phosphorus that crops need, particularly in excessively wet or dry seasons.

The benefits of addition of plant nutrients in dry seasons is being more apparent, as is the importance of proper fertilization in conjunction with irrigation. Dr. Smith said that farmers are learning that crop rotation is not so important as it once was thought to be, providing fertilization is adequate. Also with ample supply of plant nutrients, particularly nitrogen, there is an effective residual fertilization which benefits the crop following.

Dr. Smith predicted that the optimum use of fertilizers will continue to be one of the most profitable farm practices in beating the farm price squeeze. Fertilizer manufacture and sales, he said, should be designed to give the farmer what he needs, not what the manufacturer may want to sell. Improper service and information, he declared, have retarded the use of plant foods.

Better Communications Urged For Agriculture

Plain talk needed for effective information . . . Public relations organization proposed

HOT SPRINGS, VA.—More transmission of information and a little less advising might be effective in improving the operations of our farmers, according to Stanley Andrews of the National Project in Agricultural Communications. Research advancement is very important, he admitted, but to be effective, it must reach the farmer in such a way that he will make use of it. Mr. Andrews estimated that today the top 25% of the farmers in the country are pushing the colleges and experiment stations for more advancement. This 25% is doing well economically, he said. On the other hand, the lower 50% of the farmers are actually falling behind and even in some cases dragging their feet. These he said, are getting into economic trouble. It was his opinion that many of the lower group could be lifted over the threshold if they were exposed to more effective transmission of sound information on agricultural advancement.

Agriculture is continuing to grow in importance, said Mr. Andrews, and this is shown by economic facts, both national and international. International developments will have a lot more to do with activities in our own country in the future than they have in the past. He noted that friends all over the world once looked to the U. S. for food. Today many of those same friends are afraid of a panic that will lead to dumping of our agricultural products abroad. Our own agricultural situation must be improved to remedy this fear.

Too many agricultural economists and scientific specialists are now talking above the farmer's head, he said, while there is not enough attention to putting that information into a form the farmer can readily use.

Talking to Farmers. The average farmer is little attracted to tedious technical bulletins, complicated tables or charts, and pedantic speaking, according to J. M. Eleazer, Clemson Agricultural College. The field demonstration is one of the most effective means of getting across to farmers the significance of scientific results, he said, but he emphasized that the speaker who has a knowledge of science and scientific developments and who can speak in the language of those he is addressing, is in a position to do agriculture a great service.

Organized Public Relations. The farmer has been put into the position of being a public whipping boy, declared Ed Lipscomb, National Cotton Council of America, and he needs some effective public relations. Mass media today are inclined to be edited for the consumer's point of view. This, combined with today's tendency toward inflammatory reporting, often puts the farmer in a bad light. He suggested a comparison of the amount of space given to the burning of potatoes to the space given to the potato growers decision not to accept subsidies. There has been a failure in this country, he said, to provide public understanding of the farmer's problems, his situation, and his approach to things.

Mr. Lipscomb suggested that the members of the fertilizer industry, or other industries dealing with farmers, get their dealers to make one speech or present one advertisement, ignoring the product they are out to sell, but devoted entirely to the virtues of the farmers' efforts. Multiplication of the effect of such a single speech or advertisement by the number of companies and their dealers could give a very powerful effect. In company advertising programs an institutional ad used occasionally to pay tribute to the achievements and contributions of agriculture might pay very effective dividends through the attitude of the farmer toward the company sponsoring such a program. Such a program must be entered wholeheartedly, not merely for salving the conscience, or with a patronizing attitude.

Mr. Lipscomb suggested that a centrally operated, national public relations program for agriculture is needed. Programs today, he said, have been bits or pieces. The farmer never has had a full organized program devoted exclusively to developing his prestige.

Participants in the agricultural public relations forum were: Robert H. Reed (left), editor, *Country Gentleman*; Stanley Andrews, executive director, National Project in Agricultural Communications; J. M. Eleazer, Clemson Agricultural College; and Ed Lipscomb, National Cotton Council

Industry

Miss. River Fuel Lets Contract to Fluor for Ammonia Plant

Mississippi River Fuel Corp. has awarded the contract for building its proposed $15 million ammonia plant at Crystal City, Mo., to Fluor Corp. William G. Marbury, president of the Mississippi firm, said the company expects to be producing 140,000 tons a year of nitrogen products by early 1956. The products, ammonium nitrate, ammonium solutions, and anhydrous ammonia, will be sold to the fertilizer industry and certain other industrial users.

Cyanamid's new Oftier plant near New Orleans, now producing sulfuric acid, ammonium sulfate, and oxygen, will soon go stream to make acetylene, anhydrous ammonia, hydrocyanic acid, and acrylonitrile.

The company has recently announced its acquisition of Natural Gas & Oil Corp. of Shreveport, La., a natural gas and oil exploratory company, which, Marbury said, was not necessarily connected with the company's entry into the chemical field.

ADM Buys Alkyd Resin Business From National's USI Division

Archer-Daniels-Midland Co. has announced purchase of the resin division of the U.S. Industrial Chemicals Division of National Distillers Products Corp. The purchase, for an undisclosed amount of cash, includes plants at Newark, N. J., and Pensacola, Fla., along with inventories, formulations, and trademarks.

ADM produces a number of raw materials used in alkyd resin manufacture—linseed oil, soybean oil, fatty acids, and glycerol—and also produce alkyd resins at four of its own plants. ADM's four plants—at Minneapolis, Edgewater, N. J., Toronto, and Los Angeles—will be set up to produce USI formulations.

Cyanamid's Louisiana Plant On Stream June 11

American Cyanamid's new plant at Fortier, La., near New Orleans, started on stream June 11. The plant is now producing sulfuric acid, oxygen, and ammonium sulfate. The plant will soon be producing anhydrous ammonia and acrylonitrile, the latter its main product.

The plant, which cost about $50 million, is of the outdoor type with provision for 100% expansion of existing units and possible addition of new units. This plant is the company's first to use natural gas a raw material for manufacturing industrial chemicals.

Gulf Oil Producing Iso-octyl Alcohol at Port Arthur, Tex.

Gulf Oil Corp. is producing iso-octyl alcohol from a new plant at Port Arthur, Tex. Tank car quantities of the chemical are going to manufacturers of agricultural chemicals, surfactants, synthetic lubricants, and plasticizers.

The new plant, which marks the company's first entry into the general organic chemical market, has a capacity for 9 million pounds of the alcohol a year and can be adapted to produce other alcohols. The process used is a company modification of the German Oxo process.

Crippen Labs Change Name To Crippen & Erlich

Raymond C. Crippen Research and Development Laboratories, Inc., of Baltimore, Md., has announced the change of its name to Crippen and Erlich Laboratories, Inc. The name change is occasioned by the appointment of Henry Erlich, a biochemist with experience in fermentation, agricultural, and food industries, as a full time executive staff member.

Davison Again Wins National Safety Award

Davison Chemical Co. Division of W. R. Grace & Co., won the award of honor of the National Safety Council for 1953, repeating successes scored in 1950 and 1951, it is announced. The award certificate was presented by J. W. Carothers, president of the Baltimore Safety Council, to Marlin G. Geiger, president of Davison.

Davison is understood to be the only company with operations in phosphate rock mining and fertilizer manufacture to have received it. In determining the award the council combined figures for Davison and the remainder of the industry. In accident frequency, the company was 59.7% below the average thus set up, and in accident severity 68.9% below average.

Distinguished Farm Bankers Honored by Spencer

Joe Culpepper (in dark suit) general sales manager of Spencer Chemical Co., with the "distinguished farm bankers" honored in Kansas City recently by Spencer. These bankers, chosen by their fellow bankers in their own states, are (left to right) D. E. Crouley, Northwestern National Bank, Minneapolis, Minn.; Roy Sweet, Story County State Bank, Story, Ill.; J. R. Kenner, Thayer County Bank, Hebron, Neb.; John H. Crocker, Citizens' National Bank, Decatur, Ill.; and E. J. Evans, Citizens' Bank, Amsterdam, Mo. While in Kansas City, these bankers drew up a platform of principles for better farm banking. Among the platform planks: employment by banks of skilled agricultural representatives, encouragement through loans and educational programs of better farm management techniques including wise use of fertilizer and agricultural chemicals