possible that in the rush of work during the Congress you were overlooked. So if you did not receive copies of some of the above releases, and still want them, please let us know.

Coming Your Way

Have word on another foreign group visiting this country that may provide some of you interview possibilities. The group is made up of 23 Extension leaders from India. They're in the U. S. seeing how the Extension Service works. They left Sunday for the College of Agriculture at the University of Tennessee, from there they go to Alabama Polytechnic Institute and Tuskegee Institute, then to Missouri. There they'll live with farm families, observing county extension activities and the work of the State Extension Service. In New Mexico they will see how extension principles have been adjusted and modified in what is termed the Across-Culture approach to meet the needs of Spanish-American people and our own Southwest American Indians. Their observations will then take them through the intensive irrigated agriculture of Arizona and California. Their trip in the United States will end on October 22 in Pasadena and they will return to India via Japan, where they will also observe extension work. Accompanying the group is John Hull, former county agent in Indiana.



## Urge Orderly Corn Marketing

With a big corn crop in prospect and high yields in surplus producing areas, PMA folks here in the Department are urging farmers to see that they have plenty of good storage facilities on the farm that will permit orderly marketing of the big crop. They point out that with the proper storage facilities the CCC corn prices-support program can help farmers get orderly marketing and in turn higher prices for their corn.

They point out that the CCC corn-price support program offers farmers (1) ready cash or (2) price protection. (1) Ready cash comes, of course, in the form of loans on corn stored in approved bins or cribs. The farmer may redeem his crop by paying off the loan, or he may deliver the corn to CCC when the loan matures. (2) The price protection comes under purchase agreements for farmers who do not want a loan. Under this plan, CCC agrees to buy from the farmer...toward the end of the marketing year...a specified amount of corn of a specified grade at the support price.

See local PMA committees for more detail. They've recently been sent materials that lend themselves to timely storage features.

## New Tomato for South

Florida Agricultural Experiment Station and Department researchers have announced that seed of "Homestead", a new highly-productive, wilt-resistant tomato for the South, will be available from seedsmen for planting this coming fall and winter. In three years of testing observers in south Florida say that when picked green Homestead ripens firmer than Rutgers; it has the Pan America's near-immunity to fusarium wilt, and it meets the needs of the area better than other wilt-resistant varieties available. It's considered to be an excellent home-garden variety as well as a commercial tomato.

A list of the seed firms expected to have Homestead seed this fall will be furnished by the U. S. Vegetable Breeding Lab, Charleston, S. C. or the Plant Industry Station at Beltsville, Md.

## Only Worry is the Stuffin'

Look's like there'll be plenty of turkey for Thanksgiving and Christmas dinner tables. Department officials expect this year's crop to be the largest on record...59 million birds. That's nearly 13 percent more than last year. It will undoubtedly mean plenty of turkey at reasonable prices to the homemaker.

In connection with the record crop the Department last week announced a program under which it will purchase frozen, ready-to-cook '52 crop turkeys as a means of absorbing some of the temporary surpluses of the birds, which are resulting in unfavorable prices for producers. The turkeys purchased will be distributed during the coming school year to non-profit school lunch programs and to other outlets. (For any of you who have listeners interested in the purchasing program, further details are available from the Poultry Branch, PMA, USDA, Washington 25, D. C.)

### Network Farm and Home Shows

CBS Farm News...Saturdays 3:30 to 3:45 EDT. Claude Mahoney with news and features.

ABC American Farmer...Saturdays 12:30 to 1:00 EDT. "Top of the Farm News" with Jack Towers and Bob Crom. September 13 feature tells the story on the new live-hog and carcass grades with Jack Towers interviewing Harry Reed of the Production and Marketing Administration. September 20 feature to be announced.

NBC National Farm and Home Hour...Saturdays 1:00 to 1:30 EDT. "USDA Headlines" with Ken Gapen. September 13 features "Food for Older Folks" with Rosalind Lifquist of the Bureau of Human Nutrition and Home Economics and Ken Gapen. September 20 feature originates from the Eastern States Exposition at West Springfield, Massachusetts. Frank Atwood, WTIC, emcees as they tell the story of the problems of farm youth in getting started in farming.

### International Plowing Match

Jack McPherson, new associate NARFD member from Canada, extends all RFD's a formal invitation to combine a visit to the International Plowing Match October 7 through 10 with the opportunity to see Ottawa.

Jack is also prepared to arrange taped interviews about the match and the features which would be of interest to your listeners. If you want a recording, send a blank tape to Jack McPherson, c/o F. A. Lashley, Ontario Plowmen's Association, Parliament Buildings, Toronto, Canada. When sending a tape, let Jack know what length of item you want and the type of information which would be most suitable.

### Among Ourselves

Norm Kraeft tells us that he and the WGN Farm Department will join the ranks of the other RFD brethren sponsoring mechanical corn-picking contests. WGN is co-sponsoring an Illinois state-wide event on October 11 on a McLean County farm.

As of August 25, Bob Schmidt, formerly of WGAR, is the new State Fieldman for the Ohio Shorthorn Breeders' and Ohio Polled Shorthorn Associations. He'll handle shorthorn field work, edit the "Ohio Shorthorn News", and supervise the two associations' programs for service to 4-H Clubs, FFA chapters, and young farmers in Ohio.

From Radio and TV Daily comes word that the "Murray Cox Show"... a 30 minute WFAA Saturday evening show...made its debut on August 16. Reports have it that it has many of the aspects of a Saturday nite Grange meeting with opportunity for dirt farmers to talk agriculture and visit informally.



Have numerous good reports on a "Balanced Farming Field Day" at Lebanon, Kansas, which Wes Seyler, WIBW, had much to do with.

Summer trainee, Ted Hutchcroft leaves us this week to go back to Iowa State for his senior year in agricultural journalism.

Just got a tentative copy of Mal Hansen's fifth annual WOW Farm Study Tour. They're heading "down Mexico way" via Louisiana, Oklahoma, and Texas. Date of departure: September 14 ... Return: September 30.

NEXT GENERAL CROP REPORT OUT WEDNESDAY, SEPTEMBER 10

Cordially,



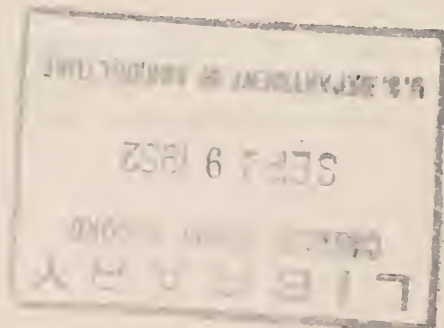
Kenneth M. Gapen  
Ass't Director of Information  
For Radio and Television

P.S. Recordings For The Asking

Word from Maury White, Ext. Radio, Wisconsin, brings details on the American Country Life Association annual meeting, September 15 through 18. Those attending the meeting will discuss relations of the farm family to business, labor, government, farm organizations, churches and other organizations. RFD's wanting recordings can get them by sending the tape to Maurice E. White, Radio Farm Director, Radio Service, College of Agriculture, University of Wisconsin, Madison, Wisconsin.

Please include information on the kind of program you can best use and the individuals you'd like him to interview.

On the speakers list are Herschel Newsom, Master, National Grange, Wash. D. C.; Curtis Hatch, president, Wisconsin Farm Bureau; J. K. Stern, president, American Institute of Cooperation, Washington, D. C.; Maurice Franks, president, National Labor Management Foundation, Chicago; H. A. Dawson, National Educational Association, Washington, D. C.; Wilbur Renk, University of Wisconsin Regent; John Stewart, president, Quaker Oats Corp., Chicago; and Frank Peck, managing director, Farm Foundation, Chicago.





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# RFD LETTER

To  
**Radio Farm Directors**  
From  
**Radio and Television Service**

Office of Information - U. S. Department of Agriculture



September 19, 1952  
Letter No. 534

Dear Radio Farm Director:

From the Department's Bureau of Animal Industry nutrition specialists comes word this week of a timely tip for "feed-short" stockmen that may be of particular interest to RFD's in drought areas. The tip is based on the identical twin-calf experiment at Beltsville, Maryland. Specialists say cattlemen in such "feed-short" areas can prevent stunted growth, and maintain health and weight of young beef calves by feeding enough protein, mineral, and carotene (such as alfalfa meal or hay, and grass silage) even though the supply of hay or other roughage is greatly limited. Calves will again grow rapidly and economically when put on liberal feed if always kept in good health on rations that are not below maintenance level.

As many of you know from your visits to the research center at Beltsville, in this experiment one twin of each pair of identical twin calves was kept on a ration that was even slightly below the maintenance level while the other twin was given full feed. Scantily fed calves gained rapidly and economically when they were later put on full feed. (This experiment was run only with calves 3 months old or over.)

Specialists recommend that calves be fed enough to maintain health and body weight and, since the source of protein, minerals, and carotene vary in different regions, recommend consulting State livestock specialists or county agents for the most practical feeds to use.

Riders for Reference

Enclosed with this letter are a number of items that I think you'll find of special interest. (1) The Balance Sheet of Agriculture for '52, just released this afternoon, covers the annual picture of agricultural income comparisons, farm costs, debts, and assets right down to how much the value of household furnishings in farm homes has increased, (2) a three-page fact sheet on progress in USDA agency field office consolidation, (3) a summarization of the new and first official hog grades, (4) a four-page National Fire Prevention Week fact sheet, (5) a four-page National 4-H Achievement Day fact sheet, (6) a digest of facts on how grassland farming can turn out more livestock feed, and (7) the monthly outlook digest.

NATIONAL FIRE PREVENTION WEEK....OCT. 5 TO 12



### Of Special Interest

Just a word about some releases of special interest sent you since the last "RFD Letter." They include the story of USDA's need for Point Four specialists in the Middle East (release 1969-52); word of need for soybean varieties resistant to diseases beginning to plague the crop (1976-52); the story of a program intended to bring about more efficient use of fertilizer and lime (1993-52); details on a modified 2,4-D that's beneficial to tomato plants instead of toxic to them (2008-52); and a summary of findings in the Family Farm Policy Review (2012-52).

### Winter Cover Crop Prices

Numerous inquiries from the seed trade have been coming to the Department in regard to the Commodity Credit Corporation's pricing of winter cover crop seeds for the remainder of the marketing season. In reply announcement has been made that current prices are the ones that will prevail through December 31, 1952.

Prices, on a bagged, cwt. basis f.o.b. point of production plus paid-in freight as applicable, are: Blue Lupine seed, \$4; Austrian winter peas, \$4; Common and Willamette vetch, \$7; Crimson clover seed, \$18; and Hairy vetch, 1952 support prices plus \$1.

### Price Supports for '53 Wheat and Flaxseed

Last week brought word of a national average price support for wheat of not less than \$2.21 a bushel. That's a cent above '52 average of \$2.20.

No. 1 flaxseed from the '53 crop will be supported at a national average of \$3.79 a bushel as compared to \$3.77 for the '52 crop. Support for flaxseed will be carried out through loans and purchase agreements in most areas except certain winter flaxseed counties of Texas where it will be supported by direct purchase only.

### Surplus Turkeys

The Department's initial purchase of frozen ready-to-cook turkey, under the program announced August 26, amounts to over 197 thousand pounds. It consisted of birds from California, Oregon, Illinois, Nebraska, and New York. Such purchases are expected to help maintain prices at levels that are fair to turkey growers.

### To Wash or Not to Wash

Yes, that's a question that egg handlers have faced for years... whether or not to wash eggs that are intended for cold storage. It's finally been answered through a research project by the Department and the National Egg Products Association. The answer, in brief, is this. Dirty eggs, washed or unwashed, should not be stored for more than a few weeks. But if they must be stored it's better to store them unwashed. Reason is that in the washing process, some bacteria is apt to seep through the shell and pull down the quality of the liquid egg.



### \$700 Per Farmer From Overseas

How many of your farm listeners realize that, on the average, \$700 of their annual income is from overseas shipment of agricultural goods. That's what the Department's foreign agricultural folks tell us. Income from agricultural exports has been consistently high in recent years. In '51 it reached about 4 billion dollars. Divided evenly among U. S. farmers, that's \$700 per farm.

### Olustee Open House

The Department's Naval Stores Station at Olustee, Florida, swings open its doors on October 29 (10 a.m. to 4 p.m.) to folks interested in the turpentine and resin industry. That includes any of you RFD's in that area that care to cover their story. Those attending will get a look at the research being carried on as well as a chance to hear representatives of the Department and the two turpentine industry organizations.

### Byrnes Tackles More TV

Joe Tonkin, Extension Service, tells me that Frank Byrnes, Ohio Ext. Editor, has now taken on a 1-year television research project in consumer education and marketing information. In regard to the new program which will have a unique approach and format, Frank writes: "Initial activities under the project will be production of 13 weekly 15-minute television programs on the three-station network of WLW-TV, Cincinnati, Dayton, and Columbus.

"We're going to do a television news show--fast paced, lots of pictures (stills, slides, and movies), and plenty of action. The program will run at 6 p.m. Saturdays, under the title 'City-Farm Extra,' and we'll take our cues for subjects to present from the international, national, and State news of the week. The idea will be to interpret this news in its effect on agriculture and how this, in turn, will affect the city consumer. Into each program we will put a short feature designed to explain how a single farm commodity is marketed, and how this marketing affects the quality, quantity, and price."

This project is in addition to the other two regular TV programs they're doing at Ohio; Yard 'n Garden, produced over WTVN, and The Magic Window over WLW-C.

### Back To A Nickel Cup of Coffee???

Coffee drinkers and growers alike stand to benefit from a new chemical coffee curing process developed recently at the Salvadoran-U. S. cooperative agricultural experiment station in El Salvador. The process for a quicker, cheaper and more certain curing method means a more uniform product, better flavor and aroma and perhaps...in time...even lower cost.

The new method substitutes the action of caustic soda for the natural bacterial action in the fermentation process.

National Employ the Physically Handicapped Week...October 5 to 11

### Farm Organization, Farm Co-op Visitors

From time to time we mention itineraries of foreign groups of agricultural leaders and specialists visiting this country that we feel might be of interest to you as interview prospects. This week another group of that description arrived here in Washington. It includes 56 top officials of farm organizations and cooperatives from 9 continental European countries. Although they're here to study our farm organizations and co-ops, methods of research, and Extension work, they also hope to acquaint the American people with the problems facing European farmers. This group will leave Washington in a few days for a closer look at colleges, farm co-ops, and farm organizations in Ithaca and Buffalo, New York; Madison, Wisconsin; Minneapolis; Denver; Chicago and Columbus, Ohio.

Dates and contacts at these points are: Ithaca, Sept. 21, C. N. Silcox, Co-op Grange League Federation; Buffalo, Sept. 23, Elwood Chase, Co-op League Federation; Madison, Sept. 24 to Oct. 2, Dean R. K. Froker, College of Agriculture, University of Wisconsin; Minneapolis, Oct. 3 and 4, John McKay, Farmers Union Central Exchange; Denver, Oct. 6-8, Tony Dechant, Nat'l Farmers Union; Chicago, Oct. 9-16, Frank Avery, American Farm Bureau Federation; Columbus, Oct. 17-21, Byron Frederick, Ohio State Grange.

### Recordings At NEPPCO Exposition

Bob Child of Rural Radio Network has volunteered the use of his recording facilities at the 1952 Northeastern Poultry Producers Council Exposition and Convention at Syracuse, Sept. 30 through October 2. RFD's attending will find him in Booth #201 on the lower level of the Onondage County War Memorial Auditorium. Please contact Robert Child, Rural Radio Network, 306 E. State St., Ithaca, N. Y., or at the show, to make arrangements.

### For The Homemaker

Honey, fresh grapes, and raisins are expected to be good buys during the month of October. Also on the Department's plentiful foods list are turkeys, stewing chickens, and fresh and frozen fish. Plentiful dairy foods include dry milk (nonfat, dry milk solids), cottage cheese and buttermilk.

### Cover Crop Campaign

State Agricultural Mobilization Committees report heavy emphasis being put on use of cover crops in many sections of the country. Several States mention close cooperation with radio and television stations in encouraging wider use of cover crops.

### Farmer's Work Day Shorter

Average work day for farmers the country over in late August was slightly shorter than a year earlier...10.8 hours this year, 11.0 hours last. Total number of people working on farms during the last week in August was 2 percent below a year ago...11½ million. However, that's about a half million more than last month, largely due to cotton picking getting underway in the South.



Network Farm and Home Shows - (EDT for Sept. 27, EST for Oct. 4)

NBC National Farm and Home Hour...Saturdays 1:00 to 1:30. "USDA Headlines" with Ken Gapen. September 27 feature is "Cover Crops in Corn" from the corn research farm of the Funk Brothers Seed Company, Bloomington, Illinois. October 4 feature originates from the 1952 National Dairy Cattle Congress at Waterloo, Iowa.

CBS Farm News...discontinued until after football season.

ABC American Farmer...Saturdays 12:30 to 1:00. "Top of The Farm News" with Jack Towers and Bob Crom. September 27 feature Crom interviews W. A. Minor, Ass't to Secretary of Agriculture on "A Case for Efficient Use of Fertilizers and Lime." October 4 feature tells the story of improved telephone service to rural areas under the REA telephone program. Jack Towers interviews Riggs Sheppard of REA.

Among Ourselves

Dix Harper, WIBC, reminds us that the 4th National Mechanical Corn Picking Contest is scheduled for Rushville, Indiana, October 18. He adds that Red Stangland, KSOO, is holding the South Dakota contest October 13; Mal Hansen, WOW, is in charge of the Nebraska contest October 14; Chuck Worcester, WMT, will conduct the Iowa contest on a date to be announced and the Indiana contest, under Dix's management, will be held October 17.

Ken Boord, Ext. Editor, W. Va., informs us that W. D. Click, former W. Va. county agent, has taken over as farm director of WSAZ and WSAZ-TV at Huntington, W. Va.

Charles Muller writes that he assumes the position of RFD at WJFS, Evansville, Indiana, as of September 22.

Understand RFD Sam Steiger, formerly with WHIO, Dayton, is a new addition to Frank Byrnes' staff at Ohio. Sam's slated to do consumer education and marketing information via TV.

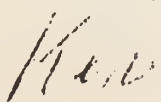
Speaking of Ohio...Larry Sarbaugh, Ext. Radio Editor, is moving to Illinois for a year to take a half-time assistantship with Jack Murray and do work on his masters in communications.

Have word that Ruth and Phil Alampi will officially open the National Rose Show at Hershey, Pennsylvania, September 19 and 20.

Cordially,

ENCLOSURES:

Consolidation Fact Sheet  
Nat'l Fire Prev. Week Fact Sheet  
Nat'l 4-H Achievement Day Fact Sheet  
Agric'l Outlook Digest  
Farm Mob. Fact Sheet No. 15  
How Do Your Hogs Grade  
Balance Sheet of Agriculture 1952

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

U.S. DEPARTMENT OF AGRICULTURE  
JUN 6 1952  
L. B. RY  
AND

