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War Food Administration Extension Work Washington

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WAR FOOD ADMINISTRATION
DIRECTOR OF EXTENSION WORK
Washington 25, D. C.

March 24, 1945

For your information
and appropriate action

TO STATE EXTENSION DIRECTORS:

Subjects: Director Creel's Son Missing Over Tokio . . . Food Situation . . . Agricultural Appropriation Bill . . . A Challenge to Extension Teaching . . . Printed Materials on Dumbarton Oaks . . . "Building the Peace" Radio Broadcasts . . . Victory Garden Advisory Committee . . . Conventions Committee Policy on 4-H Club Activities . . . Extension Cotton Committee . . . Reviews of Land-Grant College Committee's Post-War Report . . . Land-appraisal Programs . . . Mission Boards Appreciative of Agricultural Missions Workshop . . . National 4-H Clubs' Accomplishment . . . "Rural Electrification News"

Director Creel's Son Missing Over Tokio:

This week we received word from Director Creel that his son, Marshall, was reported missing by the Navy Department. Director Creel had just previously received word of Marshall's decoration for his part in the Manila raid and the sinking of a Japanese transport. The radio indicated Marshall left his squadron over Tokio.

We in the Extension Service feel a common bond of relationship with Extension families whose sons are braving the furious battles of land, air, and sea in which this war has engulfed the world.

Food Situation:

During the week we have tried to keep you as closely informed as possible on the food situation through official statements which we have air-mailed, or special-delivered, to you. Of prime importance in viewing the entire food picture is Judge Jones' statement of March 21.

In a special letter, you have received details of the program to increase the amount of poultry for meat through the incentive of a price increase to producers averaging nationally $1\frac{1}{2}$ cents per pound. Included in this special letter is the announcement of March 23 by the Director of Economic Stabilization (OWI-4204), which lists tentative increases in ceiling prices of young chickens for various areas throughout the country, ranging from 0.5 to 1.6 cents per pound, effective July 1 to December 31, and applying to broilers, fryers, and roasters.

Other pertinent releases sent to you during the week, or enclosed, include:

1. Statement of March 19 by the War Food Administrator on the food situation, (USDA 504-45).
2. Announcement by Director of Economic Stabilization on March 23 of changes in subsidy payments made by Defense Supplies Corporation to slaughterers of live cattle under the Cattle Stabilization Program. These modifications become effective April 1. The additional subsidy will be 50 cents per hundred pounds, live weight, when actual cost of cattle equals maximum permissible cost, (OWI-4202).
3. Nation-wide dollar-and-cent ceiling prices on all types of hay, at all levels of distribution, were established March 22 by OPA (OPA-5415).

Agricultural Appropriation Bill:

The Agricultural Appropriation Bill for 1946 was reported out on March 20. It carried the regular Extension items and \$2,708,530 of War Food Administration funds for the Extension Service. This is about two-thirds of the W.F.A. funds appropriated for the current fiscal year for emergency war food production and conservation work. The bill carries \$810,000 for the cost of handling Extension Service penalty mail next year, as compared with \$832,500 for the current year. The House approved the Extension items on Friday.

We understand that owing to the paper shortage a smaller edition of the committee hearings is being printed this year than in the past. Next week we intend to ditto excerpts of the more significant statements in the committee hearings dealing with appropriations for extension work, which we hope to include in my weekly letter.

A Challenge to Extension Teaching:

Since February 24, when we first mentioned "Building the Peace," we have received numerous replies from State directors. They have given various reactions, all of which have led us to the single conclusion that a much greater educational job than we first envisioned needs to be done.

With this in mind, we are planning to devote a full afternoon in connection with our April quarterly staff conference toward the development of a pilot program which, we hope, will be useful to State extension services in planning educational activities along this line for the rest of the year. As one director indicates, it is not merely a matter of outlining for farm people the mechanical tools whereby we hope that international peace can be assured. There is a need for an activity looking to the development of attitudes that are conducive to a more thorough and continuing appreciation of what constitutes international cooperation and how wars can be avoided.

We hope to obtain a speaker for the afternoon of April 3, who has the qualifications of a teacher and who will discuss the problems of peace in terms of a teaching activity rather than give us a general or inspirational talk. We hope that he will approach the problem from the historical, philosophical,

economic, and social standpoints. He may touch on some of the high spots in world-wide developments in these fields since the Napoleonic wars and refresh the audience with facts about how the League of Nations came into existence, what its limitations were, and how it failed. We also expect him to point out the broad problems that lie ahead of us after the present war.

In addition to this talk, which will be limited to 30 minutes, we will try to develop methods and techniques in this activity that would serve as a pattern for extension teaching in matters of peace. We hope to have specialists telescope subject-matter material into a very brief period of presentation, but to have them do so in a novel manner that makes the information stick. This part of the program would include brief discussions dealing with the Hot Springs Food Conference of April 1943, and the Bretton Woods, Dumbarton Oaks, Mexico City, and San Francisco Conferences. All are part of the greater program for world cooperation to insure peace.

The complete plans for the staff meeting on April 3 have not been worked out, but we hope to have a report made of the proceedings for duplication and distribution among all directors so that they may adapt the material to be developed to fit the situation in their States. We hope you will let us have the benefit of your plans and thinking and frank opinion prior to our meeting here. There appears to be a fundamental need for the soundest kind of educational activity that we are able to devise.

Printed Materials on Dumbarton Oaks:

Since my letter of March 2, the State Department has informed us that the following publications will not be printed:

Dumbarton Oaks Proposals (revised).
Peace Is Our Business.

The following, however, will be made available:

The basic chart, in two sizes, and the four popularly written Foreign Affairs pamphlets, namely--

1. War, How Can We Prevent It?
2. Prosperity, How Can We Achieve It?
3. Freedom, How Can We Achieve It?
4. Social Progress, How Can We Work for It?

The pamphlets will be available for distribution to the States in limited quantities. Although several of the States have submitted orders for varying quantities of the different pamphlets, the same number of all four will be sent, using as a basis the largest number of any one pamphlet ordered. The State Department considers this material as one publication in four sections, and the printing order has been placed accordingly. This material is expected to be available for distribution in the near future.

"Building the Peace" Radio Broadcasts:

We are enclosing a copy of World Trade and World Peace--the third in the series of seven State Department broadcasts.

Victory Garden Advisory Committee:

The National Victory Garden Advisory Committee met in Washington March 23 with Chairman Prentice Cooper, of Tennessee, presiding. After reviewing the progress of the Victory Garden program and the general food situation, the committee expressed the belief that the situation calls for an all-out campaign nationally. The committee urges that every family have a Victory Garden this year, because the millions of families who can have gardens are a great food-producing resource. The committee also recommended strongly that all who promote Victory Gardens emphasize the need for gardens to be of larger size and to be so planned and managed that they will produce food for 6 months or more.

The committee urged that all possible effort be made to obtain the services of assistant extension agents trained in gardening to work in urban areas to help our nonfarm people with Victory Gardens and other home and city gardening. The 14 million or more nonfarm gardeners deserve the help such extension agents can give. They would produce more efficiently, and would be more likely to maintain a permanent interest in home gardening and better food habits.

Conventions Committee Policy on 4-H Club Activities:

Mr. Conway and I met with several representatives of the War Committee on Conventions on March 21 and discussed 4-H Club activities and educational short courses with them. After our conference, Mr. Francis Perrin, secretary of the Committee, wrote me a letter outlining the policy of the Committee with respect to such activities and courses, a copy of which is enclosed. I believe that Mr. Perrin's letter will answer the questions raised regarding the types of activities that should be referred to the Committee.

We are glad to learn that 4-H Club camps conducted so as to conform to the normal vacation camping pattern, combining recreation and instruction, with the recreation predominating, are beyond the scope of the Committee.

Extension Cotton Committee:

We had the pleasure of having Directors Schaub, of North Carolina; Jones, of Mississippi; Watkins, of South Carolina; and Trotter, of Texas, with us here this week. As Southern directors know, they were appointed at a recent meeting in New Orleans as a committee to study the cotton problem to ascertain the additional educational needs. Director Schaub has been making a special study of cotton educational work in the South at the suggestion of the National Cotton Council.

We think you will be interested in the development because the committee is doing a particularly good job of gathering facts from the States and from various agencies here concerned with cotton, which we feel will be helpful in strengthening and further coordinating the Extension Service cotton educational program.

The committee and our office will keep you informed of the facts and suggestions developed.

Reviews of Land-Grant College Committee's Post-war Report:

In cooperation with the Bureau of Agricultural Economics we have had reproduced in limited quantities reviews of the post-war policy report by Dr. John D. Black and Dr. Edmund deS. Brunner. Dr. Black's review was published in the Journal of Farm Economics for January 1945. Dr. Brunner's is an advance copy which probably will be published later. I believe you will be interested in these two reviews by men who are associated neither with the Department of Agriculture nor with the land-grant colleges. One copy of each review is enclosed.

Land-Appraisal Programs:

This week we had letters from Director Brokaw of Nebraska and Director Sanders of Louisiana, advising us of the active cooperation the Extension in those States is giving Federal and State credit agencies in taking steps to provide rural people with factual information on present and prospective land values. Other States have similar programs under way, and too much emphasis cannot be given. These programs represent an important phase of the whole problem of price control; in addition they will be very helpful to extension workers in advising returning veterans.

In Nebraska a series of farm-appraisal demonstrations has been worked out in cooperation with Farm Credit Administration. They will be attended by Extension county agricultural and home demonstration agents, Farm Security Administration farm and home supervisors, national farm loan association and production credit association secretaries. The meetings will be held early in April, to be followed by local meetings at a later date when farming operations permit. In Louisiana a meeting was arranged last week with the agricultural committee of the Louisiana Bankers' Association, representatives from FCA, representatives of several life insurance companies, the State coordinator of Soil Conservation Service, the head of the department of agricultural economics at Louisiana State University, the Deputy Manager of the War Finance Committee, and the Extension Service. An intensive press and radio program is planned to point out the dangers of buying land now where long-time mortgages are involved.

Mission Boards Appreciative of Agricultural Missions Workshop:

In a letter just received from John R. Reisner, executive secretary of Agricultural Missions, Inc., he says, relative to the Agricultural Missionaries' Workshop held here in February:

"I reported on the Workshop on February 22 to the Rural Missions Cooperating Committee in which 21 Mission Boards are represented. They were most appreciative of the services rendered by you and staff. They were delighted to learn that you were willing to put on another Extension Workshop."

The agricultural missionaries were agricultural-college trained men and women. We believe that the workshop served as an excellent refresher prior to their returning to their overseas assignment.

National 4-H Club's Accomplishment:

Your attention is called to the extension of remarks of Hon. Frances P. Bolton in the Congressional Record for March 7. This includes the speech by a 4-H girl, Ann Lee Tipton, who was present at the 4-H Club Breakfast meeting here.

"Rural Electrification News":

I am enclosing a copy of the March issue of the REA publication which contains two articles I believe will be of interest to you: "Why 4-H Work?" and "Back the U.S.D.A. 8-point Dairy Program."

The Department's Weekly War Letter for Agriculture (enclosed):

Sincerely,

M. L. Wilson
Director of Extension Work

Enclosures

(copy to extension editors.)