



# THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

No. 9

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November 1957



Secretary Benson, arriving in New Delhi on world trip is introduced to Shri M. R. A. Baig (right), Chief of Protocol for Indian Government, by C. R. Eskildsen, U.S. Agricultural Attache in New Delhi.

## ATTACHES ASSIST SECRETARY ON RECENT WORLD TRIP

Photographs and press clippings now arriving in Washington show that the agricultural attaches did a splendid job of assisting Secretary of Agriculture Benson and his party on their recent around-the-world trip.

Mr. Benson observed the results of U.S. cooperative market-development programs for U.S. farm products. He met and conferred with trade represen-

tatives and Government officials, and visited in agricultural areas.

Points visited were: Tokyo; Hong Kong; New Delhi; Karachi; Amman; Tel Aviv; Beirut; Aukara; Athens; Rome; Madrid; Lisbon; Paris; London; and Reflavik, Iceland.

Accompanying the Secretary were two FAS officials: Gordon O. Fraser and Wilhelm Anderson.



Mr. and Mrs. C. R. Eskildsen (3d & 4th from left) & children Erik, Karen, and Paul, arrive in New Delhi where "Eskie" is now attache. Greeting them were, from left, Bob Anderson (now in London), Jim Hartman, Jesse Baldwin, IFYE, Mrs. Anderson, Gil Piquette and Indian friends.

*see page 5*

#### Eight Attache Service Employees Win Certificate of Merit

Administrator Gwynn Garnett has announced eight attache service winners of the Certificate of Merit, the third highest honorary award of the U.S. Department of Agriculture. Given in honor of jobs well done, the certificates are accompanied by the first cash awards made by FAS under the Government Employees' Incentive Awards Act. Six of the eight certificates go to foreign nationals.

Five of the recipients received their awards from Mr. Garnett at the Market Development Conference in Rome, October 28 - November 1. The three other winners will receive their awards at their respective posts.

The winners, cash award, and citation: \*Louis M. Smith, attache in Pretoria, Union of South Africa, \$300, "For exemplary representation of United States agricultural interests abroad by developing a new market outlet for American farm products."

George H. Day, attache in Lima, Peru \$300, "For initiative, foresight, and leadership in promoting new export markets for American livestock, dairy cattle, and dairy products."

\*Orlando Worth, agricultural specialist, London, \$200, "For sustained and dedicated effort in facilitating the exchange of agricultural information and services between governments in an agricultural attache office."

\*Nicholas Triantaphyllides, senior agricultural assistant, Athens, Greece, \$200, "For consistently high professional standards in reporting and interpreting agricultural data and developments, and notable service in facilitating trade and intergovernmental contacts in an agricultural attache office."

\*Jalil Mahmoudi, economic assistant, Tehran, Iran, \$175, "For resourcefulness and consistency in maintaining high standards of accuracy, timeliness, and clarity of reporting in an agricultural attache office."

Rolando P. Guzman, economic analyst, Santiago, Chile, \$175, "For contributing to efficient functioning of an agricultural attache office by exemplary discharge of professional assignments and effective promotion of good will in trade and government contacts."

Cornelius De Goede, agricultural reporter, Canberra, Australia, \$175, "For excellence in the preparation of comprehensive, timely, and accurate

spot and interpretive commodity reports, and resourcefulness in expanding trade and government contacts in an agricultural attache office."

\*Matilda M. Micsky, service general clerk, The Hague, Netherlands, \$150, "For sustained outstanding service to the public, maximizing trade and embassy relationships within an agricultural attache office."

\*Received awards in Rome.

### FAS TRAVEL

Attending the Europe, Middle East and Africa Attache meeting in Rome on market development Oct. 28 to Nov. 1 were Gwynn Garnett, FAS Administrator, Bob Tetro, assistant administrator, Attaches; W. A. Minor, assistant administrator, Management; Pat O'Leary, director, Foreign Trade Programs Division; Robert C. Moncure; John H. Richter, chief, European analysis branch; Laurell L. Scranton, Near East and Africa Area Officer, and Horace G. Bolster, European Area Officer.

Robert C. Tetro, FAS Assistant Administrator, Attache Service, and Ralph W. Phillips, FAS International Organization Officer, are attending the Ninth

Session of the FAO Conference in Rome November 2-22 as associate members of the U.S. Delegation. The Session is studying the world agricultural situation and outlook, and examining such subjects, as commodity reserve and distribution problems; technical cooperation; uses of atomic energy in agriculture, and the Fifth World Forestry Conference which is to be held in the U.S. in 1960. Ralph S. Roberts, Administrative Assistant Secretary, heads the U.S. Delegation.

Montell Ogdon, Foreign Agricultural Analysis Division, is in Canada for a month's study of Canadian agricultural production. He is conferring with officials of the Federal Government and the Provinces, farm organization leaders and others.

Arthur M. Cummings, chief, foreign marketing branch, Grain and Feed Division, is accompanying 4 members of the Kansas and Nebraska Wheat Commissions and the Kansas Wheat Growers Association on a 6 weeks' market development survey in Europe. They are studying the possibilities of increasing the demand and consumption of the new and much improved varieties of hard red winter wheat which blend well with European wheat in the manufacture of better bakery products.

### ATTACHES ATTEND BREAD FESTIVAL IN JAPAN

A Shinto priest blesses bread and rolls at the National Bread Festival in Japan. Attending were Dewey Termohlen (1) attache; Arthur Rollefson (2) and Don Motz (3), assistant attaches.

Others in picture include Japanese agricultural and baking officials.





HOLLAND'S TULIP QUEEN, MISS AUGUSTA de ZOETE, gets best wishes from Philip Young (left), U.S. Ambassador, and Robert Reed, attache, as she leaves for a 3-month tour of the U.S. in interests of Dutch bulb growers. Miss de Zoete, on leave from her job as secretary to Bob Reed, visited FAS in Washington recently.

Donald M. Rubel, director, Fruit and Vegetable Division, is in Europe conferring with attaches and officials of foreign governments to obtain greater entry of U.S. fresh and processed fruit into European markets. He is also studying the potential competition of U.S. apples and pears and that of Italian fruit in European markets.

James W. Birkhead, chief, foreign competition branch, Tobacco Division, and Albert Davis, of the same division, recently returned from Canada where they studied the competitive aspects of tobacco production and trade, particularly for flue-cured and Burley.

Horace G. Porter, chief, foreign competition branch, Cotton Division, left Washington October 2 to make a cotton competition study in Africa. Also, overseas in the Cotton Division are Lee R. Paramore, chief, foreign marketing branch, Paramore, accompanied by Carl Campbell, National Cotton Council, is in the Far East evaluating the needs for cotton development programs and

appraising present cotton marketing promotion work. Bailey, a cotton technologist, is in Western Europe consulting with mill operators and others to develop new outlets for American cotton. Porter, Paramore, and Bailey are expected back in early December.

Attending the 12th session of GATT at Geneva, Switzerland, are A. R. DeFelice, deputy assistant administrator of Agricultural Trade Policy and Analysis, and Oscar Zaglits, chief, international monetary branch, Trade Policy Division. This conference began October 7 and is expected to continue until sometime in December.

Zaglits spent two months this past summer in Geneva as USDA member of the U.S. delegations to GATT and ECOSOC conference. He had a prominent part in both sets of negotiations, particularly at the GATT session that, in contrast to all previous meetings which have been devoted to tariff problems, was a conference on balance-of-payments restrictions and means of reducing them. The U.S. took the lead in pressing for the reduction of exchange restrictions and other financial controls maintained for balance-of-payments reasons, particularly by countries in strong payments positions.

Results of the GATT conference are summarized in FAS circular FATP 22-57-Sept. 13th.



## THE FAS LETTER

*To Agricultural Attaches and Officers*

United States Department of Agriculture  
Foreign Agricultural Service  
Washington 25, D.C.

SEND YOUR CONTRIBUTIONS TO  
Editor, FAS Letter, at address above.

## MISS LUCY STEPHENSON PASSES AWAY IN PARIS

Miss Lucy Stephenson, economic assistant in the agricultural attache's office in Paris since 1947, passed away August 4 after a long illness. Ben Thibodeaux, Howard Cottam, John Stewart, Omer Herrmann, Paul Minneman... the attaches with whom Miss Stephenson worked...and many others in USDA have expressed the highest regard for her distinguished services.

### Attache Posts Closed

Due to a shortage of funds in the attache budget it has become necessary to close attache posts at Quito, Ecuador; and Calcutta, India, and to suspend operations at Montevideo, Uruguay. Attaches Herbert M. Mumford of Quito, LeRoy LaMaster of Montevideo, and ag. officer Leo G. Bodensteiner of Calcutta, are all returning to Washington for reassignment in FAS.

Attache Henry L. Buckardt has returned to Washington from Seoul, Korea as Far East Area Officer; his secretary, Ruth C. Bertovich, is moving to New Delhi, India to replace Gill Piquette, who is coming to Washington for reassignment.

The attache office in Seoul and Montevideo will remain open with locals staying on under 104a funds to take care of P.L. 480 activities.

### IFYE'S

On August 29, 10 American IFYE delegates arrived by plane in New Delhi. They were met by Jim Hartman, assistant attache, Gill Piquette, administrative assistant, the Embassy's only "female farmer", and extending official greetings from India, Mrs. Panjabrao Deshmukh, wife of India's Union Minister for Cooperation.



Irwing R. Hedges (wearing cotton tie), attache in Switzerland, joins Swiss beauties (wearing cotton dresses) at formal dedication of the new Embroidery School in St. Gallen. Cotton is rapidly becoming a high fashion fabric in Europe.

### Thailand Travel

Elmer Hollowell, attache in Thailand and Bhornchai Kunalai, ag. specialist in the same office, spent about a month early this summer traveling through southern Thailand, using train, plane, bus, boat, and car. They saw extensive production of tropical fruits, tapioca, sugar, rubber, and, of course, rice. Southern Thailand is the most prosperous part of the country, because of its rubber and tin production. Hollowell says agricultural production is expanding in this area.



Doug Crawford (3d from left), Manila attache, and Lloyd Williams, his new asst. (left) meet with Philippine Agriculture Secretary Juan de G. Rodriguez (2d from left) and Agr. Undersecretary Jose M. Trinidad (right).

### New Assignments

Waldo S. Rowan, assistant attache in Ankara, is moving to Madrid to serve as assistant to John Burgess.

Don Motz and his family arrived in Tokyo on September 2 where Don is a new assistant attache.

C.R. Eskildsen, former director of FAS Foreign Trade Programs Division, and Mrs. Eskildsen and their 3 children, Karen, Erik and Paul, arrived September 28 in New Delhi, where Eskildsen replaces Bob Anderson as attache. Anderson moves to London to replace Eric Englund who is retiring. The Andersons said goodbye to friends at a reception October 1, and officially welcomed the Eskildsens to New Delhi.

### Births

Mr. and Mrs. Joe C. Dodson announce the October 16 arrival of Eric Joseph, their third boy, weighing 8 pounds 6 ounces. Joe, by the way, just finished the 3 month mid-career course on foreign affairs at the Foreign Service Institute, and is now filling in as chief of the Far East analysis branch while Clarence Pike is taking the course.

From Wellington, New Zealand, Attache Eugene Ransom reports the arrival of the fourth young Ransom, a boy, on August 10.

It's a boy for the Fred Traegers, in Rio. Mark Ralston, the new arrival, weighed in August 18 at 7 pounds.

### ANUGA FINE FOOD FAIR AT COLOGNE

Paul F. Taggart, acting agricultural attache at Bonn during Phil Eckert's leave in the U.S., and Armin J. Rehling, assistant attache, effectively showed at the recent Cologne Food Fair how the attache service can bring U.S. and foreign business men together. Working with John J. McCracken and Martin G. Smith, director and assistant director, respectively, of the U.S. Exhibit at the Fair, they arranged numerous conferences between U.S. private trade representatives and German business men, and otherwise contributed to the success of the Exhibit.

### NEWS FROM BRAZIL & ARGENTINA

Attaches Robert A. Nichols, Argentina, and Charles M. Elkinton, Brazil, acted as advisers at the Inter-American Economic Conference, Buenos Aires, August 15 to September 4. Word from Buenos Aires also is that Thelma Craig, FAS local, was appointed by Attache Nichols to survey the northern sector of the grain zone in the Provinces of Santa Fe and Cordoba. Mrs. Craig's grandparents came from England 70 years ago and settled as farmers in this region which is known as the "granero de oro" (golden granary), so the region is very familiar to her. Her trip was unusual because women are not generally active in Argentina's business life, and her appearance as an agricultural reporter created much interest.

### Claud L. Horn Joins ARS:

Claud Horn, attache for Costa Rica, Panama and Nicaragua has transferred to the Agricultural Research Service where he will handle ARS technical cooperation activities.

A native of Arkansas, he joined the USDA experiment station staff in 1927. In 1942 he transferred to the Office of Foreign Agricultural Relations (now FAS) and went into the attache service in 1955.

### FAS Representatives Attend Farm Economic Conference:

The Annual meeting of the American Farm Economic Association was held August 28-31 in Junaluska, North Carolina, with several FAS people on the program. Those speaking at the meeting included Gordon O. Fraser and Bob Tetro, assistant administrators, Quentin West and Bill Doering, international monetary branch.

Also attending the meeting from FAS were Joe Becker, P.K. Norris, Print Hudson, Saul Katz and Hugh Kiger.

### Larsen in Hospital:

Harold C. Larsen, attache in Sweden, is in a Washington hospital for observation. The latest report is that he is doing fine and hopes to be back on the job in Stockholm in a matter of weeks.

### "All Shook Up!"

The earthquake in Mexico which made world headlines last July 28 really "rocked" the town according to Attache Bill Lodwick. Bill doesn't say how he felt, but one of his Embassy friends said after the quake that, "the building has now quit shaking.....but I haven't."

# AG P-R

As attaches work to strengthen their public relations efforts on behalf of U.S. agriculture, we note these recent examples:

ROY SELLERS, Bombay, coordinated an informal ceremony celebrating the arrival of the 100th shipload of P.L. 480 wheat.

W.T. Turner, American Consul General, presented P.K. Samal, Bombay Regional Director of Food, a bag of wheat symbolizing the millionth ton to arrive. USIA cooperated fully in publicizing the event.

Consul General Turner (r.) gives bag of wheat to P.K. Samal; left center is Roy Sellers; right center is S. S. Barbara Capt. M.T. Wheeler.



EUGENE RANSOM, recently saw a need for counteracting the general impression that the U.S. is a closed market for New Zealand farm products. With the assistance of USIS, he obtained a press interview. Result was an excellent story in papers across the country.

LOU SMITH, Pretoria, placed an item in the Pretoria "Farmers Weekly", explaining that other countries are also doing a big job of exporting farm products.

Some critics talk as though the U.S. is beginning to get a corner on world agricultural trade. Items like this help to keep the record straight.

CONGRATULATIONS to these and other attaches on an AG P-R job well done. Keep up the good work. We'll report the ones we hear about.



#### Loveless Looks at Northeast Iraq:

On a field trip to northeastern Iraq, Attache Gordon Loveless and Mrs. Loveless were entertained by Mohammed San Ahmed, the Rayis al-Baladiyah (mayor) of Tuwaila, in a beautiful mountain valley village two miles from the Iranian border.

There is no electricity in Tuwaila and no running water, but last year the village got a paved road to replace the former burro track which had served the needs of the 5000 inhabitants for generations.

Terraced on both valley slopes are hundreds of walnut trees and grape vineyards. Over 50 million walnuts were sold from Tuwaila last year---by the nut. Prices were approximately a quarter of a cent per walnut.

#### Attaches in Canada Given Praise:

The Foreign Service Inspector's report on the work of Fred J. Rossiter, attache, and Raymond A. West, assistant attache in Canada, says in part:

"The agricultural reports submitted by the post.....are detailed, informative and well organized. The cooperation of the Agricultural Attache and Assistant Agricultural Attache with other members of the Economic Section is complete and whole-hearted. Both officers are to be highly commended for the success with which the responsibilities of the FAS are carried out in coordination with those of the Mission."



Canadian piscatorial pleasures are indulged in by Ray West, asst. attache in Ottawa. Ray caught these fine grey lake trout, total weight 17 pounds.

#### Mumford and "English Teachers"

Herbert W. Mumford, until recently attache in Ecuador, recently lectured on U.S. agriculture to a group of English teachers there. The Mumford's daughters, Genevieve and Marilyn, spent the summer with their parents in Ecuador and found time to teach 3 advanced classes in English at the Centro Ecuatoriano-Norteamericano.