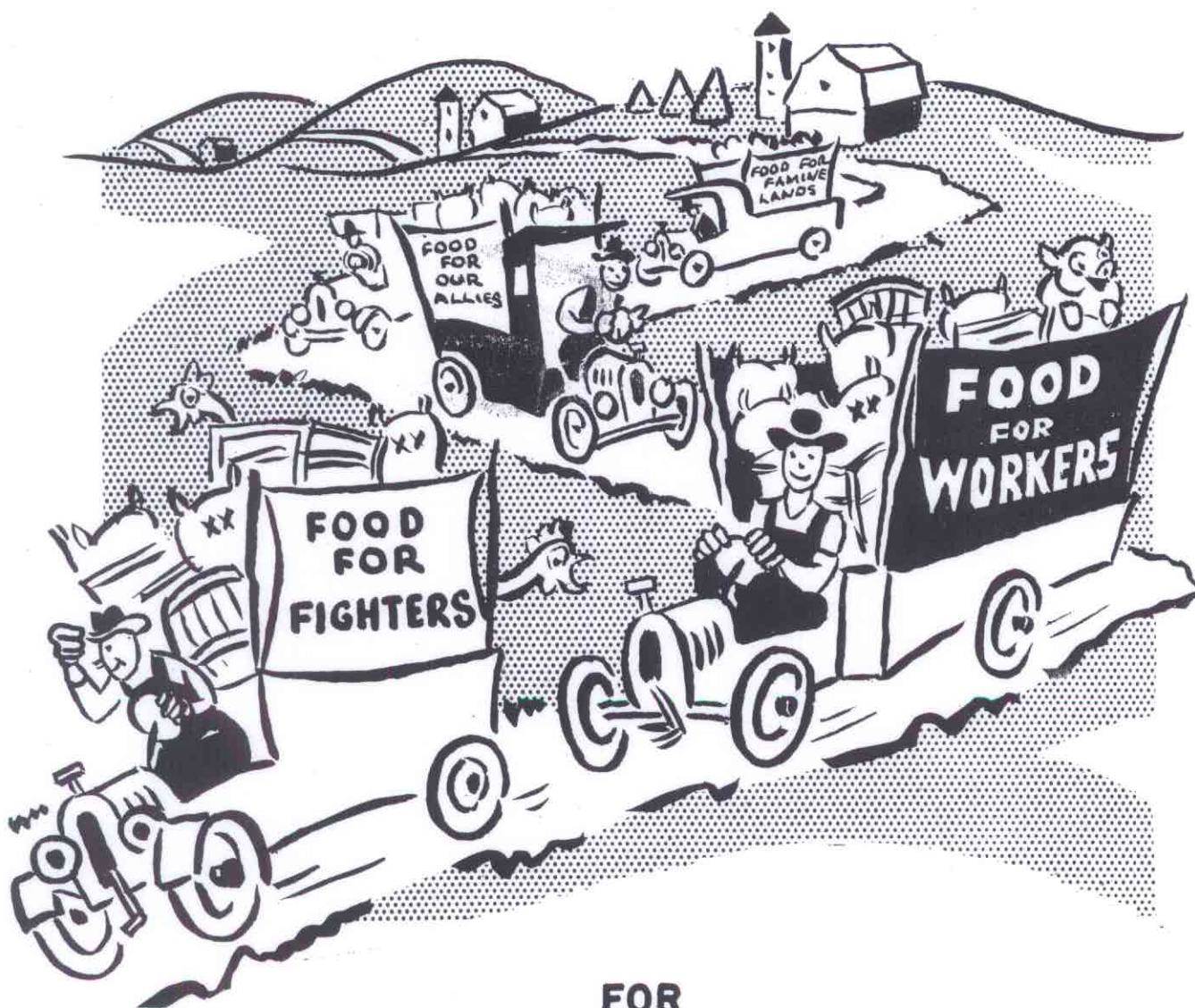


104P AG (TRANS 7) 15/1

AN INFORMATION CAMPAIGN ON **FARM TRANSPORTATION CONSERVATION**



FOR
USDA WAR BOARDS
AND
COUNTY FARM TRANSPORTATION COMMITTEES

UNITED STATES DEPARTMENT OF AGRICULTURE

BACKGROUND REFERENCE MATERIAL, ISSUED TO WAR BOARDS

- (1) Office of Defense Transportation's General Order No. 21 issued September 9 (Federal Register, September 9).
- (2) Baruch Committee's Report September 10 (summarized in highlight piece, Item 4, below).
- (3) War Board Memo No. 100, September 23, giving preliminary picture of War Board's part in program.
- (4) Information Highlights on Transportation Situation, issued October 6, at time of establishment of County Farm Transportation Committees.
- (5) Secretary's Memo No. 975-26, October 6, setting up Committees.
- (6) War Board Memo No. 106, October 6, elaborating on Secretary's memo.
- (7) Information, Questions and Answers about Transportation Regulation, November 7.
- (8) War Board Memo No. 122, November 21, Transportation: Adjustments in Certificates of War Necessity.
- (9) Certificate of War Necessity appeal procedure instructions for Committees, issued December 4.

I. The CFTC's have a WHALE of a job...



Farm products moving to market are heavy and bulky, as are the supplies farmers must buy for production use. Both rubber and rail transportation are being taxed to the limit during this period of war emergency. A large part of the transporting is done in the million and a half trucks operated by farmers or commercial haulers of farm produce and farm supplies. If these trucks break down, or if the rubber wears out, the Nation will face a desperate food shortage. To combat this danger, the Secretary of Agriculture on October 6 established a Farm Transportation Committee in every rural county.

Your County Farm Transportation Committees:

- Chairman: Chairman of County War Board (or someone selected from County AAA Committee to serve in his place).
- Two farmer members, not AAA committeeman (representing the two principal agricultural commodities of the county).
- One member, commercial trucker of farm supplies or produce.
- One member, dealer in farm supplies.
- Alternates for each member except the chairman.

ARE OFFICIALLY RECOGNIZED by

- The Department of Agriculture
- The Office of Defense Transportation
- The Office of Price Administration

RESPONSIBILITIES:

1. Studying rural truck traffic.
2. Developing rural truck transportation conservation programs.
3. Handling appeals for adjustments on Certificates of War Necessity.

State War Boards are also State Farm Transportation Committees and must supervise and assist County Farm Transportation Committees.

The job of the County Committees:

TO HELP KEEP FARM TRUCKS ROLLING.

The Nation's food supply for the next year or two or three will depend largely on the skill and energy of the County Farm Transportation Committees in solving local hauling problems and setting up efficient mileage saving programs.

2. A good Information job is important...

EVERY FARMER SHOULD KNOW IMMEDIATELY

- (A) If he has applied for a Certificate of War Necessity but has not received it, he can obtain an emergency gasoline ration for his truck from his local War Price and Ration Board.
- (B) If his Certificate does not allow him enough mileage to get his job done, he should, first, upon certification get an emergency ration from his local Ration Board to carry him through January 31, and, second, appeal through his County Farm Transportation Committee for an adjustment of his Certificate.

That is the emergency information job.

The main information job is to help farmers get their hauling done with less mileage. There are two parts to this job:

- (1) Inform farmers of ways in which they might save mileage.
- (2) Encourage farmers to bring their problems to the County Farm Transportation Committee and talk them over so community solutions such as pooling can be worked out on a practical basis.



3. Some Information Suggestions....



Transportation like farm labor is news. It should be relatively easy to secure newspaper space and radio time. A list of memos, regulations and highlight information pieces recently issued by the Department and other bureaus concerned is included on page 1. This material, which should be on file in State War Board offices, will supply interesting background facts. On the back cover are two cartoon mats which can be obtained through the usual War Board channels.

GET THE STORIES

Watch for specially fine, neighborly, patriotic contributions of individuals to the hauling programs.

Maybe a farmer has arranged to regularly bring his neighbors produce to town. Calculate the number of miles saved each month.

Maybe a farm woman makes a party line call to invite others to ride with her when she takes her eggs to market.

Maybe pooling loads as suggested by the Transportation Committee works well because some farmer unselfishly gives the project much of his time.

When it becomes possible to estimate the mileage reduction for a whole county, announce the mileage saving.

GET THE STORIES IN THE PAPERS AND ON THE AIR

Let the local people hear the stories and send them in to the State office and to Washington for State and national distribution.

GET PHOTOGRAPHS

Good news stories are better with photos.

Photograph pooling depots in action.

Get a picture of a pretty farmer's daughter running a flag up the windmill to flag the next farm truck going to town.

Washington is anxious to get good pictures that will help carry the farm transportation message.

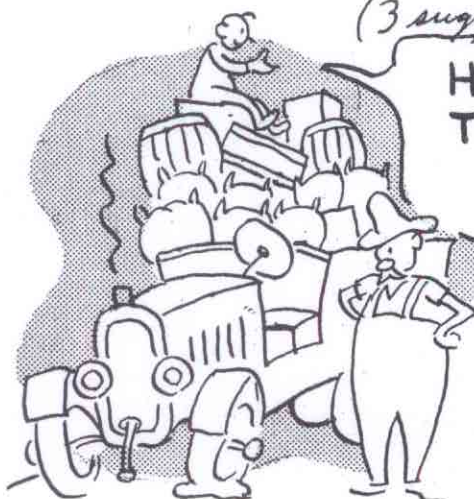
USE THE MATERIAL IN THIS HANDBOOK

Papers will be glad to use the timely mats reproduced on the back of this handbook.

Direct mail will reach far and fast; the material suggested can be reproduced on any county mimeograph,



(3 suggested envelope stuffers)



HEY, POP, YOU'D BETTER SEE
THAT FARM TRANSPORTATION
COMMITTEE!

Yes, sir! Your County Farm Transportation Committee is set up just to help you keep your farm truck rolling. No tires? Not enough gasoline? Yet your produce is essential to the war and you have to get it to market? Then come in and see us. The Secretary of Agriculture has made us officially responsible, etc., etc.

BLANK COUNTY FARM TRANSPORTATION COMMITTEE

Headquarters: COUNTY AAA OFFICE

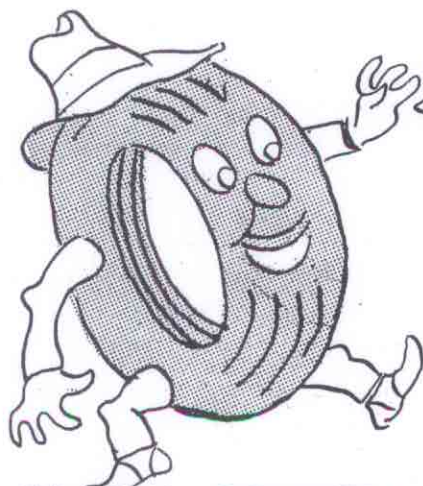


YEP, I'M HAULING FULL LOADS
TO SAVE GAS AND TIRES!

Well, it's the patriotic thing to do, and no doubt about it -- though our cartoon friend here may be overdoing it in his enthusiasm. The idea is: (1) Haul fewer loads but fuller loads to save tires, gas and wear-and-tear; (2) but don't overload, because we've got to make our trucks and tires last for the duration, etc., etc.

BLANK COUNTY FARM TRANSPORTATION COMMITTEE

Headquarters: COUNTY AAA OFFICE



HOT DAWG! I'M GOOD FOR
THE DURATION!

My owner went to see his County Farm Transportation Committee, and they helped him figure out how he can stay inside his mileage ration and still get his hauling done. Now I'll get a chance to work a little harder when I work and rest longer when I rest. With any luck at all I'll be rolling when the Great Day comes! etc., etc.

BLANK COUNTY FARM TRANSPORTATION COMMITTEE

*(Suggested leaflet to be
mimeographed in state
or county offices.)*

Official Business

Penalty for Private Use to Avoid
Payment of Postage, \$300

United States Department of Agriculture
U.S.D.A. War Board

(fold)



WAIT, FARMER!

**DON'T LET
HAULING PROBLEMS
GET YOU DOWN.**

WE HAVE MOST OF THE ANSWERS!
(bold)



NEED MORE TRUCK GAS IMMEDIATELY?

**FIRST, SEE YOUR WAR PRICE & RATION
BOARD. YOU'LL GET EMERGENCY GAS
FOR ESSENTIAL TRANSPORTATION —**

**- THEN - SEE YOUR
COUNTY FARM TRANSPORTATION
COMMITTEE ABOUT ADJUSTMENT
OF YOUR TRUCK MILEAGE RATION...**



OUR BOYS MUST HAVE FOOD!

Our soldiers in Africa, Iceland, the South Pacific and elsewhere in the world need tremendous volumes of food to keep them going. Nothing must be allowed to interfere with our production of food. Farmers must get the supplies they need, and when the food is produced it must move promptly from the farm to the places where it is most needed. Every farm truck, every rubber tire is important. Farm transportation must not break down.

(fold)

The Farm Transportation Program in a nutshell..

TRUCKS...

Certificates of War Necessity must be carried on all commercial vehicles, including all types of farm trucks. The Office of Defense Transportation issues the Certificates. A Certificate specifies to OPA's local War Price and Ration Board the amount of gasoline to be allowed for operation of the truck.

Truck owners who have applied for Certificates but not received them may obtain an emergency ration of gasoline from their local Ration Boards.

If your Certificate does not allow enough gasoline for necessary operation, your local Ration Board will issue you an emergency ration for December and January, to give you time to appeal for an adjustment of your Certificate.

Farmers and truckers who haul only farm supplies or produce must go to their County Farm Transportation Committees to enter appeals for an adjustment of their Certificates.

(fold)

PASSENGER CARS...

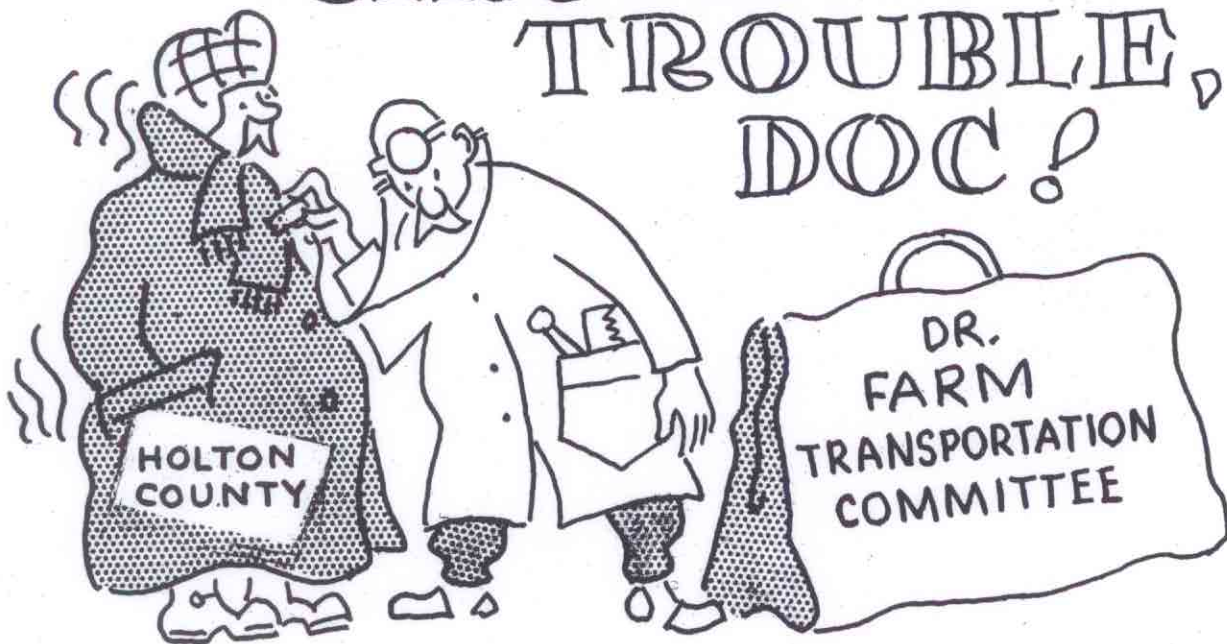
The Office of Civilian Defense is developing passenger car conservation programs. Allotments beyond the basic amount of gasoline for each car will be made by the local Ration Boards only on the recommendation of the OCD, except in cases involving workers in large defense plants, which will be handled by the War Department.

If you need an extra allotment of gasoline for a passenger car which you use primarily to transport farm supplies or produce, it might be well for you to bring the matter to the attention of your County Farm Transportation Committee.

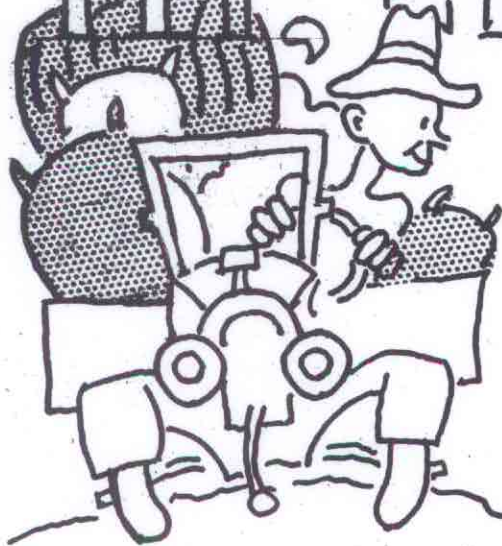
Take your hauling problems to your
BLANK COUNTY FARM TRANSPORTATION COMMITTEE

Headquarters: COUNTY AAA OFFICE

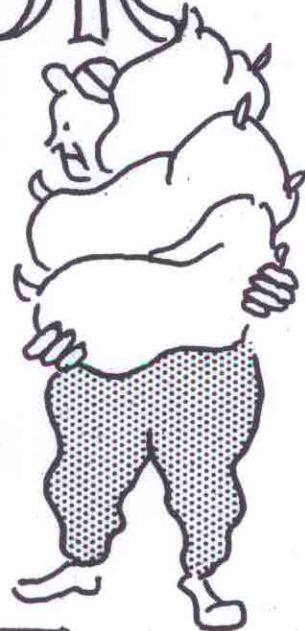
CIRCULATION TROUBLE, DOC!



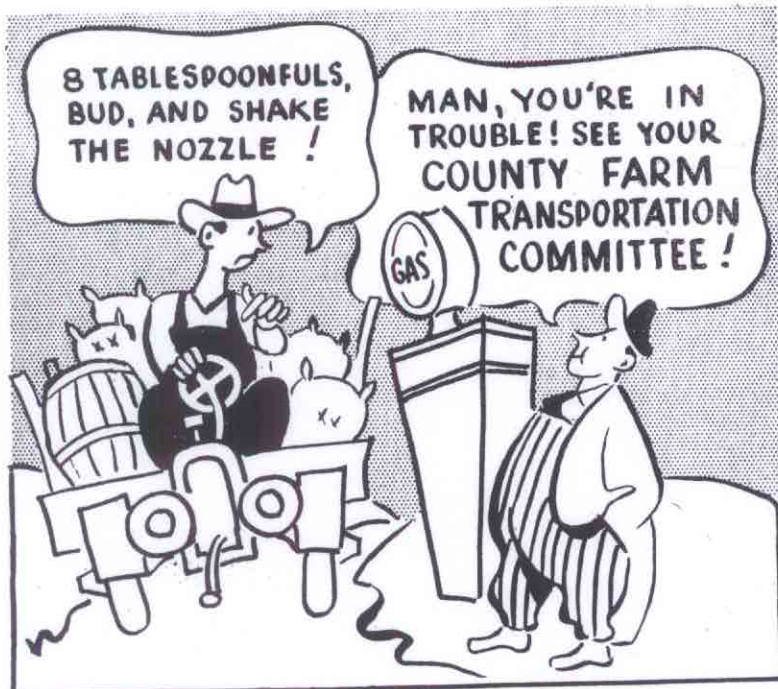
YEP, NEIGHBOR



I'M GETTIN' MY
HAULING DONE!
GOT SOME ADVICE
FROM THE
COUNTY
FARM
TRANSPORTATION
COMMITTEE!



(Suggested cartoon heads for letters from counties or states to farmers. These cartoons, like those suggested for the leaflet and the envelope stuffers, are designed to be easy to transfer to mimeograph stencils.)



Transportation cartoon
mat No. 1.
(no copy)

SCAT, GREMLINS!

Transportation cartoon
mat No. 2.

Either or both of these
mats may be ordered in
any quantity needed
through the usual War
Board channels.



You say there ain't no such thing as farm gremlins? Maybe not - but our boys in the air forces are well acquainted with these imps who ice airplane wings, frost windshields, and slyly drink gasoline out of the tanks. Farmers who are part of the "ground crew" in World War II are having plenty of troubles too -- tires wearing out, truck motors needing new parts, not enough gasoline, etc. Whether from gremlins or not, the troubles are all too real. The County Farm Transportation Committee says if you have troubles that are hampering transportation of vital farm produce, be sure to see them immediately and they'll do their best to help. And, study the booklet, "America's Trucks - Keep 'Em Rolling."