

U.S. **CROP CORPS**
INFORMATION PLAN
for the local community



U. S. DEPARTMENT OF AGRICULTURE
Office of Information Food Information Series No. 13

All able-bodied town folks living in an area of critical farm labor shortage should be encouraged to register with the local County Agricultural Agent or the local U. S. Employment Service for emergency work on a nearby farm or in a nearby canning plant. These workers will be members of the U. S. Crop Corps, will receive a Certificate of Service signed by the War Food Administrator and the Chairman of the War Manpower Commission, and will receive the prevailing local wages for their services.

This handbook is intended to aid those taking the responsibility for locally publicising the U. S. Crop Corps campaign.

CONTENTS

Publicity Committee	Page 1
Materials	
Newspapers	Page 2 and supplement
Radio	Page 2 and supplement
Speakers	Page 2 and supplement
Advertisements	Page 3
Posters	Pages 3, 7 and 13
Direct mail	Pages 4, 10, 11 and 12
Window displays	Pages 4, 16
Leaflets	Page 6
Motion Pictures	Page 7
Certificates and Insignia	Page 8
Slide films	Page 9
Movie theater slides	Supplement
Novelty idea	Page 12
Non-Government materials	Page 9
Miscellaneous	
Canvas	Page 3
Motion picture houses	Page 4
Progress reports	Page 5
Welcome new workers	Page 5
Don't over-recruit	Page 5

FIRST- *organize a publicity committee*

The county agricultural agent will be the individual locally responsible for getting an information campaign started, but will obviously have to delegate responsibility for actually doing most of the work to a group of volunteers on a publicity or promotional committee. (This may be a sub-committee of another voluntary committee working on overall mobilization arrangements.) So it's important for county agents to call together such a committee, and delegate work just as soon as possible. In many areas committees have already been formed by extension agents, County Councils of Defense and other organizations.

This committee (there should be one in each town or city) can then help the county agent, the U. S. Employment Service, the vocational agriculture teacher and others in the schools, and the local Civilian Defense Council in getting across the right message. The committee should include a representative of the local U. S. Employment Service (an information specialist if there is one in the area), the schools, the County Council of Defense, the local OWI man, if there is one in the immediate area, Chamber of Commerce Secretary, a civic leader, a society leader, a merchant, a minister, a farmer or farm wife, sign painter or artist, newspaper writer, radio station director, and an advertising man --- not too large a committee, but one that is truly representative of the local promotional channels and best promotional approaches. Give this committee the situation, the local farm and food processing plant labor needs, the program, and keep it quickly informed of new developments as they occur



Use the newspapers

News about a critical food situation and methods being used to meet it is important news to everybody. The county agents should work with some member of his committee to give all the news developments to every local paper the day it happens, while it is still news; announcements of the program; where to register for farm work; why the farmer must have help; progress of the recruitment; workers placed and what they are doing, etc. Arrange interview stories with leading citizens, how they feel about the farm labor problem, why they are going to help produce food. Show how other communities are meeting the farm labor problem, how local farmers are working hard, what they need workers for. Use plenty of local pictures, feature articles, woman's page stories, etc. (See attached suggestions.)

And radio

Local radio can be one of the most important aids in making the information campaign successful. All local radio stations have been organized through the Office of War Information to support war projects like this. Many stations will be glad to arrange for Crop Corps features within some of their locally produced programs in addition to campaign announcements that the stations will carry under the OWI station announcement plan. And, of course, the existing farm programs carried by many stations are a natural for Crop Corps information addressed primarily to farm people.

(See special radio section enclosed in back of handbook).

Organize a speakers group

Local people who have weight in the community and who can speak at meetings have great weight. In many areas such people have been organized by local Civilian Defense Councils as "Speakers Bureaus." Give them the facts. Help them arrange speaking schedules. Talks by hard-working farmers on their problems and how they are trying to meet them will be good. Ask the clergy to help. Try short talks, repeatedly, everybody telling the same general story with latest developments and special appeals for the audience. Attached are suggestions for talk by a farmer and a key city citizen.

Ads will help

Advertisements by local merchants, banks, etc. can carry an appeal for help to get in the crops. For them it is a patriotic service, a chance to get good-will in the community and to help get produced and saved much of the produce they handle or depend on for their business. Give them the facts. Get someone who knows how to help them write good ads.

Don't forget posters

See that the national U. S. Crop Corps posters which reach you are well displayed. Have local posters prepared to cover local needs. They can be made by local sign painters, artists school art classes or in plain big type by job printers.

Suggestions for local posters will be found on page 13.



Canvass by block leaders

There's no better way to present the facts about a situation than by a friendly visit from one neighbor to another. Where there is need for such visits, the county agricultural agent and those helping him will need to work with the County Council of Defense in preparing local farm labor background material for block and neighborhood leaders and giving them necessary training.

Use circular letters

Most local concerns send out regular letters, bills, etc. to their customers. Get them to carry the key facts about the emergency farm labor mobilization. Don't overlook the persons who deliver milk and other produce to hundreds of homes every day. Don't overlook civic club and professional group house organs and newsletters. (For suggested letters and envelope stuffers, see pages 10 and 11).

Arrange for window displays

Local stores, banks, etc. will be glad to provide space for and to help arrange window displays, local posters, local foods that must be saved, and what wastage would mean in terms of the war effort; a thermometer showing number of helpers registered; model of a volunteer in overalls - "This is his uniform"; picture of a soldier - "He Eats a Ton a Year, We've Got to Help Produce it"; etc. Local people will have hundreds of ideas for good window displays that suit the local situation. The Retail War Campaign Committee, which represents the retailers, has already informed them about the need for local cooperation for this drive. For local window display suggestions see page 16.

Use motion picture houses

Educational films on the farm labor need and on the food situation are available for free showings (list given later herein). In addition there are certain films on the subject which will be scheduled for national release in theatres and it may be possible to get the theatre manager to schedule such a film (with the help of the National War Activities Committee) during the period of the local drive. Or it may be possible to arrange for short lantern slide announcements between pictures, together with lobby signs. But it's important to remember in contacting theatre managers that they're already contributing screen time on a national basis through The War Activities Committee and that anything scheduled locally is in extra.

REPORT YOUR PROGRESS

Don't overlook regular progress reports on the success of the local mobilization. People are more apt to join a "going" concern. "If Tom and hundreds of others I know can do it, so can I." Publicize the people who have been placed; what they are doing; how important it is. Tell about the people who have pledged to help later on ... when it is needed most ... in the news, on the radio, in every way.

Welcome new workers

Many new workers will come to the community to help. Welcome them. Greet them with welcoming posters, etc., invite them to local events, plan recreational and social events for them, publicize these events. This could well be the job of another committee or subcommittee.

Don't over recruit

While a reserve of volunteer workers who can and will work when needed should be available, the recruitment campaign should be based on a careful appraisal of local labor needs. Recruiting for more workers than can be placed at the time they are needed would serve no good and tend to discredit the entire program.

NATIONAL MATERIALS

A number of national posters, leaflets, slidefilms, movies, radio transcriptions, and other materials prepared especially for the farm labor mobilization are already available - or will be available - for local use. Some of them are listed here:

Available from the Federal Government

LEAFLETS

1. What about farm labor - USDA Folder - Popular leaflet for farmers; what labor program is; how they apply for fulltime, seasonal, harvest, and emergency labor.
2. The Government's Farm Labor Program - for Department and other agency workers.
3. Mobilizing the community for Farm Work - General labor needs and U. S. Crop Corps plan - How all groups and agencies can help - See county agent - Distributed down agency lines to U.S. Employment Service, Office of Civilian Defense, Schools, through retailer associations, civic club organizations, etc.
4. What farmers can do about labor - USDA Illustrated flier in BAE-Extension series stressing farm neighborhood cooperation, labor efficiency.
5. Farm Labor Discussion Leaflet - USDA discussion series - with suggested topics for discussion by small groups and background material.
6. Three Safety Folders - USDA in cooperation with Department of Labor, Office of Education, and National Safety Council.
 - (a) Start them right - 4 pages - directed to farmers using new labor.
 - (b) Going to the Farm Front - 4 pages - Safety suggestions for new farm workers.
 - (c) Safety for the Crop Corps - 16 pages - For instructors of U. S. Crop Corps workers, extension agents, school teachers, etc.

MOTION PICTURES

A number of Department of Agriculture motion pictures, though not made especially for the farm labor program, are good for showing at labor meetings. Among them are:

1. "The Farmer's Wife" - Importance of farm women on farms.
2. "Farm Battle Lines" - Southern picture, crop field is a battle field.
3. "Hidden Weapons" - Using all available labor.
4. "Team Work" - Showing how farmers work together with Government to meet war problems.

They can be obtained from the regular USDA State depositories and State USDA War Boards have prints of some of them. The number of prints are limited, and orders should be placed early. All are 16mm sound; in a few cases 35mm prints are available.

The OWI has produced "Farmers at War", which is being distributed only through theatres. Theatre managers will know about other films featuring farm labor and other farm war appeals available for their use through the War Activities Committee.

POSTERS

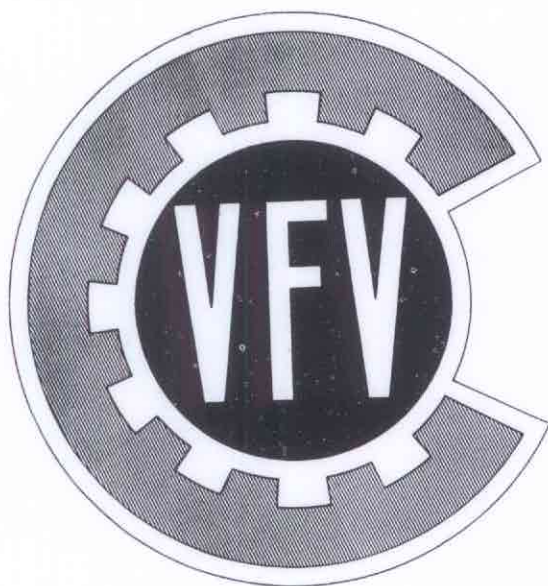
1. "Be a Victory Farm Volunteer in the U.S. Crop Corps" - Distributed to schools by Office of Education, Office of War Information, U.S. Department of Agriculture.
2. "We're Both in Uniform" - Soldier beside farmer in overalls. Appeal to farmers - OWI-USDA.
3. "This Summer Work on a Farm" - For distribution by OWI to Retail stores.

CERTIFICATES AND INSIGNIA



This certificate will be awarded to all U. S. Crop Corps workers. It will be 9 x 11 inches. The same certificate will be awarded in pocket card size for the convenience of workers who are moved from place to place, and in the small size in Spanish for workers from Mexico and the West Indies.

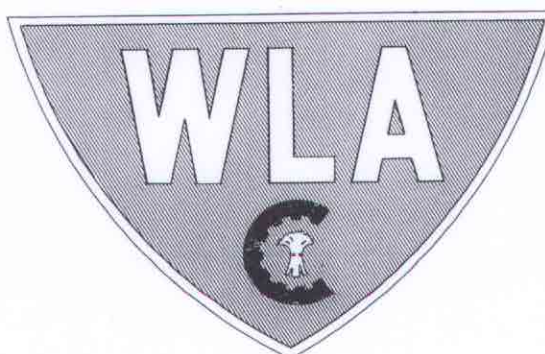
Victory Farm Volunteer insignia



U. S. Crop Corps insignia



Women's Land Army insignia



Insignia colors



RED



BLUE

SLIDEFILMS

1. Labor efficiency on the farm - showing ways labor efficiency can be increased by operating changes, labor relations, and work simplification.
2. Finding Minutes - A cartoon strip - shows how better layouts and work methods in the home will enable farm women to assume more of the labor burden.
3. Farm Hazards - A safety film showing hazards on the farm to which city-reared people are not accustomed.
4. Several other special labor slidefilms are in process of preparation, and county extension agents will be notified when they are available.

Available from other sources

1. The Meyer-Both Advertising Agency is furnishing to newspapers subscribing to that service suggested ready-made advertisements in mat form for local sponsors supporting the local farm labor program. Proofs of this material and how it can be obtained are being sent to county agricultural agents.
2. The COUNTRY GENTLEMAN, farm magazine, is supporting the farm labor program by providing 6 large color posters, newspaper mats of the poster, two windshield stickers, suggested local advertisements, and a 15-minute farm-labor radio transcription for use by local sponsors. A prospectus of this material is being sent to county agricultural agents. It is being distributed by COUNTRY GENTLEMAN to civic clubs and business leaders.
3. The National Cannery Association has arranged for five posters which local canners, or others, can buy at cost, as well as suggested local advertisements and mats. This material makes a special appeal for labor to process canning crops. Prospectus explaining it and how it can be obtained have been sent to county agricultural agents in the canning crop producing counties.
4. Other national concerns are providing farm labor material which can be used in the local campaign. The county agricultural agent will be informed of most of this material.

SUGGESTED LOCAL MATERIALS

Special sections on local news and radio coverage will be found at the back of this handbook -- easily removable for use by persons covering these fields.

Some suggestions for local direct mail, talks, posters, window displays, and movie slides follow.

Direct mail



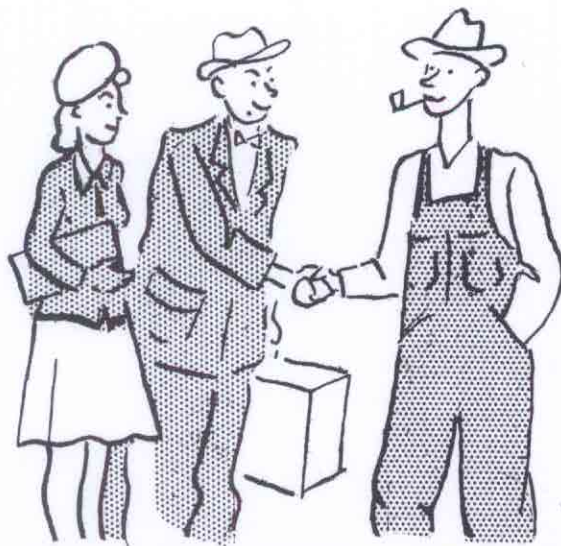
Let's have a **WHEAT SHOCKING PARTY**

_____ bushels of wheat must be harvested soon in _____ County. It is a vital war crop. It must be saved. Farmers must have our help for a few days. Let the Secretary know if you can help. The County Agent will tell us where help is needed most.

Join the U.S. CROP CORPS

TIME _____
PLACE _____

Wear your old clothes



The RIGHT SPIRIT!

These U.S. Crop Corps farm workers have the right spirit. They are mostly inexperienced and mostly soft, but they are eager to help produce food for the nation. If you accept their help in the right spirit -- make them feel at ease, give them tasks they can manage and teach them just how you want the tasks done, avoid overworking them the first day or two until they get toughened up -- you may be surprised what good workers they will turn out to be. It's going to take a lot of the right spirit to win this war.

REPORT YOUR LABOR NEEDS TO

The RIGHT SPIRIT!

It takes the right spirit to enlist in the U. S. Crop Corps. You have to be willing to do a lot of hard, unromantic work that you have almost forgotten how to do or never tried before -- just because you understand that the nation needs every bit of food it can produce. You'll be soft at first, but you'll soon do a full job -- because you have the right spirit.

TO JOIN THE U.S. CROP CORPS, SEE--



Enlist in the U.S. CROP CORPS

Unless a large number of patriotic citizens of this town enlist to help harvest the _____ crop, the crop won't be picked, and the nation will lose some much-needed food, etc.



REGISTER AT

11

slit here

HELP!

10,000 BUSHEL OF
APPLES ARE GETTING
RIPE IN THIS COUNTY

GROWERS HAVEN'T ENOUGH
HELP TO GET THEM PICKED

NOT AN APPLE SHOULD
BE ALLOWED TO ROT

HELP PICK 'EM
FOR A DAY OR A WEEK

Join the **U.S. CROP CORPS**

Register at _____

A novelty

Here is a novel way to get the attention of a lot of town folks. Arrange to have local dairies slip a message like this over the milk bottle tops when they are delivered some morning.

Or, have a similar message printed at the top of long thin, unslotted slips and have the libraries put them in circulating books as book marks.

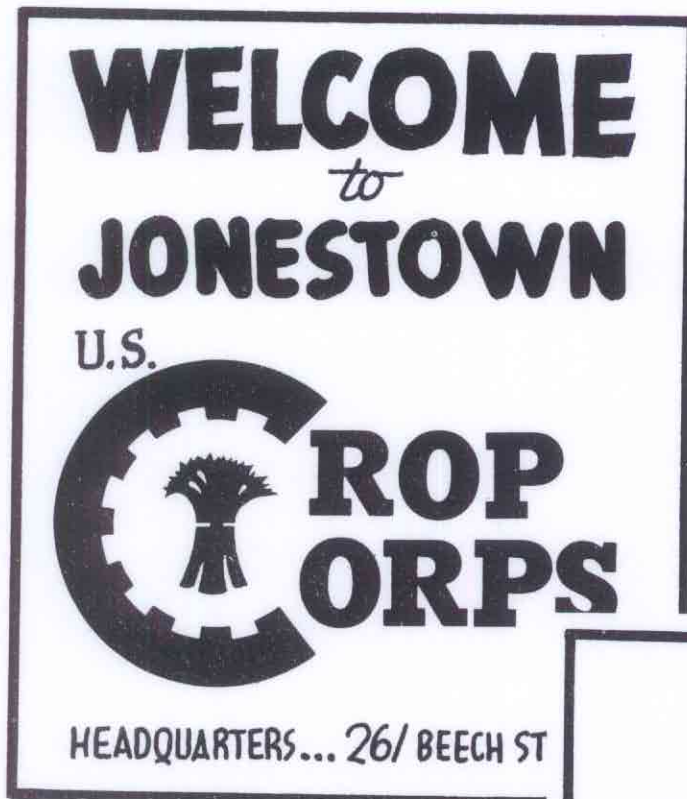
The drawing below might be used on a mimeograph letter.



FOOD FIGHTS!

2 Local Poster Suggestions...

To be prepared either individually or in quantity by silk screen or other method of reproduction.



If you live in a village or small town and are expecting an influx of U.S. Crop Corps recruits from elsewhere, greet them with friendly posters such as this.

Before your local harvest problem grows desperate, get recruits signed up for field and cannery by such direct-appeal, direct-action posters as this.



Local talks win support

Talks by leading city officials, society leaders, ministers, civic club leaders, and other recognized leaders of community life can be a most effective means of bringing the local farm-labor problem clearly to local people and showing them how their help is necessary to meet short period emergencies. Although local needs and local plans to meet them should be foremost, the speakers will need to discuss the national farm-labor situation and make clear that farm work is war work.

Never has there been a time when food loomed more important to this country. A ton a year must go to each of our soldiers. Millions of war plant workers must be well fed and they have the money to buy more food than they did a few years ago. As starving countries North Africa, Greece, France, Poland, and many others are freed or about to be freed, food will be our biggest weapon and a major necessity. Here food must help win the peace as well as the war.

Last year farmers turned in the largest food production on record; 11 percent more than in 1941; 28 percent over the average for 1935 to 1939; 42 percent more than in 1918.

But crops don't plant and harvest themselves. It takes 365 days a year of feeding, milking, and caring for cows to produce. Likewise, work with chickens, livestock, and other farm jobs have to be performed over and over every day. Land has to be prepared; greatly increased acreage of crops planted; cultivated; harvested; marketed; and some of them, like canning crops, processed.

The number of persons working on farms on March 1 was the lowest for that month during the last 19 years, for which monthly figures are available; 682,000 fewer workers than the average on March 1 from 1935 to 1939. Thousands of skilled farm workers, as patriotic as any group, have gone into the armed forces. Even more have gone into war plants for higher wages. Farmers also have lost most of the migratory help they have depended on in past rush harvest seasons.

Explain how migratory workers used to move Northward with the season and help harvest and pack local crops vegetables, fruits, grains, etc. These migratory workers are not available this year. They are in the armed forces and war industries, or their travel has been cut down by shortage of tires and gasoline.

Farmers and their families are working harder and longer hours, many of them 12 or more hours a day. This did much to solve the farm-labor problem last year, but can't alone make up for the added labor needs this year.

Explain increase in local goals; how farmers are trying to meet them; help they must have; type of work town people need to do and when. Explain the U. S. Crop Corps plan as it has been worked out locally; where to register, etc. Recall similar local mobilizations last year or being planned this year in other communities.

Through and especially at the close, stress necessity of food; urgency of farm-labor to help in rush seasons; the fact that farm work is important war work.

- especially talks by local farmers

City groups which become interested in the Crop Corps movement will undoubtedly be glad to have representative farmers tell them first-hand how city people can be of maximum service on the food front. In order to be ready to meet this demand, it might be well to have in mind several farmers who:

1. Are articulate. Men who express themselves fluently and talk easily before groups.
2. Who are boosting production to the limit.
3. Who have one or more sons in the armed forces.
4. Who have a real need for the kind of part-time work city people can carry on.

In their talks these farmers might trace the change in their farming operations which has occurred during the past several years, telling how they have answered the Government's call for war crops. They might compare the labor situation on their farms two years ago when they had more help to do less work with the situation this year when beset with shortages of all kinds they have planted to the limit, banking on the patriotism of the public in helping them carry through. It might be effective for the farmer to describe a typical day on the farm, taking his audience with him from the time the alarm clock shatters the darkness before dawn on to the hour in the late evening when he finally eases his creaking joints back into bed. Finally, he can tell his audience when he'll be in greatest need of extra help and just how he figures he can best use city men, women, and young people.

One point should be guarded against. If the farmer is not a skillful speaker, he might unintentionally convey the impression that he is somewhat conceited, as he describes how hard he is working, etc. In this case, he could build his talk around a neighbor of his, telling of that neighbor's problems and needs.

Window display ideas



The above sketch suggests a display for the window of a dry goods store, a tie-up between working clothes and the local crop which needs harvesting help.

Most men like tools and like to work with them. A hardware store could provoke interest in passers-by who have long been away from the farm with a sign saying: "Can you handle these? Then you are badly needed on a nearby farm. See your County Agent or the U. S. Employment Office."

For a food store window, arrange a special display of the crop or crops presenting a local harvesting or canning problem. The sign might say: "Help pick the _____. Our fighting men and civilians need every bit of food our country can produce."

A pair of worn work shoes could be displayed in the window of a shoe store with the sign: "Can you fill his shoes? He was a farm hand - he has gone to war." New work shoes could be displayed in the background.

Arrange general displays around national or local posters on the theme: "Join the U. S. Crop Corps - have a Victory Vacation; (1) serve your country, (2) have a complete change, (3) build yourself up, (4) earn money rather than spend it."

Special Supplement

**NEWS and
RADIO material-
to be clipped out**

An added idea

Suggested local movie slides

One member of your local committee will undoubtedly be a movie theater manager. In planning to use local movie facilities, give full consideration to the value of the screen, both to the labor program and the movie house. The movie house is selling entertainment on the screen and every minute used for other purposes detracts from returns. The manager is usually civic-minded and willing to cooperate, more so if you understand his problems and consider them in making your requests for screen time.

Current restrictions on the use of 35mm film, in addition to the expense, usually preclude the use of locally made film trailers. However, most theatres have slide projectors which are used for local advertising. You can use these slides effectively. The message must be brief and complete. It should be written like an advertisement, with all the punch and the careful weighing of words. Study these samples:

Blank County farmers need your help.
Everyone is needed to help harvest
our food crops. The manager has full
details or call 4-5678. The need is
urgent.

This can be typewritten on stencils the theatre manager can supply. If an emergency, precede the slide with another:

Your attention please!

A more enticing slide could read:

Farm Work Is War Work
Young girls and boys,
women, retired men,
all can help. Produce
Food for Freedom. See
or call

The theatre manager is usually an experienced copy writer for slides. Ask for his help in writing and designing a set of slides which can be worked up by a nearby supply house, attractively colored, and possibly illustrated with a local scene. These will take more time to make and should be considered while plans are in an early stage.

News Ideas

FARM LABOR SHORTAGE
IS REAL PROBLEM TO
_____ COUNTY

Recognizing that bread is as important as bayonets, farmers of _____ County have planted record acreages of vital war crops, but they are going to need help to get those crops harvested, according to County Agent _____.

The County AAA Committee recently completed a farm-to-farm survey in which each farmer was asked how much extra labor he would require to carry on his farming operations this season. The survey showed that _____ (How much farm labor needed; when; for what type of work.)

_____ said that while some migratory labor will be brought in from outside the State, the main part of the problem will have to be solved locally. He expressed confidence that city people in _____ County will rally to the farmers' aid when the harvest season rolls around. Representatives of several organizations have already assured _____ that the majority of their membership would enroll for emergency farm work.

Business men have declared that if the need arises, they will close their stores for designated days, or parts of days, so they and their clerks can help make sure that no crops go unharvested.

#

COMMITTEE NAMED TO HEAD MOBILIZATION OF LOCAL FARM LABOR

Steps toward organizing a _____ County Crop Corps were taken this week with the appointment of a local mobilization committee composed of farmers and representatives of business, civic, and youth groups.

This committee met with County Agricultural Agent _____ to lay preliminary plans for the local Crop Corps campaign.

(Explain setup of the committee; what it plans to do; agencies and groups represented.)

County Agent _____ said that the _____ County Crop Corps is part of a nationwide organization, which has as its goal the enlisting of an army of three and one-half million volunteer farm workers.

County Agent _____ indicated that about _____ emergency short-time farm workers will be needed in this county.

Full information on how city people can volunteer for this important war work will be announced soon, he said.

#

CROP CORPS GROUP SETS UP OFFICE
TO HANDLE FARM LABOR

Headquarters for farm labor mobilization work in _____ County
have been established at _____, according to
_____ County Agricultural Agent.

All farmers who need labor are asked by _____ to contact this
office as soon as possible. This office will also serve as a clearing house for
the various groups which are helping to enroll city people for part-time farm work.

(Explain setup of office; whether Employment Service Office or Placement
Center; under county agent; who is helping county agent run it; when and how
people register for the Crop Corps).

City people who want to render a patriotic service by working on farms
can get full information from the farm labor office. County Agent _____
urges men, women, and older youths to enroll in the U. S. Crop Corps. Every in-
dividual who joins and who performs farm work will receive an official certifi-
cate of recognition from the U. S. Department of Agriculture. He will be paid
by the farmer for work done. At the same time he will have the satisfaction of
knowing that he is engaged in service just as vital to winning the war as making
tanks or building ships.

#

REPORTS MANY ARE ENLISTING
IN THE U. S. CROP CORPS

Enrollments in the _____ County branch of the U. S. Crop Corps
are mounting rapidly, and indications are that the Corps will be able to supply
farmers in this county with plenty of willing, though inexperienced, part-time
labor.

County Agricultural Agent _____ reports that _____ enroll-
ments had been made up to _____ of this week.

There is still need for many additional volunteers, he declared, and
urged all others who can spare some time for farm work to contact the Crop Corps
office or the U.S. Employment Service office and enroll at an early date.

The largest number of short-time emergency workers will be needed about
_____ to help farmers _____.

(Do what)

Crop Corps workers are guaranteed plenty of fresh air, sunshine, hard
work, and prevailing rates of pay for whatever type of farm work they engage in.
Their chief reward, however, will be the knowledge that they are backing up the
boys on the fighting fronts by helping to win the Battle of Food Production.

_____ said that individuals who can spare only a few days for
farm work are asked to enlist, as well as those who can put in weeks or months.

#

Special Radio Section

SUGGESTIONS FOR LOCAL USE OF RADIO

---O---

Cooperation of Local Radio Stations

It is assumed that existing farm programs on local stations will be fully utilized in telling farm people and the general public about all phases of the Crop Corps campaign ---- especially in acquainting farmers with the plans for helping them locate needed help and how those plans will operate.

Most stations will cooperate in presenting Crop Corps information and features on local programs other than those aimed especially at the farm audience. The Domestic Radio Bureau of the Office of War Information makes the following suggestions for arranging that cooperation and planning the broadcasts:

First of all, OWI points out that most radio stations have a War Program Manager whom you may contact for getting your local farm labor needs on the air. If you do not know the name of the War Program Manager, or if the station does not have a War Program Manager, get in touch with the Program Director of the station involved. In many instances, because of your past cooperation with local stations, you will already have set up a contact. The War Program Manager, Program Director, or Station Director will be familiar with the over-all campaign through the regional OWI liaison and is ready to follow up your specific suggestions and needs.

As to types of local programs that might be utilized --- here are some categories that may provide a starting point in scattering your messages through the station's schedule during the height of the special local campaign and periodically through the season as farm labor needs develop locally.

a. Local Morale Programs:

Almost every radio station broadcasts a certain number of "morale" radio programs. On the smaller stations, these programs are made up of transcribed or recorded music and "direct appeal" by an announcer. On the larger stations in many urban centers, more elaborate productions are available.

For the smaller stations, spot announcements, feature stories, and news items will suffice.

For the larger operations, interviews with men, women, and high school students who have signed up for farm work (full time or seasonally) could be placed. The stations with

elaborate morale programs will probably have staff members available to develop the scripts and material for their programs. However, you should be responsible for selecting the people and assembling the facts for the broadcasts.

b. Local Homemaking Programs:

Morning and afternoon homemaking programs built around the local Director of Women's programs can use interviews with women farm workers, feature stories of women who have joined the Women's Land Army, and supply the local homemaking programs with a list of farm jobs that women can do. Use of these homemaking programs is especially important in areas where poultry, dairy, fruit, and truck gardening help is needed, because most of these programs depend upon these types of farm products for their menu and recipe broadcasts.

c. Local News Programs:

Most of the smaller stations in communities of 50,000 or under prepare and edit their own news from the regular news services. They are especially fitted to include brief news items on the drive for farm workers, the need, and the progress of the drive in the local community.

Many of the larger stations depend upon newspapers for news editing. In these cases, contact the farm editor or the radio news editor of the newspaper involved. Usually their cooperation, and especially that of the radio news editor, is all you need to get these items placed upon the many news programs. The news broadcasts will probably provide you with your best local audience.

d. Army and Navy Programs:

Contact the local Public Relations Officer of the Army or Navy in your community. You can obtain these names from the program director or War Program Manager of the local station. Most of these Army or Navy programs would be willing to cooperate in including U. S. Crop Corps news within their existing program structures. Some of these programs have a very high local rating and perhaps the local Public Relations Officer could secure some of the farm boys in the service in nearby camps who can tell specifically the need for volunteer workers. In some instances, you will find boys home on furlough who are working on the farms while they are spending their time with their parents.

Also, cooperate within the Army and Navy programs with reference to the needs of the Army and Navy for sustained farm production.

e. Local Personality Programs:

Many of the local personality shows built around singers, local music units, comedians, early morning shows, farm personalities, commentators, and announcers can be used for this campaign. The Program Director or War Program Manager is your best contact here. It might be possible in some instances to arrange for joint publicity, offered by the station and yourself in getting one of the local "names" to volunteer for the U. S. Crop Corps and describe their experiences on the air. Guest appearances of farm workers, county agents, or local committee members can easily be arranged for these "personality" shows.

Negotiations with the stations for cooperation will be guided by the following understanding between the Department and the Radio Bureau of OWI:

OPERATION PROCEDURE BETWEEN STATE EXTENSION EDITORS, COUNTY

AGRICULTURE AGENTS AND OWI REGIONAL INFORMATION OFFICERS

This memorandum related specifically to the local U. S. Crop Corps Recruitment Campaign. It does not negate OWI Regulation #2 but instead is a special operation for this particular campaign only. The local OWI representative and State Extension editor will confer at earliest possible date and agree on plan for use of radio in this campaign within the State. Operations under the plan after this meeting will be guided by the following procedures.

I. Time Clearance

- A. In the use of existing farm radio programs conducted by or in cooperation with Extension Service representatives, the same procedures as now functioning will be followed.*

* Purely "How to do it" subject-matter material needs no clearance. National releases sent to Extension agents for localization and use have already been cleared by OWI. Other local material dealing directly with the war or with the work of other agencies should be cleared through the Extension editor with the nearest OWI field office.

Use of time on other existing farm radio programs conducted by stations themselves or representatives of USDA agencies, may be arranged with the persons in charge of those programs.

- B. In arranging for time on a station in addition to existing periods allocated to the Department of Agriculture or Extension Service, the State Extension editor or the county agricultural agent will advise the OWI field officer of the need for additional time and the plan for using it. Upon receipt of this information the OWI representative will advise the station that the Extension editor or the county agricultural agent will contact the station direct.

II. Radio Station Contact

- A. The State Extension editor or the county agricultural agent will contact the radio station direct to secure cooperation on this U. S. Crop Corps drive after receiving a letter of clearance from OWI field office.
- B. The State Extension editor or the county agricultural agent will keep OWI field office informed of contacts made and will send that office copies of all radio material used

III. OWI Functions

In addition to advising radio stations of OWI clearance, the OWI field officer whenever possible will cooperate fully with the State Extension editor in making effective use of radio time in promoting this campaign.

As a first step in putting this procedure into effect, each OWI regional information officer will send the following memorandum to all stations in his region (This letter will go out of the regional OWI offices some time between April 20 and May 1):

TO: War Program Managers

FROM: Regional Information Officer

SUBJECT: U. S. Crop Corps

The task of recruiting farm labor for peak season needs is one of the most difficult problems we face today. We are now in the preliminary stages of a campaign to recruit many thousands of volunteer workers for the farm.

The final stage of this campaign will be carried on in the many communities where a specific amount of farm labor is needed for a specific job.

When farm labor is needed in your community, and the number of workers is definitely determined, you will be approached by the County Agent or the State Extension Editor in your area with a request for your cooperation in getting his recruiting information on the air. He will have a number of spot announcements for use over your station and he will ask you also for your cooperation in getting feature material in your existing locally produced sustaining programs. We hope that you will give him your cooperation, when he calls. This request will come at any time, whenever your community needs demand it.

However, we would like to make clear that his announcements will have been cleared with the Regional Office of OWI and he will have obtained approval of his extra radio promotion by OWI. The County Agent or State Extension editor should have a letter of clearance indicating OWI approval of his local effort. This does not mean a breakdown of the Allocation Plan. When the County Agent or State Extension editor asks for your cooperation, you are to substitute his announcements for your local live announcements and for three of the national transcribed announcements during the weeks of recruiting. You may have already received the local station package for the week the County Agent or State Extension editor wishes to recruit workers. If you have, discard the live announcement received from our Regional Office and substitute those announcements of the County Agent or editor. Also disregard three of the national transcribed spot announcements and substitute the County Agent's or Editor's live copy for these. Thus you will be able to give the County Agent or Editor six announcements a day of the normal number you broadcast in cooperation with OWI. We do not ask you to provide them with any announcements beyond this six a day. However, if you wish to assist in the recruitment of farm labor beyond the spot announcement level, we would appreciate any program cooperation that you care to extend. The recruitment of farm labor, is, we repeat, a local problem and must be worked out in your community. If it is convenient for you to provide the County Agent or Editor with additional radio promotion through guest spots and news material to be incorporated in other shows, we would like to encourage you to do so.

Thank you for your past cooperation.

Some Ideas for Crop Corps Broadcasts

These suggestions don't by any means cover all possible ideas. Some of them have probably already been used or will not be applicable to your area. In some instances you may be able to combine two or more of the suggestions into one broadcast.

SUBJECT: "General Call for Volunteers."

Objective: To inform city and town people of the need for volunteers in the Crop Corps; where to go to register.

Program Suggestion: Straight talk by county agricultural agent. The big job in publicity at the county level is to get down to cases on just what farm jobs city people can help out on, where they should go to volunteer their services, etc. The over-all picture will be well covered nationally through radio networks, national magazines, and the press.

See sample script No. 1.

SUBJECT: "Seasonal Workers"

Objective: To inform farmers and the public of the steps being taken to help provide needed seasonal workers, and to show that city women and high school boys and girls can help with the work.

Program Suggestions:

1. "Here's The Way We're Lining 'Em Up" -- Participants should be the county agent and the farm advisor from the local high school in charge of the Victory Farm Volunteer program. Broadcast should deal basically with an explanation of the plans and programs that are underway to recruit labor locally.
2. "We're Planning To Give You A Lift".--Build broadcast around two or three high school students who have already signed up in the Victory Farm Volunteer program. Have them tell what they are planning to do, and the preparations they are making now in the way of learning about farm work, etc. You may be able to use a Future Farmer or 4-H member on this broadcast with the high school students.

3. "Women's Land Army." -- As participants on this broadcast use the local person who is in charge of the Women's Land Army Branch of the Crop Corps, and one or two women who have enrolled. Have them tell about the program, what their plans are, who can enroll, and some of the work they can do on farms.
4. "Week-End Guests." -- Some Victory Farm Volunteers in your area will be taken out on farms of 4-H Club members on week-ends and holidays so that they can get some contact with actual farm work. Have the town youth and the 4-H member on a broadcast together to tell about the week-end together. Make the program as enlightening as possible to show that town youth can pick up little things mighty fast.
5. "We Used Town Help Last Year". -- Build broadcast around a farm family who used some seasonal untrained farm help last year. Have them tell just exactly how it worked. Maybe they had a high school boy or girl, or a town woman. Broadcasts could be built around any one of, or all three. Be specific about the things they were and weren't able to do. How long it took them to catch on, etc. See sample script No. 2.
6. "I'll Give It All I've Got." -- Build broadcast around a high school boy or girl or a town woman who is going to work on a farm. Have the participants admit they don't know too much about farm work, but display a patriotic, sincere spirit of wanting to help. They know they'll make errors, but they'll try to learn as fast as possible. Have them tell about the training they're getting before taking a farm job. See sample script No. 3.
7. "Speaking From Experience." -- Here's another chance to use one or more members of a farm family who used inexperienced farm help last year. Use the broadcast to point out that there is some work untrained people can do around the farm, and with a little training there's more things they can do. If possible, you might use both the farmer and the town person who worked for him last year, and they could look back and review incidents and developments throughout the season. See sample script No. 4.
8. "I'll Take A High School Boy (or Girl or City Woman)." -- Build this broadcast around a farmer who has never used inexperienced city help on the farm, but is more than willing for the opportunity to use such help this year.

Have him tell about the work to be done on his farm, and how with a little guidance, some of it can be handled by inexperienced help.

9. "Teachers On The Farm." -- Find some local school teacher who is going to spend the summer vacation working on a farm. Build a broadcast around this person, having him (or her) tell about his plans.
10. "Training And Using Part-Time Labor." -- This broadcast could be built around a vocational agriculture teacher and a farmer who has used inexperienced city help. The main point to get across is that when using "green" help, a little supervision pays big dividends. The kids will ask a lot of questions that should be answered so they can learn the work. You can't just say, "There it is. Now....go to work."

SUBJECT: "Emergency Harvest Workers"

Objective: To inform farmers and the public that the people in town are organized to give a helping hand in case of an emergency, and that such help can be a life-saver.

Program Suggestion:

1. "Farm Help From Main Street." -- Build the broadcast around civic leader in the town, such as the newspaper editor, secretary to the Chamber of Commerce, etc., and one or two of the business men in town who are willing to close their stores and release their employees so that everybody can pitch in in case of emergencies.
2. "They Saved My Crop in '42." -- Build a broadcast around some farmer in the community (if any) whose crop was harvested by volunteer help from town last year. Have him tell how much it meant to him, how well it worked, and how the people were reimbursed for their efforts. Such a broadcast would help to convince other farmers that it can be done, and to stimulate town people to be willing to give a helping hand.
3. "Former Farmers." -- Have one or two town civic leaders on a broadcast with the County Agent to show farmers the concrete plans being used to line up farm help for emergencies. Give details about the plans for locating people who once lived on farms, or have been very close

to farming. People who already know what the score is, and know how to do a good day's farm work. Maybe have one or two of such people on a broadcast to convince farmers that the town people being lined up do know something about farming.

4. "Town Women Ready For Call To Farms." -- Have two or three city or town women tell why they have enrolled for short-time emergency jobs on farms -- women who find they can spare week-ends, a few days, or a few weeks to give to the job of producing and harvesting food.

A Radio Spot Announcement - - What It Is and How To Prepare It.

WHAT IT IS!!!

A complete, concise radio message which can be presented in a " minute or less.

HOW TO PREPARE IT!!!

Objective:

To call for specific action from the listener.

Style:

A spot announcement like all radio copy is directed at the ear, not the eye. It should be prepared to be heard, not to be seen. It must be concrete, clear, simple, direct, and persuasive. It should be personal....Aimed at individuals. It will reach thousands of people, but each should feel it is directed at him.

The words used should be simple, dignified, and in good taste. A startling or unusual word will attract attention to itself rather than to your message. Choose language that expresses big ideas rather than that which displays big words.

Use simple sentences and avoid complex forms. Keep your sentences short, but don't let them all be the same length. Sentences should be built up to an important word or idea.

Length:

All spot announcements are short. They might be anywhere from 10 seconds to a minute in length. All spot announcements

will be read on the air by regular station announcers. Every word counts. Therefore, the announcer should be allowed to read slowly to get over the full significance of each word.

For a 60-second announcement you need about 150 words, or about 12 or 13 lines of copy. (70-space line on an elite type typewriter.) Numbers should be written in words or they will fool you on time.

Make-Up:

To be effective, an announcement should contain no more than one idea. Complicated figures tend to confuse. The name of the topic should be given a number of times in the announcement. To make a lasting impression, do not have more than one request for action.

Organize your copy as follows:

Attract attention

Arouse interest

Present the facts

Create conviction

Get action

EXAMPLE

To be specific, here is a radio news story about emergency harvest workers. Then, immediately following are two radio spot announcements covering the same subject. One is directed at town workers, and the other is directed at farmers.

(NOTE: ---- Of course, for actual broadcast-use these would be double spaced, on one side of a page, and on a separate sheet of paper.)

RADIO NEWS STORY

A program for recruiting emergency harvest workers in Jones County was announced today by Wilburt Durant, County Agricultural Agent.

Mr. Durant says the farmers of the county plan to raise larger crops this year than last, but they won't be able to depend on the normal supply of day labor to help with the harvesting. In order to harvest all they raise, farmers will have to depend on people in town to give a lift in rush seasons. Mr. Durant's program is designed to bring the town workers and farmers together.

Here's the way it'll work:

Men with farming experience or knowledge who are now working in town will be recruited. Every man who is willing and able to devote some time to farm work this summer will be registered at Mr. Durant's office in the Post Office Building in Baumtown. Mr. Durant will list the hours of the day and the days of the week when each man can be available.

The farmers of the county who figure they'll need extra harvest help will report their needs to Mr. Durant. They'll report the amount of help they think they'll need and the approximate time it'll be needed.

With this information, Mr. Durant can bring together the men who are available for emergency farm work and the farmers who need help.

RADIO SPOT ANNOUNCEMENT NO. 1

Here's a message for men working in town:

Your help is needed to produce food. The Nation needs all the food farmers can raise. Farmers in Jones County plan to raise larger crops this year than last. These crops must be harvested when ready or they'll be wasted.

Farmers used to be able to pick up day labor to help with the harvesting job, but that supply is no longer available. They are depending on you men in town to help with emergency harvest work this summer. If you are able to spend some time working on farms during the rush season, you can help by registering for emergency harvest work. If you can be available for as little as a few hours a day, a few days a week, you can help a lot. You will be paid the going wage for your work.

Your help will be needed to harvest the crops in Jones County this year.

Register now at the County Agent's office in the Post Office Building in Baumtown for emergency harvest work this summer.

RADIO SPOT ANNOUNCEMENT NO. 2

Farmers.....Plant your full war crop goals this spring!!!

Men from the towns in the county are organizing to help you with emergency harvest work this summer. Many of them have had farming experience, and most of them have knowledge of farm work. These men are offering to use their spare time, and time when they're able to be away from their regular jobs, to help you with your harvest work.

If you think you'll need extra harvest help, report your needs to Wilburt Durant, the County Agricultural Agent. His office is in the Post Office Building in Baumtown. He'll need to know the amount of help you figure you'll need, and the approximate time you'll need it.

Town men of the county are organizing to help you farmers be sure that all crops are harvested this summer. They'll be ready to work when you need them.

Report your labor needs now to the County Agent in the Post Office Building in Baumtown.

HERE'S THE DIFFERENCE

The spot announcements call for action.

They are written in second person directed definitely at "farmers" and "men working in town." (Announcements do not necessarily need to be written in second person.)

They present only the details needed to be persuasive.

By paragraphs they do as follows:

- Paragraph 1. Attracts attention
- " 2. Arouses interest and presents facts (combined)
- " 3. Presents more facts
- " 4. Creates conviction
- " 5. Calls for action

NOTE: --Beware -- In the "attracting attention" portion beware of negative suggestive opening questions or remarks, such as "Have you been hesitating about planting your full war crop goals?" or "Don't hesitate to plant your war crop goals." Be positive. Don't recognize objections. Sell!!!!

When writing either spot announcements or radio news stories you need to use concrete, clear, and simple language. Watch out for "which" clauses. "The emergency harvest workers program, which is a part of the over-all U. S. Crop Corps, is designed to recruit.....etc." Such sentences confuse rather than clarify.

Instead of using a dependent clause, write two sentences....or one with an "and" or "but" connecting two independent clauses. Example: "The emergency harvest workers program is a part of the over-all U. S. Crop Corps. Through this program.....etc."

Incidentally, "program" is an example of intangible nouns that we use too often. "Extra help," "farm labor" or "hired hand" is something you can get your hands on. "Program" is an intangible representing an idea instead of a thing.

Attached are four sample radio scripts, which should give specific ideas for local programs, and parts of which could be localized and used.

#

SAMPLE SCRIPT NO. 1

Radio Notes for Talk by County Agent
on Farm Labor Mobilization Program.

ANNOUNCER: Wars are won on full stomachs and lost on empty ones. If there is one thing we've learned in recent months, it is that food is just as important a weapon of war as planes, tanks and guns. A ton of food a year must go to each of our soldiers. Millions of war plant workers must be well fed if they are to keep producing at top efficiency. The nutrition of all other people must be kept at safe levels. But crops don't plant and harvest themselves. Farmers have planted all-time high acreages of war food crops, and by working long hours they are managing somehow to take care of these crops during the growing season. The pinch will come during harvest. And that is where you can help. The United States Department of Agriculture, through its Extension Service, is conducting a nationwide campaign to enlist three and a half million part-time workers in the United States Crop Corps. County agricultural agents are heading up this campaign in each agricultural county. Here today, to tell you how you can volunteer your services in this vital work is _____, county agricultural agent for _____ County.

COUNTY AGENT: Thank you, _____, and good afternoon, friends. I think most of you have read enough stories in your newspapers and magazines, and heard enough radio announcements to have a pretty good picture of the situation that confronts us. Last year farmers produced 11 percent more food than in 1941, 28 percent more than the average from 1935 to 1939 and 42 percent more than in 1918. Here in _____ County our production was up _____ percent over the year before. This year, despite every conceivable kind of handicap, farmers have again made large increases in the acreages of those crops most necessary to keep the Nation's food larder well stocked. With good weather and favorable growing conditions our total food production this year should stagger the imagination. But no matter how much we produce, we'll still need more. That means that not a single bushel of food should be permitted to go to waste.

And that's where you come in. Our farm labor inventory in _____ County shows that our biggest need is _____
(include here facts on where the labor bottlenecks will be, etc.
Describe some of the farming operations in your county which can be handled by volunteer unskilled workers.)

In order to coordinate the farm labor recruiting work in this county we have appointed a County Crop Corps committee consisting of farmers, business men and representatives of civic and professional groups. Headquarters of the _____ County Crop Corps are at _____. In addition, emergency farm labor centers have been set up at the following points _____.

If you want to enlist in the Crop Corps, get in touch with the center nearest you as soon as possible. If you are in high school or college, see your school officials about joining the Victory Farm Volunteers, which is a part of the Crop Corps.

And now just a word of caution. Farm work is hard work. Going out to a farm to help harvest crops won't be a picnic. You'll get plenty of fresh air and sunshine, but these will be seasoned with a few blisters and maybe some back aches. But you can count those blisters and back aches as wound stripes -- wound stripes resulting from your part in the battle of food production. And you'll have the satisfaction of knowing that you, and the three and a half million like you, are important links in the service of supply extending from our fertile soil to the front lines in foreign lands.

Of course you will be paid by the farmer for your work. He'll pay you at the prevailing rate for whatever type of labor you are performing. It won't be much but it will be something, and it may be that you can use the proceeds from your work to buy war savings stamps, or maybe a bond or two. In that way you'll be taking a double poke at the Axis - helping keep the national commissary supplied and also helping finance the building of more planes and tanks.

And one more point -- every person who enlists in the Crop Corps and performs this patriotic service on the farm will receive a certificate of recognition.

So don't delay. If you can figure out a way to devote a few days, or a few weeks, or longer to the farm front, go to one of these places, if you live in _____ County and enlist in the United States Crop Corps: _____

_____. If you live in another county, see your county agricultural agent for information on where to enlist. Don't let your lack of experience in farm work stop you. If you are willing, and want to work, we'll find a way to use you.

####

SAMPLE SCRIPT NO. 2

Suggested radio program--5 minutes
County Agent interviews farmer
who employed a Victory Farm Volunteer
last year. Based on a case from
the records of the U. S. D. A.

ANNOUNCER: One out of every seven of the new workers needed on farms this year will be a boy or girl who wants to serve in the United States Crop Corps as a Victory Farm Volunteer. Many of these boys and girls are being picked now in the city high schools. When the work season starts, they will be placed on farms by (county agricultural agent or State extension service). These young people must be strong and healthy and able to do a full day's work. They'll be paid for it. City youngsters volunteered to work on farms in the First World War, and young people in several states did it last year. To see how it worked out, let's take a case from the records and talk with (a county agricultural agent and the farmer he placed a city boy with last season).

COUNTY AGENT: I'm Sherard Wilson of the Maryland Extension Service. I'm assistant agricultural agent in Harford County. I'm going to ask Buck Foard, who farms a 180-acre place in my county, about Jerrold Twist, a boy from Baltimore I placed on his farm last year as a Victory Farm Volunteer. Buck, did you get much work out of Jerry?

FARMER: All you could expect . . . every day. Not so much the first few days, of course, because he was green. I don't think anybody who ever went to work on a farm could have been greener than Jerry . . .

COUNTY AGENT: He knew nothing at all about a farm except what he'd learned those six Saturdays last spring when he took that special course for farm volunteers at the McDonough School.

FARMER: That's all. Those courses helped a lot, of course, but you know how it is on a farm. There were many things Jerry couldn't possibly learn any other way except by doing 'em right out on our farm.

COUNTY AGENT: And the important point is he did learn . . .

FARMER: That's it . . . and he learned fast. He was only sixteen, but he was a healthy boy about 5 foot nine; weighed about 140 pounds when he came in the spring. He weighed ten or fifteen pounds more when he went home in the Fall.

COUNTY AGENT: He put in the full summer, all right. Never went home until school opened around Labor Day.

FARMER: And every time he had a holiday this past winter he came up to see us. We're about 30 miles from Baltimore, you know.

COUNTY AGENT: He liked the work, or he wouldn't have agreed to come back to you this season.

FARMER: Gee, I'm lucky to get the boy. Save me having to break in a new hand.

COUNTY AGENT: Now, you didn't just keep Jerry on odd jobs around the barn . . . or working in the garden . . . or mowing the lawn. He worked in the fields from the very beginning.

FARMER: Yes, indeed. We were planting late corn when Jerry came up the latter part of June. I put him on the tractor the first day and he helped harrow and roll . . .

COUNTY AGENT: Weren't afraid he'd damage the tractor?

FARMER: Well, naturally, I watched every move he made until I saw how matters were going. But I explained things very carefully, and when I saw Jerry knew what he was doing, I let him go ahead. I'd like to say right here I think farmers themselves have a big share of the responsibility in this experiment of working young city people. We must always remember they weren't raised in our green pastures in Harford County, but on concrete city pavements. So it's up to us to take time to explain things to them carefully and make sure they understand. Then, if they're interested in the work and have confidence in us, I think everything will run along smoothly.

COUNTY AGENT: At least it did in your case, Buck. I was out at your place a number of times last summer, and Jerry was always on the job.

FARMER: Always. I have about 25 dairy animals, you know. Jerry was up around 5:30 and helped to feed and he milked eight cows himself. After he'd had his breakfast about seven he fed and watered the fowls.

COUNTY AGENT: You've got at least 500 chickens, haven't you?

FARMER: Five hundred chickens and 300 turkeys. When the birds were looked after, Jerry cleaned the stables and then he went out to the fields. We usually knocked off around noon for dinner and went back to the fields about one-thirty. Jerry stayed right with us until we came in around five o'clock to feed and milk. By the time he got his eight cows milked again, it was seven o'clock and supper time. Then we'd have a game of horse shoes or croquet and call it a day.

COUNTY AGENT: And he did that every day all summer?

FARMER: Yes, sir! When we finished putting in the late corn, it was time to shock barley. I had to show Jerry how to shock, but he soon caught on and did a good job. He did a good job on the hay-rack and in the hay mow, and helped with the threshing.

COUNTY AGENT: He helped with that milk house you built. I was out there one day when you were working on it.

FARMER: That's right. Jerry mixed the concrete for that job. We cut the timber for that milk house in our own woods, of course, and Jerry was on one end of the saw all the time.

COUNTY AGENT: Don't forget the tomatoes . . . you sent several hundred bushels to the cannery last year . . .

FARMER: About a thousand bushels. Jerry had to go back to school when we were about half through, but he picked a lot of those tomatoes. Must have hurt his back just as much as anybody else' but he never complained. That was a fine thing about Jerry. Right from the beginning, he never complained about anything. When he came back to visit this winter, he was telling my dad how his feet hurt when he walked so much shocking barley last summer, but at the time he never peeped.

COUNTY AGENT: Working as a Victory Volunteer in the Crop Corps certainly isn't just a good chance for a summer vacation in the country, is it, Buck?

FARMER: No, it's hard work. But it's important work that will help us farmers make good our pledge for greater food production this year.

- - - - -

ANNOUNCER: You have been listening to Sherard Wilson, assistant agricultural agent in Harford County, Maryland, and Russell Foard, Harford County Farmer, discuss Mr. Foard's experiences with a city boy who worked for him last year.

####

Suggested radio program - 5 minutes
 County Agent interviews Victory
 Farm Volunteer he placed on a farm
 in his county for the 1942 season.
 Based on a case from U.S.D.A. records.

WHAT CAN A CITY BOY DO ON A FARM

ANNOUNCER: Boys and girls who want to serve their country by working on farms during their summer vacations are now being picked in the city high schools. When the time comes, places on farms will be found for them by (county agricultural agent or State extension service). These young people will be called Victory Farm Volunteers and given full-fledged standing in the United States Crop Corps. They'll be paid for their work. In some States last year many high-school boys and girls volunteered to work on farms and did good jobs. This year the plan is being followed on a nationwide scale. To find out what work city-bred youngsters can do on farms and how they like it, let's talk with a (county agricultural agent and a high-school boy he found a farm job for in his county last season).

COUNTY AGENT: I'm Sherard Wilson of the Maryland Extension Service. I'm assistant agricultural agent in Harford County. I'm going to talk a few minutes with Jerrold Twist, a high-school boy from Baltimore, about the work he did on Russel Foard's farm in Harford County last year. Jerry, you came up to Mr. Foard's farm the day after the Baltimore schools closed. How old were you then?

JERRY: I was sixteen . . .

COUNTY AGENT: Weighed about . . . how many pounds?

JERRY: About 135 . . . and I gained. Weighed nearly 150 when I went home Labor Day to go back to school.

COUNTY AGENT: You stayed right on the job all summer long, didn't you?

JERRY: Yes, sir. I like a farm . . . out in the sun all day and lots of animals around.

COUNTY AGENT: The way I heard it, you had quite a time with some of those animals . . . especially those 25 dairy cows Mr. Foard has.

JERRY: I milked eight of those cows . . . milked 'em twice a day.

COUNTY AGENT: You mean you milked 'em after you found out how to do it. Mr. Foard told me about that wise crack you made when the milk wouldn't come.

JERRY: Mr. Foard was always kidding about something . . . he's full of fun.

COUNTY AGENT: This was a good one. I remember it well. You got all settled with your pail and started in to milk. And nothing happened. You made another stab and still no milk came. So you looked around and you said to Mr. Foard "You know, I believe this cow's valves are stuck."

JERRY: I was pretty green . . .

COUNTY AGENT: You weren't that green. You were just having your little joke. But you did a good job, Jerry. Otherwise, Mr. Foard would never have asked you to come back this year. Are your mother and father glad you're going back?

JERRY: Sure. Dad thinks the outdoor life is good for me . . . and Mother likes the idea of all that fresh food the Foards have . . . milk and butter and eggs and fresh vegetables. It's plenty good all right.

COUNTY AGENT: Let's get some sort of an idea of the work you were able to do . . . let's start with the time you got up and go right through the day.

JERRY: I was up around 5:30, and we fed the stock and I milked eight cows before breakfast.

COUNTY AGENT: Breakfast was about seven o'clock, I guess.

JERRY: Yes, sir. Then I fed and watered the chickens and turkeys. Mr. Foard has about 800. After that, I cleaned the stables and went to the fields.

COUNTY AGENT: You must have arrived at the farm about the time Mr. Foard was planting late corn.

JERRY: I did. The first day he put me on the tractor to harrow and roll.

COUNTY AGENT: Trusted you with machinery right away?

JERRY: I studied tractors in the special course I took in Baltimore when I volunteered for farm work. And Mr. Foard took a lot of pains to explain everything and help me get started.

COUNTY AGENT: And you didn't damage anything?

JERRY: No, sir. Had good luck all summer. Never had an accident with the tractor or the truck or any of the machinery.

COUNTY AGENT: Fine. Did you spend most of the days in the fields?

JERRY: Yes. We usually knocked off around 5 o'clock and came in to feed and milk before supper time.

COUNTY AGENT: What did you work on after the late corn was in . . . the barley?

JERRY: Yes. I helped to shock the barley.

COUNTY AGENT: Did you help with the haying?

JERRY: Oh, yes. I worked on the hayrack and in the hay mow, too.

COUNTY AGENT: I suppose the next thing was the wheat harvest.

JERRY: That's right. After wheat harvest, we had something a little different. Mr. Foard wanted to build a milk house. So he cut the trees for the timber in his own woods and I worked on one end of the saw. When the actual building started, my job was to mix the concrete.

COUNTY AGENT: You had a hand in just about everything, didn't you? Must have been time to go back to school when the milk house was finished?

JERRY: Not quite. I had a few days to help pick tomatoes. Mr. Foard raised over a thousand bushels last year.

COUNTY AGENT: You did a good summer's work, Jerry. We were proud of you. Before you got your muscles broken in, you must have got pretty tired.

JERRY: I soon got used to it. The worst time was shocking the barley. My feet hurt pretty bad because we had to walk so much.

COUNTY AGENT: I'll bet they did.

JERRY: They soon got all right, though.

COUNTY AGENT: Jerry, you live in Baltimore. That's a big city . . . one of the biggest. Didn't you get lonesome way out in the country?

JERRY: Didn't have much time to get lonesome . . .

COUNTY AGENT: Well, the Foards have a nice big radio . . .

JERRY: Yes, but I didn't listen much. After supper, Mr. Foard and I played croquet or pitched horse shoes. He's the scoutmaster, so some nights we went to Forest Hill . . . that's where the post office is.

COUNTY AGENT: And where some right pretty girls are, too.

JERRY: Well, the Forest Hill girls are all right . . .

COUNTY AGENT: Anyway, you're coming back to Harford County this year, and we're mighty glad to have you. You were green last year, and you did a good job. This year, you're an experienced hand, and I know you'll do even better. Producing food is important war work, and you're certainly doing your part. Good luck to you, Jerry!

ANNOUNCER: You've been listening to Sherard Wilson, assistant agricultural agent in Harford County, Maryland, and Jerrold Twist, high school boy, from Baltimore whom Mr. Wilson placed in farm work last year.

WHAT A CITY BOY DID ON A FARM LAST YEAR

KA

JE

FO

KA

JE

FO

KA

FO

KA

JE

FO

KA

JE

FC

KA

JE

KA

42

This is what happened, Wallace. Jerry went out to milk for the first time, and of course I went with him. Well, he got all set with his milk pail and started in . . . but no milk came. He tried a second time, and still no milk. So he looked around at me, and he says, "Buck, I believe this cow's valves are stuck."

KADDERLY: Why, Jerry, you told me you milked eight cows twice a day . . .

JERRY: I did.

FOARD: You bet he did. Milked 'em dry as a bone, once he caught on. And he caught on fast.

KADDERLY: What time did you have to get up in the morning on the farm?

JERRY: About 5:30. The stock had to be fed and the cows milked before breakfast.

FOARD: Breakfast was about seven. After that Jerry fed and watered the chickens and turkeys and cleaned the stables before he went to the field.

KADDERLY: How many fowls do you have?

FOARD: About 300 turkeys and 500 chickens. But, shucks! What Jerry did looking after them . . . and working in the garden and mowing the lawn and jobs like that . . . these were just piddling jobs. Where he really worked was in the field right along with us men. We were planting late corn when he first came, and he harrowed and rolled the field. The next job was the barley. Jerry helped to shock that. Then it was time for haying. He did a man-sized job on the hay rack in the field . . . and in the hay mow in the barn. When the wheat harvest was over, we logged timber from our woods for a milk house we wanted to build . . .

KADDERLY (SURPRISED) You're a logger as well as a farm hand, Jerry!

JERRY: I was on one end of the saw. When we started to build, I mixed the concrete.

FOARD: By the time we got the roof on the milk house, the tomatoes were ready. But I think Jerry'd rather mix concrete than pick tomatoes.

KADDERLY: Tomato picking make your back stiff, Jerry?

JERRY: Sort of . . .

FOARD: He did his share though. He always did that . . . and never peeped when his back or his feet hurt. But he got a break on the tomato picking job when school started as we were about half way through. We sent around a thousand bushels to the cannery last year.

KADDERLY: Anyhow, young man, you stayed right on the job all summer, spang up until school started.

JERRY: Sure . . .

KADDERLY: And you're going back to do another food production job this summer.

JERRY: I can do better this year. Last year, I was sixteen and green . . . but this year I'm seventeen and experienced.

KADDERLY: And Buck needs you worse.

Now, there're one or two points I'd like to clear up for other farmers who may be thinking about asking the county agent to find them a Victory Farm Volunteer this season. Buck, how about the machinery angle? Did you let Jerry handle the tractor?

FOARD: Certainly. Put him on the tractor the first day he came . . . harrowing that corn ground. He handled all our machinery, and he never damaged a piece. Of course, I took time to explain all I could to him, and I always stood by to watch until he got the hang of things. Jerry listens when you tell him something, and he learned fast. If a city boy really wants to work on a farm and tries hard, the rest is largely up to the farmer. The letter from the McDonough School saying Jerry was coming out, put it pretty good. That letter said he was coming to our farm in the place of a son or brother, and I tried to treat the boy that way. It was up to me to remember he was raised in the city, and that the way I explained things would have a lot to do with how well he caught on to the right way to do the work.

KADDERLY: And of course that was the sensible way to look at it. Jerry, Baltimore, where you live, is one of the world's biggest cities. Didn't you get lonesome way up on that nob off the main road where Buck lives?

JERRY: We had too much to do. When we came in out of the fields, I had to feed and milk again. That kept me busy until supper was ready about seven o'clock.

FOARD: After supper, I had to beat him a game of croquet . . .

JERRY: But I beat you pitching horseshoes . . .

KADDERLY: So you spent your evenings playing games.

JERRY: Some . . . some nights we went to Forest Hill. Buck knows a lot of fellows there. He's the scoutmaster . . .

FOARD: Don't let him kid you. The girls in Forest Hill are prettier than they are in Baltimore . . .

KADDERLY: How about that, Jerry?

JERRY: They'll pass . . .

FOARD: Anyway, you're coming back this summer . . .

JERRY: I like my work.

KADDERLY: Sure you do. The good job of producing food you did last year proves that. 'S long, you two Farmers . . . a good crop year to both of you!

 We've been visiting with Russell Foard, farmer from Harford County, Maryland, and Jerrold Twist, a Baltimore high school boy who worked for him last year as a Victory Farm Volunteer.

We return you now to Mr. Farley in New York City.

###