



THE FAS LETTER

TO AGRICULTURAL ATTACHES AND OFFICERS

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FALL IS "FAIR" TIME

Autumn highlight of U. S. food fairs abroad will be a big "solo" exhibit at Hamburg, Germany (Nov. 10-19), covering 50,000 square feet of floor space at the famous Pflanzen un Blumen Exhibition grounds.

It will be the 100th agricultural fair abroad that FAS has participated in since the U. S. entered the international trade fair circuit in 1955 at Cologne.

Earlier this fall, a series of 5 small exhibits was launched. The first was in Stockholm, Sweden. Others: Manchester England; Copenhagen, Denmark; Stuttgart, Germany; and Accra, Ghana--at Christmas time.

Meanwhile, the first permanent U. S. Trade Center has been established--in London. Sponsored jointly by Commerce and Agriculture, the Center brought thousands of food traders together Sept. 5-23 to see agricultural displays that inaugurated a semi-annual series.

In other European areas, people have continued to enjoy our mobile feed grain exhibit and to "see" the story of animal nutrition by passing through "The Champ"--giant reproduction of a Hereford.

Since it hit the road over 2 years ago the mobile exhibit has moved from the toe of Italy to the top of Denmark; and still "The Champ" shows no sign of ulcers despite the heavy traffic through its interior.

(For more on-the-spot photos of fall fairs, turn page.)



AT GATEWAY to the big U. S. Food Fair to be held at Hamburg. Fair director Bill Schaal (left) points out to Attache Clarence E. Eskildsen, Bonn, that cooking demonstrations will be featured at the exhibit.

ON THE TRADE FAIR CIRCUIT



FOOD, COOKING, & CATERING Exhibit in Manchester, England (Sept. 12-22) was occasion for use of small, new-type U.S. agricultural displays.

Left to right: Asst. Attache Elmer Hallowell (London) and Mrs. Hallowell; Bill Dobbins (FAS/Wash), mgr. of the small exhibits; and Attache Robert N. Anderson

MOBILE FEED GRAIN EXHIBIT moves to Austrian National Agricultural Fair, at Ried (Aug. 26-Sept. 3). "Radio Linz" interviews (left) Einar Jensen, attache in Vienna, and (center) Robert O'Neill, exhibit director. The "Champ" is making no comments.



FIRST agricultural show at U.S. Trade Center, London, not only convened traders but also united Maine natives and fraternity brothers Paul J. Findlen (left) and Congressman Clifford McIntire, who are looking at New England farm products.

Paul, London asst. attache, is in charge of USDA'S operations at the Center.

RaMbling

aROUND

There's a lot more rambling in this month's Letter than transfers and appointments. But by next month we expect to see several new faces in new posts ... looks like accent will be on youth.

Attache and Mrs. John Wenmohs are back in Lagos after a fortnight's jeep trip to the agricultural centers of Kano (Nigeria), Cotonou (Dahomey), and Niamey (Niger), with numerous in-between stops--including Parakou, Birni-N-Konni, and Katsina. Young Charles Wenmohs is now "hitting the books" (his parents hope) in Vienna.

DUDLEY, NINA, AND RENATE



The Dudley C. Williams (he's asst. attache, Paris) announce the adoption of a daughter, Renate.

Dudley and Nina didn't have much time to prepare for the addition to their family. They received an urgent telegram, left Paris at midnight, and returned from Germany 2 days later with their daughter --now 4 months old.

Jim Boulware, Canberra, recently made a lengthy field trip through New So. Wales and Queensland; en route he was guest speaker at the Banana Festival at Murwillumbah and, in Queensland, he opened the Wondai Show and broadcast for the local radio station.

Eric Englund, though retired since 1968, has kept active in agricultural service. Our former attache in Stockholm and in London has spent the past year in Brussels establishing an office and acting as director for Tobacco Associates, Inc., one of 3 cooperative associations working with FAS to develop foreign markets for tobacco. Eric is now back in Washington "on his own."

Lloyd Williams returned in September from his Rangoon post for a medical check-up.

Neil Witting, asst. attache in Cairo, is enjoying home leave in his native Oregon; he'll be heading back for the UAR about Thanksgiving.

Robert H. Reed, attache in The Hague before his retirement this year, is the author of a byline story in the October issue of 'Farm Journal'. The article tells how FAS's cooperative market development projects are increasing dollar sales of our farm products abroad. You'll want to read it.

After a whirlwind of activity in helping set up a pioneering London Trade Center agricultural exhibit, Paul Findlen, asst. attache, is getting some well-earned home-leave relaxation in Maine.

Paul will return to London next month after being guest speaker at the annual meeting of the Oregon State Horticultural Society in Corvallis, Nov. 16. Subject: "Foreign Market Competition and Opportunities."

CRAWFORD AND HEDGES ACCOMPANY SECRETARY

"Doug" Crawford, Asst. Adm. for attaches, and Irwin T. Hedges, Asst. Adm. for commodities, are accompanying Secretary Orville L. Freeman on a market development trip to the Far East, Europe, and southern Asia.

During a busy itinerary, the Secretary will participate in a Ministerial Conference in Tokyo for discussion of U.S. -Japanese trade matters; address the 1961 Annual FAO Conference; and will open the USDA Food Fair in Hamburg.

He will also visit Iran, Pakistan, India, Burma, Thailand, Indonesia, and the Philippines before returning to Washington about Nov. 11.

COCHRANE SPEAKS AT FIRST ATTACHE LUNCHEON

Willard W. Cochrane, Director, Agricultural Economics, was the speaker at this season's first bi-monthly luncheon given by FAS for foreign attaches in Washington. His subject: "International Implications of Present and Prospective Agricultural Legislation."

CONDEE--BLAIR

Joan Condee, secretary to Carlos Ortega, Foreign Training Div., was married September 9 to Grady Blair, Dept. of Defense. Joan was formerly (1957-59) secretary to Robert Nichols when he was agricultural attache in Buenos Aires.



THE FAS LETTER

To U. S. Agricultural Attache Posts

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

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TRIBUTE TO "DOC" AND MARY

The Congressional Record (Sept. 5) contained high tribute to longtime attache Fred (Doc) Motz and his wife, Mary. It reprinted an article from the California Fruit Exchange's magazine "Blue Anchor" praising Motz's market development efforts--and those of FAS.

Since retirement in 1958, the Motzes have been living in tidewater country at Matthews, Va. They are shown here in their home "Snow Hill," graced with treasures collected during 30 years abroad.



FRED AND MARY MOTZ AT "SNOW HILL"

APOLOGIA

Horace tells us that "even the gentle Homer sometimes nodded." We did, too, in last month's Letter.

Art Minor (W. A.) is, of course, the Foreign Agricultural Service's Assistant Administrator, Management.

Emmalee Gaddy, the comely Int'l Tobacco "Emissary" pictured in the issue, is from Kingstree, S. C.

100-YEAR MARK NEARS

Plans and projects for USDA's Centennial celebration in 1962 are taking shape.

In case you've become rusty in your government history, it was on May 15, 1862, that President Lincoln signed the Act establishing USDA. Next year also marks the 100th anniversary of the first Morrill Act, on which our land-grant colleges were founded.

Commemorative plans range from a color documentary film of "Agriculture, USA" and a big photo exhibit to land-grant college dinners, forums, industry exhibits in the Patio, and an international agricultural film festival.

FAS will contribute to the Centennial films program a new movie, now being made, entitled "Foreign Marketing News-reel."

Plans for the 1962 Yearbook of Agriculture, largely a 'picture book' covering a century of progress, have "jelled" pretty solidly. Veteran Editor Al Stefferud says he will be sending the copy to GPO in December. Several sections of the Yearbook will be devoted to USDA interests abroad.

"A Day in the Life of an Agricultural Attache," will be one of the book's units. Tokyo will be the featured post, and not just because of the undeniable photogenic qualities of Attache Elkinton and staff.

JAPANESE MINISTER of Agriculture & Forestry, Ichiro Kono, admires 1961 Yearbook of Agriculture presented to him by Attache Elkinton. At far right is Asst. Attache, Don Novotny.



ON THE BARTER FRONT

Tom Rawlings, Barter & Stockpiling Mgr., represented USDA at the 1961 American Mining Congress in Seattle, attended by about 2,500 mining and processing industry representatives. Interest in the barter program ran high, and much of the discussion centered around it.

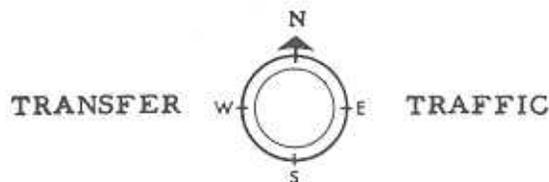
Peter L. Slagsvold, Chief, Defense Materials Supply Br., Office of Barter and Stockpiling, now on temporary loan to the U. N., is in India on a wool research project. Later he will consult with U. S. military officials in several European countries preliminary to institution of new procedures for barter acquisition of defense materials, goods and equipment to be used in the U. S. and at military installations abroad. He expects to return in late October.

WELCOME BACK

John Scholl and "Scotty" (Arthur G.) Kevorkian are back in the FAS family after a tour of duty in ERS. Both are now in the Sugar & Tropical Products Division.

Japan is now our No. 1 agricultural export market; it well illustrates the diversity of attache activities; and, of course, photography in the Land of the Rising Sun is mighty good.

Asst. Adm. Art Minor is serving as FAS's centennial committee chairman.



William B. Callan is our new agricultural officer in Port-of-Spain, Trinidad, and will cover most of the Caribbean area. Bill replaces Dick Schwartz, who'll be assigned to FAS/Wash after home leave.

Callan has over 25 years experience with USDA and for the past 5 years has been an FAS marketing specialist in Dairy & Poultry Div. His wife and two sons accompanied him to Trinidad.

Francis Jack, ex-attache in Quito, is now with Livestock & Meat Products Div.

Fred Traeger, former agricultural officer in Sao Paulo, is now on home leave in Montana. He'll be back in FAS/Wash about Nov. 1 to join the marketing analysis branch of Fats & Oils.

Attache C. S. Stephanides (everyone must know by now that the "C" stands for Charalambos!) volunteered for reassignment to Leopoldville and got it. He and Mrs. S. returned to the Congo in mid-September after home leave.

DAY GETS ASSISTANT IN CARACAS

The assistant attacheship in Caracas, Venezuela, has been filled by Edward Quinones, agricultural economist in Fats & Oils Div. the past 2 years.

Attache George Day's new assistant, a native New Yorker, has a BS degree from Mich. State U. and an MS degree from Ohio State U. His Spanish is fluent, as is that of his wife, Doris, and 4-year-old son, Edward John.

Monna Halley's many friends at home and abroad will be sorry to hear that she left the Foreign Travel Branch of FAS last month. Our loss is the Peace Corps' gain; Monna will be handling travel arrangements for the Corps.

Lester R. Brown, former FAS-er in Far East Anal. Br., is on a year's "education" leave to work toward his doctorate in international economics at Harvard.

VACATION NOTES FROM SPAIN

Attache and Mrs. Bill Lodwick are back in Madrid after a 2-week golfing and swimming vacation on the island of Mallorca.

Wally Rowan, asst. attache, took a holiday trip through Europe. He fed the pigeons in St. Mark's Square, rode the Ferris Wheel in Vienna, and played golf at Garmisch.

Rose Mary Bland, adm. asst., took advantage of the extra summer help afforded by Northwestern U. co-ed Jane Shields to spend a week driving around Portugal.



ELEANOR BIRELY, London adm. asst., thanks Secretary Freeman for her 3rd consecutive Certificate of Merit. Attache Bob Anderson saved the presentation so that it could be made by the Secretary when he visited London to open the U.S. Food Exhibit at the new Trade Center.



MOROCCANS in drought-stricken areas of Oujda Province are hosts to Attache Gordon Loveless (Rabat). In civilian dress are Loveless (left) and the Caid of Tendirara (3rd from left). In background, behind other officials, are farmers expressing appreciation for U.S. grain shipments.

U.S. GRAIN HELPING IN MOROCCO

U.S. wheat is now flowing weekly into Morocco by shiploads, and U.S. barley is being distributed to starving Moroccan cattle in areas without rain for a year, Attache Gordon Loveless (Rabat) says.

Our shipments of wheat to Morocco this year (through dollar sales, P. L. 480, and ICA aid programs) will probably total 500,000 tons, and barley more than 125,000 tons.

Loveless recently returned from a trip to 7 grain distribution centers in Oujda Province--close to the take-off point for Sahara caravans.

MORE RAMBLING

The Paul Taggarts are back from Bonn and now on home leave in Colorado. Paul, former asst. attache, will be assigned to FAS/Wash after vacation.

Rip Perkins (Randolph I.), adm. asst. in New Delhi, is back at his desk after a 10-day trip to Kashmir, where we presume he took in the Vale. (Before his trek he was awarded a Certificate of Merit, but no photographers were present.)

George Day, Caracas, made a flying trip to Washington in late September for P. L. 480 negotiations,

Around one center, Tendirara, the drought has cut livestock numbers from 200,000 to less than 90,000. The Caid (administrative official) there feted our attache with a true desert-type "diffa" lunch: a whole baked lamb.

In another center, Taourirt, the Caid treated Loveless to an 8 a.m. breakfast featuring a tray of 3 lamb's heads, plus a sheep's eye as a de luxe "tid-bit!"

"The farmer's interests now extend far beyond the individual farm, community, or country as a whole," was Attache Bill Eden's theme when he opened the annual congress of the Natal Agricultural Union in Maritzburg, So. Africa, last month. He flew down from his Pretoria post for the occasion.

Myra E. Sully, secretary in Lagos, has had a chance to practice her Yoruba vocabulary. 'Betsy' and a trio of Embassy friends went on safari in Nigeria's Western Region. The trip proved shorter than planned; and the girls learned just how far a tropical vine can tow a car.

J. Henry Burke, Fruits & Veg. Div., is now looking over citrus marketing prospects in Europe. As "extra-curricular" activity, 'Curly' will swing up to Copenhagen Oct. 13-22 to help popularize citrus at the small U. S. Food Exhibit there.

U.S. SOYBEAN OIL FLOWS FAR



IN IRAN, first shipment of U.S. soybean oil is inspected.

(Left to right): Bahman Sepahpur, Soybean Council of America representative; Ahmad Lajevardy, oil processor; and Attache Tim Engebretson, Tehran.

The shipment was part of a 4,000-ton agreement for both cottonseed oil and soybean oil under Title I, P. L. 480.

LEO J. SCHABEN

All of FAS and scores of other friends in the world of agriculture were saddened by the sudden death of Leo J. Schaben just before Letter presstime.



Leo, 64, died Sept. 29 after a heart attack in his South Bldg. office. His death closed a career of over 4 decades of service to USDA, which he joined in 1920 as a foreign marketing assistant in the old Bureau of Markets.

A pioneer in FAS, Leo had served as Chief of the Foreign Competition Branch of the Grain Division for 5 years, and at the time of his death was Assistant to the Director of the Division.

He was the author of numerous publications; in "the old days" he was editor of "Foreign Crops & Markets." A recently published report on Brazil's grain trade has been translated into 17 languages.

A native of Earling, Ia., Leo was graduated from Marquette Univ. in 1918. After Army service in World War I, he received master's and doctorate degrees from Georgetown Univ., where he subsequently taught for 33 years.

Surviving are his wife, Elizabeth, 616 Juniper Lane, Falls Church, Va., 3 sons, and 4 daughters.

COFFEE EXPERT RETIRES

Foster E. Blackburn, coffee specialist, retired Sept. 30 from FAS's Sugar & Tropical Products Div., which he joined in 1954. Earlier he was with the Federal Trade Commission.

Foster has an international reputation for his technical knowledge of coffee, and for his many contacts in coffee trade circles.

The Blackburns will live in Boca Raton, Fla., where they'll be whittling down their golf handicaps, and where--it just so happens--international coffee meetings are held.

COVERING THE COTTON FIELD

There's no lull in Cotton Div. activities.

Guy A. W. Schilling, market specialist, emplaned Sept. 19 on a "routine" 80-day global trip to survey marketing opportunities, check on foreign textile industries' capacity, and discuss P. L. 480 matters.

Guy will be touching important trading centers in Europe, Asia, and Africa, and then will report his findings to U. S. cotton traders in California, Texas, and Tennessee before returning to FAS/Wash in mid-December.

"Tillie" (T. L. W.) Bailey dragged his southern feet a bit (golfing weather was nice here), but finally took off Sept. 26 on a trip to discuss technical problems and solutions with cotton importers and textile manufacturers abroad. Canada was his first port of call. He is now swinging through Europe--from Norway to Portugal --and will be home in late October.

Among those who are 'keeping the store' in Washington are Henry R. Webb (formerly AMS), who recently joined the Foreign Marketing Branch of the Cotton Div. (replacing retiree Jack Whitaker); and economist Jimmy D. Minyard (ex-Fats & Oils Div.), now with the Competition Branch.

DISTRIBUTION OF ATTACHE REPORTS SPEEDED UP

Reports Officer Harald Larsen says that distribution of selected reports from attaches for within-government use has been speeded up by new duplicating equipment FAS/Wash began using September 1. Besides saving time, the new equipment:

- Simplifies exchange of outstanding reports among posts;
- Reproduces maps, charts, & pictures as parts of reports;
- Relieves State of reproducing FAS work.

When a report comes in, a USDA 'night force' makes copies of it available the next morning. Ruth Donovan, Dir. of Adm. Services Div., is 'master-minding' the operation. Plans to distribute reports to non-governmental trade interests are being worked out.

CANDID CAMERA CLICKS



NIXAR OSMAN, economic asst. in attache office at Ankara, Turkey, talks over the current wheat situation with a local Turkish farmer. They are on the threshing floor near Polatli. (Nixar, obviously, is at left!) Photographer is Attache Gordon Schlubatis.



THE HAPPINESS reflected by the staff of the attache office in Karachi, Pakistan, is the result of their recent move from an old non-airconditioned building into the cool, new, ultramodern American Embassy. The new building also is equipped with snack bar and restaurant,

—and, of course, such American "musts" as milk shakes, ice cream, and hamburgers. Left to right: H. M. Farouqi, economist; Laura Isebrands, secy; Attache D. L. (Mac) MacDonald; and M. Y. Qureshi, clerk-typist.



ALL THE GANG'S HERE in Mexico City for awarding of 10-Year and 20-Year certificates and pins to staff members. Left to right: Ana M. Gomez, asst. attache (10 years); Abram Reed (Internal Audit, FAS/Wash); Ruth

Henderson, sr. adm. asst; John Ray, asst. attache; Roberto Solis, economist (20 years); David Ieal, sr. chauffeur; Burl Stugard, attache; and April Arkus, adm. asst. (10 years).