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RFD LETTER

To Radio Farm Directors



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

RADIO SERVICE

April 4, 1947

Kenneth M. Gapen

Your "Official" Invitation

RFD's are getting an "official" invitation to the Washington RFD meeting .. from the Secretary of Agriculture, Clinton P. Anderson. It will be something to show the folks who want to know where you're going .. when you come to Washington. Look for it!

April 10 Crop Report

The April crop report will be out this week (April 10). It covers acreage seeded, indicated yield and production of winter wheat; condition of rye and pasture; for some States the condition of peaches and potatoes; stocks of corn, wheat, barley, oats, rye and soybeans as of April 1; milk, poultry and egg production, and indicated production of citrus fruits. You can get more details through your own State BAE statistician.

The New Sugar Set-up

We sent you a release this week announcing the establishment of a Sugar Rationing Administration within the USDA .. effective April 1. The SRA will carry out functions assigned to the Secretary of Agriculture by the Sugar Control Extension Act of 1947.

Information-wise, the setup .. decided just this afternoon .. will be: The five PMA regional offices in New York, Chicago, San Francisco, Dallas and Atlanta will service the eight SRA regional offices .. reporting to the Secretary of Agriculture through the USDA Director of Information. Five of the eight offices are in the five cities where PMA offices are located. The other three .. Denver, Cleveland and Boston will be serviced respectively by the PMA offices in Dallas, Chicago and New York.

The SRA is not in any way a part of the PMA. PMA offices are merely doing an information job for the SRA on sugar rationing, pricing and enforcement. Overall releases on the SRA will be issued by the USDA Office of Information. Field releases will be from the PMA regional offices.

Memo to "Country Boys"

This week we received a plaintive note from C. W. Jackson, that sterling RFD from College Station .. deep in the heart of Texas. "About that Washington trip .. the one for RFD's", he writes, "you had better give us country boys some more details. (From my hotel) I won't know where to go, unless you give me a map."

Well, Bro. Jackson, we 're all country boys, too, and after several years in Washington .. we just take a taxi. (By law, the rates are pretty low.) We don't mean a taxi from where you live .. just from where you're putting up in Washington.

If you really want to orient yourself, we're about a block east of the Washington monument (you can't miss it.) Our offices face north right on the Mall, just halfway between 12th and 14th Streets, S. W. (Yes, it stands for southwest.)

Whether you come by taxi, streetcar or on foot .. come to the North (main) door of the Administration Building. And PLEASE remember, we leave from there promptly at 8:30 a.m., for the Beltsville Research Center. That's nearly 20 miles away .. and it covers several square miles. If you miss the cars leaving at 8:30 (April 30), there's really no other way to get there. We don't even know of a taxi driver who could get you there.

A Glance at Beltsville Research

Every three months USDA Extension Service holds a two or three day staff conference. On one of the days they take that 20-mile trip to the Beltsville Research Center as guests of one of the research bureaus. Radio Service is privileged to send a member of its staff to these gatherings .. which in effect are a day of intensive schooling in some phase of research. C. I. Herndon, specialist in research reporting, represented us on this week's trip. He reports:

The engineers and home economists told us what's cooking in housing research .. on farm buildings, as well as farm homes. They mentioned plans for boltless grain bins that won't leak, anchored by a buried flange on the bottom. They talked mechanization in the handling and curing of tobacco.

Engineers also outlined aims in the studies under way to find the best heat and humidity conditions for farm animals. Beltsville is working with chickens; the new laboratory at Columbia, Mo., with dairy cows, and the Station at Davis, Calif., with hogs. These experiments may run 10 years or more. As findings are ready, we'll let you know more.

Probably the first reports (printing funds permitting) will be in a series of new bulletins on remodeling farm homes. Some may come out in a few months.

Answers .. To Some Questions

Here are a few notes on the RFD meeting in Washington Apr. 30-May 1:

First off .. it's a gathering of radio folks only. Farm press people are coming in at a later date, more convenient to them. But a smaller group always gets more out of the Beltsville trip. So we profit there.

We consider it most important that those of you who want to visit with, or interview any of our USDA people, or make recordings .. come in at least a day before the meeting. There'll be no extra time on either day of the meeting. Any arrangements you wish us to make for recordings or contacts with special people, should be requested in advance.

We hope the brethren will make their own hotel reservations. The hotel situation in Washington has eased up, especially in the middle of the week, when most of you will be here.

We continue to urge that you arrive here at least the night before. To get in all the research we can the first day at Beltsville, we've planned a pretty tight schedule. We hope you plan to be at the USDA Administration Building by 8 a.m., as we must leave from there promptly at 8:30. (Beltsville folks start work at 8 a.m. If you'll come a little early, it'll give us a chance to meet old friends, assign cars, etc. You know the problems of getting started on time and trying to keep on schedule. (Please Note: We do not know yet whether we'll be on standard or daylight saving time. We'll keep you informed.)

In a few days we'll send you a special mailing of the complete program (in a white envelope). Look for it. In the meantime, the first-day, forenoon program is in this order: "Eggs Can be Bettered by Breeding" .. "Better Bacon From Hybrid Hogs" .. "DDT Gets Flies; Farmers Get More Beef, More Milk, More Money" .. "Research Meets New Needs in Farm Machinery".

We'll have lunch in the Research Center cafeteria. In the afternoon, "Hormones Work For The Farmer (a demonstration)" .. "Big Returns From Small Grain" .. "Home Plantings For Money and Beauty". We'll be back in Washington at least by 5:30 p.m.

For the second day (May 1), Secretary of Agriculture Anderson has arranged his schedule to be with us at 11 a.m. (We've just got his okay on this.) If his many duties permit, he'll talk and answer questions for as long as you wish. Keith Himebaugh, Director of Information, will be our luncheon "ad libber". They both have said: "What do you want us to talk about?" Could we have your wishes... by return mail?

For the rest of the second day, we'll feature the best men we can get from our agencies handling action programs. We'll adjourn at 4 p.m., giving plenty of time to catch trains and wind up other Washington business.

Enclosure .. Agricultural Foreign Service Officers.

It's been said that if a farmer is going to trade horses, he'd better know something about the other man's horse .. as well as his own. And, if a country's prosperity depends to a large extent upon agriculture, the people of that country .. let's say the United States .. need to know what's happening agriculturally in the rest of the world.

That's why our Office of Foreign Agricultural Relations keeps so closely in touch with Uncle Sam's 60 or more agricultural attaches in U. S. embassies, legations and consulates around the world. Many men on the enclosed list are known to many of you. They're trained agricultural observers, who had agricultural experience in this country before they were assigned to far-flung posts. Like all U. S. representatives in other lands, they're attached to the State Department. But their reports go promptly to the OFAR.

They are constantly collecting and transmitting by diplomatic cable, and airgram .. latest information on growing and marketing of farm commodities, government programs and other agricultural development in the countries where they are stationed. The need of our farmers for such accurate and timely information has been increasing. To do this job as efficiently as possible, an international agricultural reporting system was set up in the OFAR a few years back.

The stream of reports which flow into the USDA from these 60 trained men in the U. S. Foreign Service, helps farmers of this country keep abreast of agricultural developments the world over .. developments which have a direct bearing on their economic welfare. (In this small world, the horse trading farmer wants to know all he can about the other fellow's horse.)

Because of all the reports which the Department receives from abroad .. farmers, exporters and importers, and other in the United States probably know more about world production of crops and livestock, prices and markets, stocks on hand, costs of production, and foreign government trade policies than producers and traders in any other country in the world.

All the facts and figures which come to the OFAR are available in several ways. There are the daily releases on the hot stuff that can't wait. RFD's get these. OFAR publishes three periodicals .. Foreign Crops and Markets, which comes out weekly, and Foreign Agriculture, and Agriculture in the Americas, which are released monthly. If there're any of these three you're not getting .. and want .. let us know.

Read to Illinois

The Extension Editor spot at Illinois .. where "Dutch" Keilholz held forth for many years .. will be filled by Hadley Read about June 1. Read has been assistant to "Dutch" Elder at Iowa State.

About June 1 RFD brethren in and around Illinois will be getting acquainted with the new extension editor for that State, Hadley Read, who has been assistant to "Dutch" Elder, editor at Iowa State.

Round Table to Feature FAO

The University of Chicago Round Table, featuring work of the FAO, is now set for April 13. It will originate in Washington, D. C. Subject .. "Food For The World". Participants will be Sir John Boyd Orr, director general of the Food and Agriculture Organization; Clifford Hope, Republican representative from Kansas, and Theodore W. Schultz, chairman of the Department of Economics, University of Chicago. Discussion is expected to center around postwar food situations, proposals for a permanent World Food Council, based on human needs. Ought to be good listening.

Yearbook Of Agriculture

We're all looking forward to first copies of the new Yearbook of Agriculture .. "Science in Farming". They should be along most any day. We've arranged to send each RFD a complimentary copy. The book .. which runs more than a thousand pages of text and pictures, with articles by 158 different specialists .. is the first issued since 1942, when the war interrupted a sequence of nearly 100 years.

Editor Al Stefferud has given us a sneak preview of the book. It summarizes the most important developments of research in the last few years, when war made publication of scientific findings difficult. There are nine main sections: Backgrounds, animals, plants, forests, soils, insects, new products, food and clothing, new practices and conclusions.

The Yearbook is a Congressional document, produced in the Department of Agriculture .. as required by a long-time law ~~wa~~ under an appropriation made specifically by Congress. Distribution is mainly by members of Congress. About 230,000 copies are printed.

Gove Hambidge, now with FAO, in 1936 started the "new" yearbooks .. each one devoted to a broad, significant segment of agriculture. They have been: Better Plants and Animals, Vols. I and II, in 1936 and '37, Soils and Men (1938), Food and Life (1939), Farmers in a Changing World (1940), Climate and Man (1941), and Keeping Livestock Healthy (1942). Yearbooks 1938 and '39 are out of print, but the others are still for sale by the Supt. of Documents.

Some of the intriguing chapters in the latest yearbook are: "Producing Better Beefsteaks", "Artificial Breeding", "The Inside of a Dairy Cow", "Short Cuts For The Gardener", "Saving Our Sugar Beets", "What Makes Cotton Good", "G-Men of Plant Diseases", "Air War Against Pests", etc., etc.

And we shouldn't forget pictures on artificial breeding, animal disease, parasites, cross-breeding, plant-growth regulators, propagation short cuts, nematodes and tetraploids, etc.

We think the book will be a honey. Editor Al is a good man for the job. He speaks our language, and he's had wide experience as an *f.p.*, Time Magazine and OWI man in this country and in Berlin, Vienna and London.

Heard From

C. W. Jackson, radio editor for the Texas Farm and Home Program, sends in the names of four new RFD's. They are: Murray Cox, WFAA .. Ernie Pratt, KTSA .. Roy Rogers, KABC .. K. D. Willingham, KTBC. Have you any to add from your State?--Bill Zipf, farm radio editor at Ohio State, writes: "I hope you and other folks .. have made reservations for the Institute (May 2 - 5, in Columbus). We don't want anyone sleeping in the State House grounds, not even anyone from Washington."---"Jerry" Seaman (Gittins advertising) has taken our advice to arrive for the Washington get-together the night before. He writes: "I'll arrive in Washington the afternoon of April 29." ---Hal Totten, RFD with WGN, also is one of those who's coming in plenty of time. He'll arrive April 21, and spend the intervening days "renewing acquaintances at the Department, and meeting as many new folks as possible." He'll probably bring his recorder.

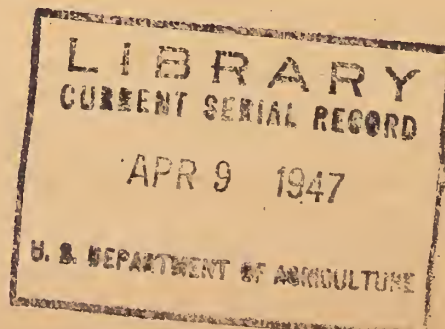
Tonkin Rides Again

Joe Tonkin is in the midst of a series of radio schools in the Midwest. Today (April 4) he's at Hastings, Neb. Other Nebraska schools will be April 5, Kearney; April 7, North Platte; April 8, Scottsbluff. On April 1, 2 and 3 he was in Lincoln, Norfolk and Grand Island. Joe began his tour with a 3-day school in Lexington, Ky., March 26-28. On his way to the Cornhusker State he had a 1-day school in St. Joe, Mo. He'll be home on April 10.

Foreign Visitors

D. G. Thomas, a graduate agricultural student from Llanelly, Wales, is visiting agricultural experiment stations in the South and Midwest. April 7-11, he'll be at Baton Rouge .. April 14-18, at State College, Texas .. April 21-22, Manhattan, Kans. .. April 23-25, Lincoln, Neb. .. April 28, Ames, Iowa .. April 29-May 3, St. Paul .. May 8-10, Madison, Wis. Thomas is interested in plant pathology and bacteriology. An excellent speaker.

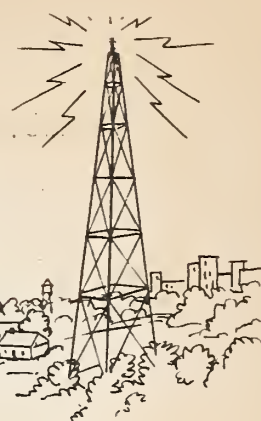
Dr. Hertsel Weizmann, rural economist from Palestine, whose interests are farm planning and soil conservation, is on a trip through western states. He'll see the SCS conservationist in Phoenix, Ariz., April 11 to 16, and the same state officials in Berkeley, Calif., April 18 to May 13, and in Salt Lake City, May 15 to 20. He'll be at the Fort Collins Station May 22 and 23. Speaks English well.



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RFD LETTER

To Radio Farm Directors



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

April 11, 1947

RADIO SERVICE
Kenneth M. Gaper

We Hope You Can Come

This weekend we're breathing a little easier .. now that the completed program for the Washington RFD meeting (April 30-May 1) has been mailed. It went out on April 8 .. air mail to the far western brothers .. along with your official invitation from Secretary of Agriculture Anderson and a letter from Ken.

We're right proud of the program. We were able to get for the two days, everyone of the top officials and research specialists we asked to speak. It shows they recognize importance of RFD's in presenting service broadcasts to farmers and other rural folk.

The RFD's are getting an extra copy of the program, as an enclosure this week. You may have need for it. And because we're happy that our Secretary is taking a personal interest in this meeting, we reproduce his invitation herewith:

The Secretary's Invitation

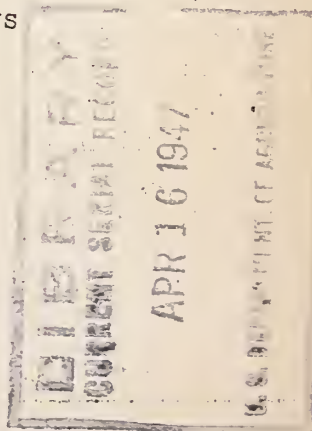
"As Secretary of Agriculture, it is my pleasure to invite you and the other radio farm program directors of the U.S.A., to be guests of the United States Department of Agriculture for a two-day meeting, April 30-May 1. Activities of the two days will be in the hands of the Department's Radio Service.

"This branch of the Department's Office of Information is planning to give you as much as it can in two days .. of research, price supporting and other activities of the U.S.D.A., which will be helpful to you in serving farm people. As you will see from the attached program, the first day will be spent at the Beltsville Research Center.

"The radio farm program directors are a great force in building better farm living and more profitable agriculture for this nation. I hope you are planning to be with us on April 30 and May 1."

Sincerely,

(Signed) Clinton P. Anderson
Secretary.



Opportunities for RFD's .. and US

A letter to the Radio Service this week .. and the return of both Dana Reynolds and Joe Tonkin from field trips .. points up again the opportunities we have in working with RFD's, and they with us. By "us" we mean federal and state agricultural people the country over.

The letter was from E. Carlton Schirmer, RFD with KFEQ at St. Joe, Mo., one of the places where Joe held a radio school. What he writes fits right in with the enthusiasm that both Dana and Joe bring back from their radio schools and other visits with RFD's and field workers.

Brother Schirmer says: "The radio school for county agents of northwest Missouri and northeastern Kansas was held here in the KFEQ new studios in the KFEQ building. This was the first time (we have been able to hold such a school) in a radio station's studios. We feel this was a definite step toward bringing the farm program, the radio station and the farmers closer to each other....It was a pleasure to hear Joe work with these (25 to 30) agents and I know the farm folk in our territory are going to benefit"

Here are Joe's comments (boiled down) on three weeks of meetings with extension workers and RFD's in Kentucky, Missouri and Nebraska (see Dana's in another item):

In central Kentucky, over 20 county agents will have cooperative broadcasts on three stations in Lexington. Indications are they will expand to ten stations soon. Robert H. Ford is the new Extension radio editor in Kentucky. RFD's will find him anxious to help. Just ask Frank Cooley at WHAS.

The folks at KBEQ are not only carrying a large number of Missouri county agents on a regular schedule, but also broadcast Extension talks by agents from a number of Kansas counties. Howard Dail, radio editor at Columbia, Mo., is the contact. Ted Wagner, KMOX, says Howard is doing an excellent job.

Every station but one in Nebraska carries Extension broadcasts at least once a week and this does not include Extension's "Little Dandy" network every Saturday starring Editor George Round (sometimes Bernie Camp) and KFAB'S Bill MacDonald. Art Thomas at WJAQ, Norfolk, Floyd Klaber at KGFV, Kearney, Ed. Lanne at KODY, North Platte, and L. L. Hilliard at KOLT, Scottsbluff, are working with Extension hand and glove. I sat in on a meeting at KHAS, Hastings, where a whole new Extension series was planned. And we mustn't forget the good work Brother Mal Hansen is doing at WOW.

(See what we mean by "opportunities" for all of us?)

Foreign Visitor

Dr. D. L. Hughes, a veterinary bacteriologist from Nottingham, England, is visiting agricultural experiment stations in northeastern and central states. His special interest is mastitis in dairy cattle. His itinerary: April 14-15, East Lansing .. Apr. 23-24, Princeton, N. J. .. Apr. 25, Storrs, Conn. .. Apr. 28-29, Ithaca, and April 30-May 1, State College, Penn.

Better Dairying Pays

We enclose this week, "Better Dairying Pays .. A Long-Range Dairy Program". It's a cooperative project between the USDA, the state extension service and the dairy industry. The program was developed with the thought that it might help to continue the close relationships developed through the 8-Point Dairy Program of the war years.

The Dairy Industry Committee is planning to produce a series of dramatized radio transcriptions for distribution through the state extension services. Last year the 8-point dairy transcriptions supplied the RFD's in this way were widely used. See your county agent or your state extension editors and dairy specialists for the transcriptions to be made this year.

"Better Dairying Pays" is not for general distribution. It is designed to fit into existing dairy extension programs. But extension workers and others are welcome to use the information in any way that fits the picture.

The general long range projection that better dairying does pay, will be given support by the USDA and state information offices through farm radio scripts, articles in the press and other informational help.

Some Questions Answered

To answer some questions we've had about (1) making recordings and (2) the Columbus meeting, we'll just quote three paragraphs from Ken's letter inviting RFD's to the April 30-May 1 Washington get-together:

"We are not including time for cutting platters within the two-day schedule However, if you come in a day or two or three, or even a week early, and give us by mail an idea on what you want . . . we'll make the arrangements. If you have a wire recorder or other portable, bring it along if you come in early. If you don't bring your own recorder, arrangements can be made to cut platters at a studio downtown.

"We have set up the USDA session to allow over-night train travel from Washington to Columbus, Ohio, for the annual Institute of Education by Radio. Trains leave here after 6:00 p.m., and after 8:00 p.m., EST, arriving around breakfast at Columbus. Columbus meeting opens after noon, May 2. This gives all morning May 2 in Columbus to get oriented.

"At Columbus will be gathered the leading educational radio people in the country. Many farm directors will be there. A special agricultural phase is being worked out. All in all, the Columbus meeting will benefit both you and your station."

Gapen Attends ACE Gathering

Ken Gapen is in New York this Thursday and Friday attending the northeastern regional meeting of ACE (agricultural college editors). He has a spot on the program.

Rural Electric Co-ops to Meet in Spokane

Ken Olson of the Rural Electrification Administration was telling us yesterday about the fifth annual convention of the National Rural Electric Cooperative Association .. in Spokane April 22-25. That's out in the country made famous by Grand Coulee and Bonneville dams. The association expects to have more than 2,000 delegates and visitors from 42 states and Alaska.

Because we will have no official release on the meeting (the association is not connected with USDA, except through REA's interest) we are giving you some background on it. There'll probably be delegates from your part of the country.

The NRECA is a non-governmental organization to which most of the REA-financed cooperatives belong. Clyde T. Ellis, former congressman from Arkansas and long a nationally known supporter of rural electrification, is the association's executive manager and a principal spokesman. J. C. Nichols of Cody, Wyo.; is president.

NRECA has announced that Sen. Warren G. Magnuson (Wash.), Sen. Milton R. Young (N.D.), and Rep. Walt Horan (Wash.) will address the conclave, Rep. W. R. Poage (Tex.) will conduct an open forum. "The Atomic Bomb, a Source of Power or a Source of Trouble" is the subject of an address to be delivered by Dr. Leo Szilard, a director of the Emergency Committee of Atomic Scientists.

REA Administration Claude R. Wickard, Deputy Administrator William J. Neal, Bonneville Power Administrator Paul J. Raver, and Arthur E. Goldschmidt who is director of Department of the Interior's power division, will be among the speakers. Marvin Muncie, vice president and chief engineer of Muncie Gear Works, Muncie, Ind., will discuss the "heat pump," a revolutionary method of removing heat from the ground by electrical means and using it to heat buildings.

Elaborate entertainment plans have been made by the rural electric co-ops of the Pacific Northwest, including a huge outdoor barbecue and a show put on by the Yakima Indians in full tribal regalia. Other features will include sight-seeing trips to Grand Coulee Dam and, for the ladies, a boat ride on Coeur d'Alene Lake. The Davenport Hotel is convention headquarters.

Arbor Day Has 75th Birthday

We neglected to call your attention last week to a release mailed you about the 75th anniversary of Arbor Day. The day is observed by most states in April. In Nebraska, where the day originated, it will be observed April 22 by a special celebration in Nebraska City. Seventy-five years ago, pioneers of that state, led by Julius Sterling Morton .. later secretary of agriculture under Grover Cleveland .. planted more than a million trees on treeless plains of the Cornhusker state. Morton then campaigned through his newspaper for more tree planting. The Nebraska legislature later set Arbor Day on the date of Morton's birth .. April 22.

Enclosures: (1) RFD Program, (2) Better Dairying Pays.

Dana's "Introspective Observations"

Ken asks for 350 words of "introspective observations" on my swing through the Northwest. Trying to pack 6 weeks in 10 States....and the ideas and doings of 200 people....into 350 words inevitably means slighting much that is important. But here's a try--

I noted significant steps toward even closer working relationships between RFD's, and county, State, and Federal agricultural workers. In Washington, Extension Director Ellington and Editor Cal Anderson are working on Extension's staff to allow a day in itineraries for a radio broadcast when in RFD "capitals" such as Spokane, Seattle, Portland. A notice over the travel schedule board asks the specialist, "Have you allowed time for a radio broadcast?" Opinions of RFD's and agriculturists elsewhere indicated that some such provision for broadcast time on trips would greatly facilitate use of agricultural workers on RFD shows. I might add that in Ted Manger's office (KMOX, St. Louis), Ted finished making a date with the horticulturist from Columbia, with the remark, "All those Missouri fellows call me when they're in town." That reflects a growing trend.

At the same time, both RFD's and agriculturists in some cities thought it desirable to have closer personal contacts between RFD's and information men. In Chicago, Denver, and San Francisco, there was some interest in periodic luncheon get-togethers of RFD's and State and Federal information men. The get-together would include some "off-the-record" by an authority on an important topic, shop-talk on farm radio, spontaneous generation of program ideas that comes with rubbing elbows at lunch.

Archie Harney, Extension editor in Idaho, notes the need for more follow-up with county agents on radio....as he plans to make the rounds of agents every two months. And other Northwest Extension Editors are thinking in similar terms.

Miscellaneous: President Green's (Col. A & M) observation that specialists who go 50 to 100 miles for a meeting of 10 people, might well spend half an hour or hour reaching a large radio audience....interest in some quarters in giving more time for radio in Extension and College work plansplans taking shape for cooperative Federal-State experiment in agricultural broadcasting over College station KSAC in Kansas, when new transmitter finished about July 1....tentative plans for advisory committee on Columbia River Watershed program which would include RFD's, and press and farm paper men....much interest in studio and portable recording equipment, with many requests that we get together dope on equipment available, and in prospect.

A Chance to Give Mom a Chance

Two days ago you were mailed a release by our USDA Extension Service .. "National Home Demonstration Week Across The Nation". It's a summation to date of what different states are planning for May 4 to 11. You'll get some good ideas from it .. if you have in mind to observe the week. The theme is: "Today's Home Builds Tomorrow's World". As we said once before .. "Give Mom a chance to talk about her problems .. and accomplishments."

A Look Ahead at Food Grain Exports

J. B. Gilmer, head of the USDA Production and Marketing Administration, is speaking tomorrow (April 12) in Dallas before the USDA club there. Because his talk .. about food grains for needy countries .. will not reach you in an official release, we are giving you some of the highlights:

"....The total of exports for the 1946-47 marketing year will set a new record for food grain shipments from any country, in any year. In fact, it is more food grain than all the exporting countries of the world together shipped in any one year before 1946. But I most certainly do not think that we are shipping too much.All essential domestic needs for grain have been and are being met. We have large supplies of corn, and expect to have a generous carryover next October 1. Even with our very heavy wheat and flour exports, indications now are that we will end the year June 30 with a carryover of old wheat as large and probably a little larger than that of a year ago. Invidently, we do not plan to buy any more 1946-crop wheat, as wheat, for use in export operations. Our flour purchases will of course continue as scheduled, but we are out of the market for old wheat.

"....In connection with our continuing obligation to do wheat we can to send food to needy countries, a lot of thinking is being given to the grain export program for next year .. the marketing year beginning July 1.It is too early to give the details of 1947-48 export plans. The Government must have the latest possible information before final decisions are made. A brief review of the present prospects, however, may help our thinking.

"Unless there is some very disastrous weather in the next few weeks, we can apparently count on a winter wheat crop of at least 950 million bushels. Adding just an average spring wheat yield of about 250 million would give us a total crop of around 1,200,000,000 bushels. Add to this a probable carryover this year of about 100 million, and we have a total supply of 1,300,000,000 bushels for the 1947-48 marketing year. If we allow 800 million bushels as a safe total for all domestic needs during the year .. for human consumption, for livestock feed, and for seed .. we have a prospective balance of 500 million bushels to take care of exports and the carryover for July 1, 1948. Unless something goes radically wrong in the meantime, it seems certain that, given adequate supplies of corn and other grains needed for feed, we should be in a position to export about as much wheat next year as this .. and still build the carryover back to more normal levels.

"I am not attempting to predict our export schedules for next year. Many factors enter into the final decision, including questions of payment for export grain, and more must be known about the 1947 crop .. not only in the United State but in the world at large. I do want to point out, however, that we now seem to be in good position to carry out another major job of meeting world deficits without in any way creating an alarming situation here at home."

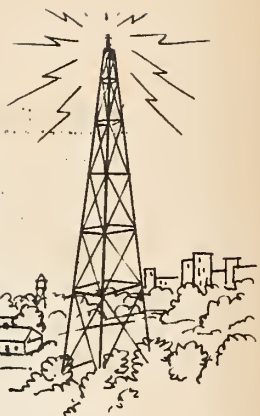
KSWS at RoswellWe are told of a new station .. KSWS .. that will take to the air about April 15 in Roswell, New Mexico, Secretary Anderson's State. The Secretary, in a brief welcome broadcast, will pay tribute to the service radio renders farm people.

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RFD LETTER

To Radio Farm Directors



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OFFICE OF INFORMATION**

RADIO SERVICE

April 18, 1947

Kenneth M. Gopen

Last Call .. for Two Days in D.C.

There isn't much to add to what we've already told you about these two days in the District of Columbia .. April 30-May 1. By the time this reaches most RFD's coming to Washington, you'll either be packing your bags .. or thinking about it.

By 8:30 a.m., on April 30, the auto caravan to Beltsville will be on its way .. headed by Ernie Moore. Ernie, as top information man in the Agricultural Research Administration, laid out the day for you, and we'll look to him to "emcee" that day's program.

There can be a special Pullman on the Pennsylvania train leaving Washington at 8:10 p.m., on May 1 for Columbus, Ohio .. if there are at least 18 of us signed up for it. If you're going to Columbus and haven't a reservation .. or are having trouble getting one .. wire us immediately. We're told reservations are not yet being made on this train to Columbus, because of the uncertainty as to whether we'll be on daylight saving after April 27. Don't be afraid to wire us for as many reservations as you think you'll need. Under the circumstances, we probably can, through our traffic experts, save you time and trouble."

Last of all .. please remember to be here the first thing Wednesday morning, around 8:00 a.m. That will give you a chance to see who's here, a chance to pick out your car for the Beltsville trip (we'll have most of the makes from Fords to Fraziers), and most important .. get us away from here promptly at 8:30.

Prexy Beaty Praises Mexicans

Layne Beaty, president of the NARFD, writes, after his recent trip to Mexico: "I should like to hand it to the Mexicans for the work they are doing to keep foot and mouth disease from spreading..... They are doing everything within their power, and they deserve credit. The men I met are deeply concerned with this grave problem."

Longer Life .. For Poles and Posts

One of the things we like to do is go exploring in the research agencies of the USDA. We found this week .. for example .. that our entomologists have developed simple, inexpensive, home style treatments for home grown poles and posts; chemical treatments that make good poles and posts out of poor woods, by protecting them against insects and decay. Poles and posts from the "poorer" woods don't last long in warm, moist climates.

A freshly cut sapling or tree .. stood in a solution, "pulls" the chemical up through the sap-stream channels, just as freshly cut flowers draw up moisture through their stems. The chemical impregnates the wood ... and gives it longer life. Trees of any size can be treated, but those six inches or less in diameter are about as big as can be handled easily.

We enclose a circular which gives directions. It isn't only farmers that this will interest. A lot of us are home gardeners, and the recommended treatments give longer life to poles and stakes used in vegetable and flower gardens. Briefly .. the treatments give longer life to the poorer, home grown woods that ordinarily don't last more than a year or two when in contact with the soil.

USDA-State Councils

USDA Councils set up in each State .. and in each county .. by Secretary of Agriculture Anderson, are entering their second year of operation. They can help RFD's who have questions that can't be answered by just one Federal or State Agency .. as it's the Council's business to coordinate agricultural activities, in meeting special needs of each locality.

Each Council is made up of the head man for each USDA agency in the State, as well as regional or branch officers of the Department. Directors of the State Extension Service and the State Experiment Station also are members, as are heads of State agricultural agencies.

Officers of the Council for this year have been elected, and we enclose the names of these officials for each state, as well as the Secretary's memo setting up the Councils and "30 Questions and Answers", which give background.

During the past year suggested crop goals and price support activities for 1947 were sent to the Council for review and recommendations, before final action by the Department. Some of the Councils are developing local projects. Here's an example:

In Idaho, a representative of the State USDA Council, has been named to coordinate broadcasts by Department agencies over KGEM. The secretary of the Kansas USDA Council writes, "It was our experience ... prior to the war, that the work done by one agency sometimes ran counter to that being done by another. We seldom have that situation now." The California Council is publishing a pamphlet series on current agricultural problems. Michigan and Kansas have arranged for district meetings to discuss Council activities.

Cotton Classification and Market News

RFD's in cotton states can help growers by calling attention to procedure to be followed by organized cotton improvement groups in obtaining free cotton classifications and market news service this year under the Smith-Doxey Act. This information comes to us from "Mike" Rowell in Production and Marketing Administration.

Groups must organize, adopt a variety of cotton, file applications, arrange for sampling and meet other requirements in order to be eligible. Group applications should be filed with PMA as soon as possible after all members have planted their cotton, but not later than July 1 in Zone 1, and July 15 in Zone 2. In Zone 1 are S. Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas and all Texas counties east, or for the most part east, of the 100th meridian.

Cotton samples classed under the Smith-Doxey Act in the 1946-47 season are expected to be nearly one-third of all ginnings in the United States.

Child Health Day .. May 1

President Truman has designated May 1 as Child Health Day. He's asked parents, agencies and organizations to carry out a year-round program to protect lives and health of the nation's children. Back of a nationwide campaign during week of April 27 is Children's Bureau of the Federal Security Agency, cooperating with the National Conference on Home Safety and the Red Cross.

Accidents are the leading cause of death .. and contribute greatly to the crippling of children. Records show accidents take a death toll of nearly 20,000 boys and girls each year. Most of these accidents are preventable. It's estimated accidents take as many lives of children 14 years old and under .. as pneumonia, measles, diphtheria, meningitis, poliomyelitis, whooping cough and scarlet fever combined.

Enclosed is a copy of the Child Health Day fact sheet.

Lyle Webster .. on Assignment in Japan

Lyle Webster, associate director of the USDA Office of Information .. and directly in charge of press relations .. is scheduled to leave tomorrow for Japan, where he will be on a 60-day assignment with the U. S. Occupation Forces and the Japanese ministry of agriculture and forestry. He'll help in establishing an information service for the distribution of up-to-date technical data and news on rural programs to Japanese farmers. Lyle, a native of North Dakota, came into the USDA press service in the early 30's. After that he was with the Triple AAA and then an assistant to Secretary Wickard. With him will go Ralph R. Shaw, USDA librarian, who'll help establish a technical library in the Japanese ministry of agriculture, and Kenneth A. Butler of the PMA Labor Branch.

Plants .. That Keep Growing

Once a year the Farm Credit Administration .. because of its interest in cooperative frozen food locker plants .. makes a comprehensive survey on the locker plant industry in this country. Copies of the latest report are not yet available, but we've been able to get a carbon copy from Giff Hoag of the FCA. We plan to mail you a copy of the forthcoming report, but in the meantime here are some figures that tell quite a story of locker plant growth.

(For reference .. and a lot of details about locker plants, in case you want it, we enclose Cooperative Frozen Food Locker Plants. It's dated June, 1946, but a good deal of later info went into the book after that date.)

Locker plants have come up from around 1,300 in '38 to more than 8,000 in '46. Expansion would have been greater except for war shortages of materials, equipment and labor. An increasing number of new plants are in smaller towns. Nearly 3/4 of all plants are in towns of less than 5,000. Farmers now make up about 75% of all patrons.

Locker plants do more for their patrons than they once did. In early days the plants did one job .. store meat. Now they do custom slaughtering, cure meats, dress poultry, render lard, freeze fruits and vegetables for the patron's use and sometimes to sell locally, package and put meat and produce into lockers.

The latest survey shows 37% of the plants provide slaughtering service .. 22% right at the plant. It was only 5% in '40. This means a better product, spreads slaughtering over the year, and makes use of by-products once wasted. Of plants reporting, 87% chill, cut, wrap, grind and freeze meat for patrons .. 42% cure pork. A fairly new service .. poultry dressing .. is given by 17%.

Nearly half the locker plants are individually owned, 22% are partnerships and 16% are corporations. Farmer cooperatives own 13%. Twenty-nine percent of locker plants operate as a separate business .. more than twice as many as three years ago .. 35% are still affiliated with groceries and meat markets, 16% with ice and cold storage plants, and 10% with dairy plants.

Locker plants have increased considerably in size .. from 325 lockers per plant in '41, to 500 lockers last year. Average amount of food stored the country over, according to the latest survey, is 353 pounds per locker. It's divided up .. beef, 163 .. pork, 135 .. poultry, 15 .. lamb, 4 .. game, 12 .. fruit, 13 .. vegetables, 11.

Estimated investment in locker plants is now about \$150 million, with an annual gross income of \$80 million. Processing rates have increased. Average charge for chilling, cutting, wrapping and freezing increased from about \$1.65 a 100 pounds on 1/1/43 .. to \$2.00 on 1/1/46. Rates for killing and processing poultry vary, but average 18¢ a bird. For processing and freezing fruits and vegetables, average cost is a little over 2.5 cents a pound. Rental rates average \$11.38 a locker compared with \$9.76 five years ago.

Enclosures:

Frozen Food Locker Plants
May Day -- Child Health Day
USDA Councils .. Memo No. 1132

Questions and Answers on USDA Council
USDA Council Chairman, Secretaries 19
Longer Life For Poles and Posts

FHA Names 12 Field Men

When Farmers Home Administration abolished regional offices and officials .. including information specialists .. the 40 State directors, whose names we sent you about March 15 were given public relations duties .. including contacts with radio stations. Technical assistance will be provided the directors in their administrative work by twelve field men, who were named this week.

These 12 will travel almost constantly between Washington and the field, helping State directors with problems of administration and operation, and bringing back requests for special aid from Washington. RFD's will continue to get information from State directors, but some of you might want to get these field men on the air, whenever they happen to be in your neck o' the woods. Here are their names and the States they will cover:

James H. Wood and John H. Purnell - Connecticut, Georgia, Maine, Maryland, Delaware, Massachusetts, North Carolina, New Hampshire, New Jersey, New York, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Vermont, and Virginia.

Julian Brown and George L. Davis - Alabama, Florida, Kentucky, Mississippi, Tennessee, and West Virginia.

Eli B. Whitaker and Tillman Morgan - Arkansas, Louisiana, Missouri, Oklahoma, and Texas.

Homer M. Allen and Edward C. Banfield - California, Arizona, Colorado, Hawaii, Idaho, Kansas, Nevada, New Mexico, and Utah.

Daniel L. Beals and Floyd H. Lynn - Alaska, Montana, Nebraska, North Dakota, Oregon, South Dakota, Washington, and Wyoming.

Leo C. Streater and Thomas P. Shreve - Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin.

The Latest on Foot-and-Mouth Disease

Here's the latest on foot and mouth disease in Mexico, as reported by the USDA Bureau of Animal Industry: The main quarantine zone is enlarged moderately. As of April 8, the virus existed in 15 Mexican states, including the district where Mexico City is located. U. S. men in Mexico report that about 15,000 troops are on duty to maintain the quarantine. Mexican authorities are slaughtering and burying animals in small centers of infection, often at the rate of several hundred a day. Most livestock men are reported to be cooperating. Cash payments for animals, at the time of their condemnation, seem to help. Equipment and supplies to be furnished by the United States include heavy digging machinery, trucks, other vehicles, disinfectants, special clothing and an assortment of tools. As much of this as possible comes from Army surpluses. It's estimated that the cost to Mexico up to June 30, '47, will be a little over \$9,000,000, and the United States is authorized to match this sum.

Farm and Home Hour to Stay on "Sun" Time

At deadline we receive the following from Bill Drips, NBC's director of agriculture: "In keeping with its policy of serving the rural audience first, The National Farm and Home Hour, radio's pioneer agricultural program, will remain on sun time instead of changing to daylight savings time, effective with the broadcast of Saturday, May 3 (NBC, 12:00 noon CST). The program, broadcast on the full NBC network, will be heard from 1:00 to 1:30 p.m. CDST, through September 27, thereby reaching the farm audience at 12:00 noon Central Standard time, the same hour it is now broadcast."

Among Ourselves

Last week, in mentioning some of the brothers that Joe Tonkin called on in Nebraska, we omitted the name of that good RFD, George Kister of KMMJ, Grand Island. George has asked us (and very properly), how come? Just one of those things, George, just one of those things. Joe had your name in his report. Accidentally, it was edited out. And we didn't mean to infer that KMMJ doesn't carry farm programs. To set the record straight, KMMJ, as George says, "has been a farm station with extension broadcasts, and general news for and by farmers, for over 20 years."

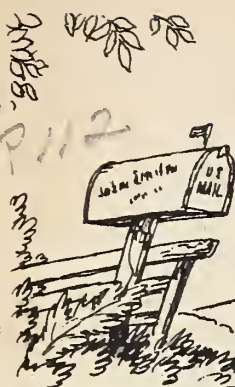
Wallace Kadderly, writing from Sydney, Australia, on Easter Sunday: I've been here 10 days, much of it spent in radio talks and attending functions, and ~~at the Royal Easter Show~~. A quick description is that it's a glorified state fair. Biggest single day's attendance was 260,000. Livestock exhibits are of good quality. Tops compare favorably with our tops, but we have nothing in the dual-purpose breeds that compare with the famous Illiwarra shorthorn. At the Easter holiday, all business closed from Friday morning until Tuesday morning. I've not yet had an opportunity to "get on the land", but I've met many country people .. at the show, at the Angus and Shorthorn banquets. Attended a school of extension officers of New South Wales, and told them of our use of radio in extension work.

Items From the Flow of News

Among USDA news releases mailed you direct the past week are these.... Three chemicals, including DDT, out of 7500 possibilities tested by USDA entomologists, make it possible for mankind to eradicate lice as human pests and carriers of disease Last year's board bill for the European corn borer, which now has spread across the Corn Belt proper, is conservatively set at \$37,700,000; 84% of it Iowa, Illinois, Indiana and Pennsylvania (for your state see table on back of release) Farm wage rates on April 1 averaged 10% higher the country over than a year earlier, and nearly 4 times greater than the 1910-14 average Cattle on feed in 11 Corn Belt states on April 1 numbered about 13% greater than a year earlier, but about 150,000 head less than on feed two years ago Report by Bureau of Agricultural Economics shows farm real estate values on March 1 averaged 92% above 1935-39 values, 14% above 1919 and only 6% below 1920. Percentage increase in farm values for the 1942-47 period greater than for any 5 years since records have been kept.

RFD LETTER

To Radio Farm Directors



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

RADIO SERVICE

April 26, 1947

Kenneth M. Gapen

All Ready .. And Waiting

As of this date everything seems to be set for the RFD gathering here in the District of Columbia on April 30-May 1. (We hope you'll be one of those who'll be here .. when this letter arrives there.) In your RFD letter a week from now, we'll attempt to give you a reporter's report on the two days .. with perhaps more detailed reports later on some of the talks and demonstrations. Also, we'll try to give you a complete list of those who attend. (Joe Tonkin is official registrar.)

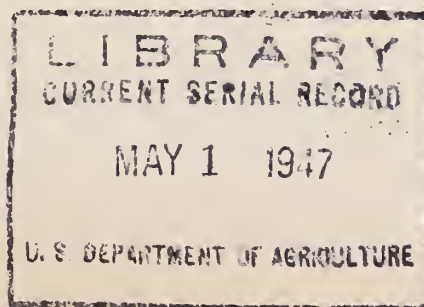
House Plans .. In Demand

Two weeks ago on our Consumer Time b' cast (NBC - 11:15 EST) as announced that listeners could get a copy of the USDA house planning booklet (Miscellaneous Publication 622) for 25 cents from the Superintendent of Documents, Washington, D. C. They're equipped to handle requests in quantities. The booklet .. which won't be off the press until about the middle of May .. contains house plans and scale model cutouts. To date there have been about 8,000 orders received. Yes, people do listen to the radio.

12 Years of Rural Electrification

A dozen years ago .. while Mussolini was invading Ethiopia, and Will Rogers and Wiley Post were getting ready for their ill-fated flight .. there were less spectacular headlines about a new Government program .. a program to help U. S. farmers get electricity. The Rural Electrification Administration began its work on May 11, 1935. Now, 12 years later, a big job still lies ahead but the achievements to date are impressive.

Enclosed are some REA facts. Note they are for May 9 release. Next week we'll mail you (either in the RFD letter or direct as a news release) a State breakdown of electrified farms in the U. S. It'll be for a May 9 release also. Sorry we can't enclose it this week, but thought you might like to know that it's coming.



Federal Farm Labor Program

On a scouting trip in the big South Building of the USDA we uncovered these figures on the government's farm labor program: The United States now has approximately 22,000 foreign agricultural workers employed here. Of these foreign workers, 15,000 are from Mexico. Others come from Jamaica, the Bahamas, Barbados, British Honduras, Newfoundland, and Canada. More than 13,000 of these workers---all Mexicans---are employed in California. Arizona has 1,300 Mexicans. Florida has the lion's share of the West Indies workers, with more than 4,000. Other workers are scattered throughout nearly 30 States.

Recruitment of workers for this season has been started in Mexico and the West Indies. The first trainload of 850 Mexicans arrived in El Paso, Sunday, April 20. These were scheduled to reach Idaho and Washington by about April 22. Another trainload of Mexicans started for the United States April 20, and another, April 22. Most of these Mexican workers will go into the Northwest to work on early vegetable crops. A few will go into Illinois in May to work on asparagus.

The first group of Jamaicans arrived in the United States by airplane April 20, and another planeload, April 22. The first Bahamians to come in this season will arrive about April 28. The West Indies' workers coming in now, will work in Pennsylvania, New Jersey, and Connecticut. In all three States they will work on early vegetable crops, with emphasis on spinach in Pennsylvania and asparagus in New Jersey. In Connecticut they will work also on tobacco.

Sugar Offices Closed and Transferred

Fourteen of the 56 branch offices, and two of the eight regional offices which ration sugar to consumers, wholesalers, retailers, industrial and institutional users, will discontinue operations on a staggered schedule between April 23 and May 23, the USDA's Sugar Rationing Administration announced this week. Business of the closed offices will be consolidated with other sugar rationing offices.

Regional offices in Boston and Denver will be closed and their business transferred respectively to the New York and San Francisco offices.

Offices in Augusta, Me.; Montpelier, Vt.; Concord, N.H.; and Providence, R.I., will be transferred to a branch office in Boston. Branch offices in Fargo, N.D. and Sioux Falls, S.D. will be transferred respectively to Minneapolis and Omaha. Branch offices in Helena, Mont.; Boise, Idaho; Cheyenne, Wyo.; Salt Lake City and Albuquerque will be closed and their business transferred to Denver. Branch offices will be closed in Spokane; Reno, Nev., and Phoenix, Ariz., and their business transferred respectively to offices in Seattle, San Francisco and Los Angeles.

Functions of the closed offices will be discontinued on these dates: Institutional users 4/23, industrial users 5/14, wholesalers and retailers 5/21, and consumers 5/23. Banks who dealt with closed offices will send reports on sugar rationing accounts after 5/16 to offices where business of the closed branch office has been transferred.

Hybrids a Challenge to Research

Just as far horizons were a magnet to early pioneers and explorers .. so do limits of experience and knowledge challenge research men. Possibilities in hybrid vigor are a good example. Scientists know they have penetrated only the fringe of this great natural phenomenon .. which already means so much .. and promises even more.

Farm production of hybrid onions is following the path of hybrid corn. In California and adjoining states .. farmers this year will harvest their second crop of the first hybrid onion variety. Scientists working with alfalfa and sugar beets .. using the same fundamental principles that produced corn and onion hybrids .. have produced vigorous hybrids of these two important farm crops. Neither has yet reached commercial production, but that is only a few short years away, say scientists at the U. S. Plant Industry Station.

Hybrid onions yield up to half again as much as ordinary varieties, have greater resistance to disease, and are so uniform in size that they grade almost 100% U. S. No. 1. Like hybrid corn, hybrid onions are developed for a certain region and climate. Seed adapted to other commercial onion producing regions will be available soon.

Development of hybrid vigor in onions was much the same as for corn .. with one decided difference. Flowers of the onion like that of most plants .. and unlike corn .. contain both male and female organs. There was no feasible way to clip pollen bearing stamens to prevent self-pollination and insure a pure cross. Discovery of a male sterile plant .. one that would produce seed only when fertilized with pollen from another plant .. was the key to successful onion hybrids. It was, in effect, a female plant and for breeding purposes was the same as a detasseled corn plant.

After years of intensive study, methods have been worked out whereby two breeding lines are carried along for each variety intended as the female parent. One line is male-fertile .. the other male-sterile, and is maintained by backcrossing with the fertile line. This backcross makes it possible to maintain and produce the female parent line used in the production of hybrid seed. Thus another foundation stone of fundamental research.

Alfalfa strains that are completely self-sterile have not yet been obtained, but in some strains male fertility is so low that at least 90% of the field crosses are pure hybrids and yield tests are most promising. With the same principles used in developing onion hybrids, scientists can get pure sugar beet hybrids. These have high disease resistance and yields exceed those of leading commercial varieties. The scientists are working toward the same goal with other crops.

Long-Range Agricultural Policy

Enclosed is a statement by Secretary of Agriculture Anderson before the House Committee on Agriculture on long-range agricultural policy. We thought it had been mailed you direct the first of the week .. but it's still good as a policy statement. Great demand for it around here.

Lines from the Ag Situation

We've just been perusing the April Agricultural Situation... prepared monthly by the USDA Bureau of Agricultural Economics. It's interesting reading and we'd like to list a few lines for this letter. (If you aren't receiving the Ag Situation, and would like to receive it regularly, let us know.)

Cigarettes .. The trillion-and-a-half cigarettes made in this country in the last five years, if placed end to end, would girdle the earth about 2500 times. That's a lot of cigarettes .. and a lot of money for tobacco farmers.... During the war, overseas forces took more than a fifth of the total output.... Because cigarettes take about 70 percent of the tobacco used in the United States, the sharp gain in cigarette smoking has meant millions of dollars to tobacco farmers. The 1946 crop tobacco types used in cigarettes .. flue-cured, burley and Maryland .. brought farmers about \$850,000,000.

Backlog of Farm Construction .. Only a third of the houses that farmers live in are in fair to good shape today. Another third need a lot of repair work. The other third are so far gone that fixing them up would cost more than they are worth. Farm houses on the average are in poorer repair than houses in towns .. and fall farther short of needs. Possibly two-thirds of all farm houses would have to be enlarged or even replaced before all farm families could have the kind of housing that middle-income people take for granted. (Of course there are reasons .. debts after War I, depression in the 30's, and lack of materials during War II.) But there is a bright side to the picture. Compared to the situation in the cities, the farm housing shortage is not acute.... Another bright spot in the farm housing picture has been the advance of rural electrification.... Over half of the nation's 5.8 million farms now have electricity, compared with only a third in 1940 and a seventh in 1930.....

Popcorn Dollars .. The dimes and quarters spent for popcorn by millions of Americans .. add up to a millions of dollars for farmers who raise popcorn. In 1945 the popcorn crop brought farmers over \$16,000,000, the all-time high. In 1946, the next best year, the farm value was around \$9,000,000.... Like its big brother, popcorn can be considered a Corn Belt crop. Normally about 80% of the crop is produced there.... Great strides have been made in breeding popcorn with better "popability". Several experiment stations have developed hybrids that pop bigger kernels and yield more per acre.... Popcorn was raised by the Indians long before Columbus arrived. And although the colonists grew it, popcorn did not become an important commercial crop until about 1880.

Fire Prevention Posters to be Televised

The U. S. Forest Service tells us that WCBS-TV is using some of the posters prepared for this year's fire prevention campaign as 30-second spots in its television programs. Bill Bergoffen says this is the first time .. to his knowledge .. that fire prevention posters have been so used. Principal character on the posters, as you know from the forest fire prevention folder we sent you, is Smokey, the fire-prevention bear, who says, "Remember .. Only you can prevent forest fires." Slogans on some of the posters to be used are .. "Crush out your cigarette" .. "Use the ash tray" .. "Be sure your match is out" .. "Put your pipe ashes in bare earth" .. "Forest fires destroy lives, homes, wild life, timber and crops" ..

Market Men Meet

Highlights of a two-day meeting of the National Association of Marketing Officials are about all we can give you here. They met April 22-23 at the USDA, and what they talked about .. and what they are doing .. seems to us to be most important to producers, as well as consumers:

C. W. Kitchen, executive vice president of United Fresh Fruit and Vegetable Association said: Perhaps the biggest developments in marketing fresh fruits and vegetables .. is that we are moving from a sellers' to a buyers' market. We are going to have to sell, yet we don't know how to sell all the products we know how to produce, at prices consumers will be willing and able to pay. In the biggest bottleneck in the marketing chain, the retail store, Kitchen's own organization is now planning and conducting training programs for retailers of fresh fruits and vegetables, to help them adapt to their stores new methods that have proved successful. He said prepackaging of fruits and vegetables .. neither a panacea nor a passing fancy. Its importance in marketing lies somewhere in between. But if it is to catch on and hold, quality goods will have to be packaged. (When the housewife strips off the cellophane and finds the tomatoes are not top quality, the word she passes to her friends won't help the new industry thrive.)

E. A. Meyer, administrator of Research and Marketing Act of 1946, said its legislative history puts emphasis on marketing projects as a prime purpose. Meyer said, "research" to him means simply "investigation" .. not necessarily in a test tube. He explained the committee set-up developed so far .. a means of gathering, weighing, weeding out ideas on what kinds of projects would prove most beneficial for investigation under the Act .. and urged marketing officials to help in developing ideas.

W. C. Crow, director of PMA Marketing Facilities Branch, discussed (1) maintenance of quality, and (2) labeling of that quality so the consumer will recognize it. There are huge losses from waste and spoilage all the way from farm to consumer. He named ways and places to work for improvement in quality maintenance: (1) Keep proper temperatures every step of the way; (2) market by most direct routes, with fewest possible handlings and diversions; (3) move commodities faster. They occupy space in transit and, if perishable, deteriorate quickly. And if quality can't be maintained in fresh form, then devise some sort of processing under which it can be maintained.

But quality is no help to producers unless they get paid for it. And they won't unless consumers have a way of knowing they will get that quality if they pay extra money for it. Hence need for a label. Form and content of the label are not so important Crow said .. whether A, or 1, or purple color. The hard thing has been to get agreement that a certain label shall mean, all over the country, the upper 10 percent in quality, say, of all commodities. Or shall it mean the upper 10 percent of meat and the upper 40 percent of oranges? Or what? Crow also stressed that a big consideration in deciding grades was what consumers want, rather than what we think they ought to want.

Enclosures

(1) Secretary of Agriculture Anderson's statement on Long-Range Agricultural Policy and (2) Twelve Years of Rural Electrification.

Land Reform .. in Japan

Four USDA employees are scheduled to leave Washington tomorrow (April 26) for Japan, where they will work on a land reform program for that nation. Ward W. Fetrow of the Farm Credit Administration will devote his attention to the part that farm cooperatives may take in the reform movement. Ralph U. Battles, also of FCA, will work on credit problems. Arthur F. Raper and Everett C. Weitzell of the Bureau of Agricultural Economics will study land tenure and taxation.

U. S. Veterinarians to Mexico

Among the key men working in Mexico with the joint Mexican-U. S. commission for control of foot-and-mouth disease are these veterinarians from the USDA's Bureau of Animal Industry: Drs. M. S. Shahan (in charge), A. E. Wardlow, F. E. Shigley, L. R. Noyes and A. W. Rice. It's expected there will be about 25 veterinarians from this country working on the foot-and-mouth problem in Mexico by the end of this month. In addition there will be trained livestock appraisers and men trained and experienced in cleaning and disinfecting. It's expected there will be more than 100 U. S. employees (matched by an equal number of Mexicans) working for the commission before long. This information we get from Dallas Burch, Dallas .. who knows most of the answers after 30 years as an info man in the animal industry bureau .. has been asked to go to Mexico City for two or three months this summer to help set up an information office for the joint commission. He leaves next week and won't have much to report for a few days, but has promised to keep us informed after that.

Foreign Visitors

We can give you the schedules here of two, foreign visitors .. both of whom speak English fairly well. Marcel Chevalier of the French National Agronomic Research Center at Versailles, whose interests are fruit tree pests, insecticides and fungicides, will be visiting agricultural experiment stations on these dates and places. May 1-3, Ames, Iowa .. May 5-6, Urbana, Ill .. May 7-9, Lafayette, Ind .. May 12-13, Vincennes, Ind (Bur Ent & Plant Quarantine) .. May 15-17, Columbus, Ohio .. May 19-21, Wooster, Ohio .. May 22-23, Toledo (USDA Insect Lab) .. May 26-31, East Lansing, Mich .. June 2-3, South Haven, Mich.

Hector M. Sierra, in charge of information for the ministry of agriculture in Guatemala, who wants to find out all he can about radio, press and motion pictures in the U. S., has this schedule .. April 28-May 16, Ames .. May 19-23, College Station, Tex .. May 26-28, Austin, Tex. (Comm. of Agri.)