



October 1957 Volume 5, No. 10
APPLIED JOURNALS, ACS

Director of Publications: C. B. Larrabee
Editorial Director: Walter J. Murphy
Executive Editor: James M. Crowe
Production Manager: Joseph H. Kuney

AGRICULTURAL AND FOOD CHEMISTRY

Editor: Rodney N. Hader

EDITORIAL HEADQUARTERS

WASHINGTON 6, D. C.
1155 Sixteenth St., N.W.
Phone Republic 7-5300

Associate Editors: G. Gladys Gordon,
Stella Anderson, Ruth Cornette, Katherine I. Biggs, Margaret C. Summers,
George B. Krantz

Assistant Editors: Betty V. Kieffer,
Arthur Poulos, Robert J. Riley, Robert J. Kelley, Hanns L. Sperr

Editorial Assistants: Ruth M. Howorth,
Eugenia Keller, Sue M. Solliday,
Malvina B. Preiss, Marjorie H. Swenson,
Ruth Reynard

Staff Artist: Melvin D. Buckner

BRANCH EDITORIAL OFFICES

CHICAGO 3, ILL.
Room 926
36 South Wabash Ave. Phone State 2-7686

Associate Editors: Kenneth M. Reese,
Chester Placek

Assistant Editor: Laurence J. White

HOUSTON 2, TEX.
718 Melrose Bldg. Phone Fairfax 3-7107

Associate Editor: Bruce F. Greek

Assistant Editor: Earl V. Anderson

NEW YORK 16, N. Y.
2 Park Ave. Phone Oregon 9-1646

Associate Editors: William G. Hull,
Harry Stenerson, Howard J. Sanders,
D. Gray Weaver, Walter S. Fedor, Morton Salkind

SAN FRANCISCO 4, CALIF.
703 Mechanics' Institute Bldg.
57 Post St. Phone Exbrook 2-2895

Associate Editor: Richard G. Newhall

Assistant Editor: David E. Gushee

EASTON, PA.
20th and Northampton Sts.
Phone Easton 9111

Associate Editor: Charlotte C. Sayre

Editorial Assistants: Joyce A. Richards,
Elizabeth R. Rufe, June A. Barron

EUROPEAN OFFICE
Bush House, Aldwych, London
Phone Temple Bar 3605 Cable JIECHEM

Associate Editor: Albert S. Hester

Advisory Board: C. S. Boruff, Joseph W. Britton, Russell Coleman, Charles H. Fisher, Joseph W. E. Harrison, Lloyd W. Hazleton, Lea S. Hitchner, Kenneth D. Jacob, Allen B. Lemmon, Walter H. MacIntire, George L. McNew, Harvey B. Mann, Olaf Mickelson, John H. Nair, Herbert E. Robinson, Vincent Sauchelli, Warren C. Shaw, Betty Sullivan, John C. Sylvester, Charles P. Zorsch

Advertising Management
REINHOLD PUBLISHING CORP.
430 Park Ave., New York 22, N. Y.
(For Branch Offices see page 784)

Is the Farm Too Far Away?

THIS ISSUE OF AG AND FOOD offers a feature article on the role of banks in agriculture, an interpretive report on cotton insect control, and a personal profile on the new vice president of the National Agricultural Chemicals Association. Aside from the fact that all three articles are products of AG AND FOOD's own widely traveled editorial staff, they might appear at first glance to have little in common.

But there is one note that is sounded in all three. Briefly stated, it might run like this: If you want to sell the farmer, whether goods or services, you had better get close to the farmer to learn about his needs and to show him how you can supply them.

In our banks-in-agriculture feature, we note the rise to prominence of a new individual—the farm representative—who makes these activities a full-time occupation. The rapid emergence of the farm representative as handler of the rural bank's liaison with the farmer is evidence that the powerful banking industry considers close contact and genuine understanding essential—or at least very important. In fact, one of the nation's biggest banks considers close acquaintance with agriculture so important that it now gives its branch managers two weeks of university training in basic agriculture, and has its lending officers secure on-the-farm training by working closely in the field with its trained agricultural appraisers.

Our interpretive report on cotton pest control offers another illustration of the potential benefits that may be derived from getting down on the farm to discuss farm problems. This summer in the South, Hercules Powder has conducted on an unprecedented scale a schedule of farm demonstrations—with growers, pesticide dealers, and formulators cooperating—to evaluate a practical program of cotton insect control. Personal interviews with some of the participating growers have convinced AG AND FOOD that it would be difficult to conceive a program better calculated to improve rapport between user and producer of agricultural chemicals.

Finally, our personal profile records that in Monsanto's organic chemicals division, General Manager Charles H. Sommer, newly elected vice president of NACA, considers as a basic building block for an agricultural chemicals marketing structure the maintenance of a direct two-way idea exchange between manufacturer and farmer. Sommer feels that the manufacturer gains from closer communication by learning directly, at the source, about agricultural problems that may yield to chemical solution. The farmer benefits as well through faster flow of information and products, and through the channeling of the company's research efforts into projects of practical significance.

These are but a few illustrations, and certainly not the only ones we could cite, of the increasing recognition of the benefits that may accrue to chemical companies through closer work with farmers as ultimate users of chemical products. It is coincidence that three such examples should occur within the space of a few pages in one month's issue. But it is coincidence of a type that is likely to occur with rising frequency. And the producers of chemicals for agriculture would do well to make certain that the probability of such coincidence grows steadily greater.