

April 9, 1953

NOTE

Sent to: Members of National Board of Directors, Future Farmers of America:

Mr. L. C. Dalton - New Mexico
Mr. Carl Humphrey - Missouri
Mr. George Hart - Texas
Mr. Cala Watson - Vermont

Sent by: A. W. Tenny, National Executive Secretary, Future Farmers of America

Subject: Publication of Pamphlets about the Future Farmers of America

A few weeks ago I received a letter from Mr. T. A. Erickson of General Mills, Incorporated indicating that General Mills is interested in publishing certain pamphlets about the Future Farmers of America. That corporation has published ten pamphlets for the 4-H Clubs. When I was in Minnesota recently, I had a conference with Mr. Erickson, and he told me specifically that his company would be interested in publishing a number of bulletins about our organization. He assured me that there would be no advertising connected with the bulletins. The publications for the 4-H Clubs contain the emblem and the name of General Mills. One or two of them have a brief statement by the president and an introduction by Mr. Erickson. No advertising appears in any of these pamphlets. I told Mr. Erickson that we would want to discuss this and that I would advise him after we had received votes from the National Board of Directors. I indicated to him that there were needs for a number of FFA publications. The delegates at the National FFA Conventions during the past two years have recommended the completion of a history of the FFA. The Silver Anniversary would be an ideal time for such a history to be prepared and published. This would be a rather expensive undertaking. Mr. Erickson indicated that they would be able to provide a substantial number of pamphlets. No definite commitments were made. I would like to call your attention to the fact that several of their 4-H publications have run into several hundred thousand copies over a period of a few years.

I also suggested to Mr. Erickson that there is a real need for a bulletin to be developed on leadership training and the duties of FFA officers. We have also received many requests for a booklet which would interpret the Future Farmers of America Foundation to FFA members. These are just a few of the many topics that could be developed into practical bulletins that I am sure would be popular with members of our organization.

- 2 -

This morning our staff discussed the offer made by General Mills, and we are of the opinion that we should accept the offer and permit them to print a few bulletins. Our staff favored the printing of a history bulletin first, and second, the printing of a bulletin for FFA officers. It was also agreed that the bulletin pertaining to the Foundation and other topics might be valuable in the future.

It will be appreciated if you will place a check in the following space to indicate your preference, so that we may know how to proceed in connection with this offer:

I am in favor of accepting the offer made by
General Mills to print certain publications
for the Future Farmers of America

Yes _____ No _____

I recommend for consideration the following
bulletins which I believe should be printed
for use by FFA members:

AWTENNEY:Ba

Files

Spanton - Strobel