



8/3/81

Agricultural, Consumer & Environmental Sciences  
 Agricultural Extension Service  
 Claude W. Gifford Papers, 1919-2004

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**Note on Folder List and Descriptions:** In many cases, the folder descriptions in this finding aid included detailed commentary, written circa 2004, by Professor Emeritus James Evans of Agricultural Communications and Journalism at the University of Illinois. The University Archives edited these descriptions and commentaries for clarity, but left Evans' statements as unaltered as possible in order to preserve the detail offered. In addition to the finding aid commentary, Claude W. Gifford also provided lengthier first-person summaries in many folders throughout the papers.

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Box 1:

"Claude W. Gifford." Biographical introduction, 2004

**Broadcasting:**

Farm broadcasting - Summary, 2004

Six-page description by Gifford of his farm broadcasting experience, beginning on WOI Radio, Ames, and including WILL Radio, University of Illinois.

Farm broadcasting - Teaching Resources, 1947-48

Resources Gifford used to teach farm broadcasting at the University of Illinois.

Farm broadcasting - "Farm radio broadcasting." Manuscript, 1948

Unpublished manuscript by Gifford. 1948. 99 pages.

Farm broadcasting - "Why farm radio?" Manuscript, 1948

Unpublished manuscript by Gifford. 1948. 75 pages.

**Editing and Publishing General (non-Farm Journal related):**

American Agricultural Editor's Association (AAEA)- 75th Anniversary - Summary, 2004

Background information about Gifford's involvement in writing an anniversary book featuring the American Agricultural Editors' Association. Includes includes the copy for three articles Gifford wrote for the Anniversary issue.

AAEA - 75th Anniversary - *Farm Magazines, Milestones and Memories...* (Book), 1996

Published book: Wayne Swegle and John R. Harvey (eds.), *Farm Magazines, Milestones and Memories: American Agricultural Editors' Association, 1921-1996*. American Agricultural Editors' Association, Publisher. 1996. 145 pages.

AAEA - "Ag editors with Ike" Photos and Summary, 1955

Four photographs of American Agricultural Editors' Association members meeting with President Dwight Eisenhower at the White House in May 1955.

"How To Do Things" - Summary, 2004

Gifford's thoughts about the contributions farm magazines make in helping farmers and farm families share experiences to help drive "this engine of remarkable achievement." This piece also expresses appreciation for "having been here at this time as a part of what President Washington started and what this nation has become."

*How To Do Things* (Book), 1919

Early Farm Journal book that represents ways in which farmers and farm readers share experiences: Farm Journal, *How To Do Things*. Wilmer Atkinson Company, Philadelphia, Pennsylvania. 1919. 572 pages.

Reporting FFA News - Summary, 2004

One-page description by Gifford of his early journalistic experience, starting with 4-H and FFA news reporting. He served in the Iowa FFA organization as state reporter (1936) and later, as president of Iowa FFA, chaired an FFA publication committee at the National FFA Convention. File also introduces and includes a related copy of a book.

*Reporting FFA News* (Book), 1941

Charles E. Rogers, *Reporting FFA News*. Ames: Iowa State College Press. 1941. 248 pages. Autographed by the author.

***Farm Journal Magazine:***

Farm Journal - "The Birth of Farm Journal" - Summary, 2004

Five-page commentary about Wilmer Atkinson, the founder of Farm Journal magazine, and the editorial philosophy the magazine has followed. Gifford expresses a tribute to the role and contribution of farm magazines.

Farm Journal - "The Birth of Farm Journal" - *Wilmer Atkinson: An Autobiography* (Book), 1920

Book about the founder: Wilmer Atkinson, *Wilmer Atkinson: An Autobiography*.

Founder of Farm Journal. Wilmer Atkinson Company, Philadelphia, Pennsylvania. 1920. 375 pages. Copy autographed by Sidney Jenkins, great-nephew of Atkinson.

Farm Journal - Carroll Streeter, Summary and Photo, 2004

26-page review by Gifford of this long-time editor of Farm Journal, including biographical information. Most of the review materials come from memos and other items in Gifford's files (1942-1971) that "help give us an understanding of Carroll Streeter and how he put his stamp on the magazine." Also contains a rare photo of Streeter with U. S. Secretaries of Agriculture Wallace, Wickard, Anderson, Benson and Brannan; a three-page biography of Streeter; and biographical information about Gertrude Dieken, long-time editor of the family magazine within Farm Journal.

Farm Journal - Common Market, Summary and Selected Articles, 1962, 1963, 2004

Two Farm Journal articles by Gifford, including background details. Gifford statement: "These are two of the most important articles that I wrote in my 23 years at Farm Journal."

Farm Journal - Feature Stories - Summary, 2004

11 pages referring, in part, to following folders that contain suggestions about Farm Journal feature articles, 1949-1971. This material helps reveal "a farm magazine and an editor at work planning feature articles for six months ahead." Includes a description of Gifford's responsibilities during various parts of his employment at Farm Journal. Includes examples of his reporting experiences and describes the occasion of his move to USDA as Director of Information. It concludes with counsel for young people about dealing with career opportunities.

Farm Journal - Feature Story Ideas, 1950 - 58

Farm Journal feature story ideas for 1950 through 1958. Contains hundreds of suggestions from Gifford for feature stories in Farm Journal about a variety of topics. Each suggestion contains related background information about the topic, plus suggested title and subtitle, approach, resource person(s), illustration, timing and space.

Farm Journal - Feature Story Ideas, 1958 - 63

Farm Journal feature story ideas for 1958 through 1963. Contains hundreds of suggestions from Gifford for feature stories in Farm Journal about a variety of topics.

Farm Journal - Feature Story Ideas, 1963 - 66

Farm Journal feature story ideas for 1963 through 1966. Contains hundreds of suggestions from Gifford for feature stories in Farm Journal about a variety of topics.

Farm Journal - Feature Story Ideas, 1967-71

Farm Journal feature story ideas for 1967 through 1971. Contains hundreds of suggestions from Gifford for feature stories in Farm Journal about a variety of topics.

Farm Journal - "First speech as editor," Summary, 2004

Description of Gifford's first speech presented (at a meeting of the Independent Livestock Marketing Association, May 1949) as a Farm Journal editor. His description also includes the roles of Farm Journal subject matter editors and field editors, and his policies on accepting payment for speaking engagements.

Farm Journal - Memos and Magazine Strategy, 1948-71

Selected samples of memos and other materials that represent elements of Farm Journal strategy, internal management, or planning between 1948 and 1971. An eight-page introduction by Gifford provides context and describes the materials. Topics range broadly from gift subscriptions and readership studies to coverage of the Brannan Plan and State Marketing Orders.

Farm Journal - Office Moves, Summary, 2004

Commentary related to announcement in 2004 that Farm Journal magazine was moving from Philadelphia, Pennsylvania, to Mexico, Missouri. Gifford explains the reason for the original location in Philadelphia and traces ways in which Farm Journal adapted during the years (e.g., by regional editors) to cover agriculture nationally from an east coast location. Discusses the emerging role of women in agricultural reporting. Includes a copy of the news release: "Farm Journal Moves to Midwest: Freiberg Named Editor."

Farm Journal - Reprints, 1949-1968

Reprints, plus a one-page description that includes some of his experiences in preparing them and responding to requests for them.

Farm Journal - Staff Conference - Dec. 1949

Conference material, December 1949. Meeting agenda, story ideas (with rationale) from various staff reporters and editors.

Farm Journal - Staff Conference - Nov. 1950

Staff conference, November 1950. Memos, notes, story ideas, manuscript outlines.

Farm Journal - Staff Conference - May 1951

Conference, May 1951. Story ideas, assignments.

Farm Journal - Staff Conference - Fall 1951

Staff conference, Fall 1951. Analyses of editorial content, 1949-1951, by topic and states mentioned; notes, story ideas.

Farm Journal - Staff Conference - May 1952

Spring staff meeting, May 1952. Assignments, story ideas.

Farm Journal - Staff Conference - Oct. 1952 (1 of 2)

Staff conference, October 1952. Assignment sheets, story ideas, discussion notes.

Box 2:

Farm Journal - Staff Conference - Oct. 1952 (2 of 2)

Staff conference, October 1952. Assignment sheets, story ideas, discussion notes

Farm Journal - Staff Conference - March 1953

Spring staff conference, March 1953. Story ideas, rating sheets, post-meeting communications.

Farm Journal - Staff Conference - Fall 1953

Staff conference, Fall 1953. Schedule, story ideas, discussion notes.

Farm Journal - Staff Conference - Spring 1954

- Staff conference, Spring 1954. Arrangements, story ideas, discussion notes.  
Farm Journal - Staff Conference - Fall 1954
- Staff conference, Fall 1954. Story ideas, discussion notes, clippings.  
Farm Journal - Staff Conference - Spring 1955
- Staff meeting, Spring 1955. Story ideas, discussion notes, staff assignments.  
Farm Journal - Staff Conference - Fall 1955
- Staff conference, Fall 1955. Arrangements, story ideas, discussion notes.  
Farm Journal - Staff Conference - Spring 1956
- Staff conference, Spring 1956. Schedule and arrangements, story ideas, discussion notes, assignments.  
Farm Journal - Staff Conference - Fall 1956
- Staff conference, Fall 1956. Arrangements, story ideas, discussion notes.  
Farm Journal - Staff Conference - Spring 1957
- Staff conference, Spring 1957. Arrangements, schedule, story ideas, discussion notes.  
Farm Journal - Staff Conference - Fall 1957
- Staff conference, Fall 1957. Program, assignments, story ideas, discussion notes.  
Farm Journal - Staff Conference - Spring 1958
- Staff conference, Spring 1958. Program, assignments, story ideas, discussion notes.  
Farm Journal - Staff Conference - Fall 1958
- Staff conference, Fall 1958. Arrangements, program, story ideas, rating sheets.  
Farm Journal - Staff Conference - Spring 1959
- Staff conference, Spring 1959. Program, arrangements, story ideas.  
Farm Journal - Staff Conference - Fall 1959
- Staff conference, Fall 1959. Arrangements, program, story ideas, a published report: "What's ahead in farming: semi-annual report by Farm Journal's field editors." Fall 1959. 33 pages.  
Farm Journal - Staff Conference - Spring 1960
- Staff conference, Spring 1960. Schedule, story ideas, Farm Journal staff reports, rating sheet.  
Farm Journal - Staff Conference - Fall 1960
- Staff conference, Fall 1960. Arrangements, schedule, story ideas, conference report.  
Farm Journal - Staff Conference - April 1961
- Staff conference, April 1961. Arrangements, story ideas, rating sheet, discussion notes, conference report.

Box 3:

- Farm Journal - Staff Conference - Fall 1961  
Staff conference, Fall 1961. Arrangements, program, story ideas, discussion notes, rating sheets, story assignments.
- Farm Journal - Staff Conference - Spring 1962  
Staff conference, April 1962. Program, story ideas, discussion notes, story assignments, rating sheets.
- Farm Journal - Staff Conference - Fall 1962  
Staff conference, October 1962. Agenda, story ideas, discussion notes, rating summary.

- Farm Journal - Staff Conference - Spring 1963  
Staff conference, April 1963. Program, story ideas, ballot, discussion notes.
- Farm Journal - Staff Conference - Fall 1963  
Staff conference, October 1963. Program, story ideas, questions for discussion before advertisers, sifted peak ideas, conference report.
- Farm Journal - Staff Conference - Spring 1964  
Staff conference, Spring 1964. Arrangements, program, story ideas, farmer readership survey (procedure, responses), booklet: "What's ahead in farming: economic outlook for spring-summer 1964 - editors of Farm Journal." 25 pages.
- Farm Journal - Staff Conference - Fall 1964  
Staff conference, Fall 1964. Program, story ideas, rating sheets, booklet: "What's ahead in farming, Fall-Winter 1964-64, by the editors of Farm Journal." 28 pages.
- Farm Journal - Staff Conference - Spring 1965  
Staff conference, Spring 1965. Program, arrangements, story ideas.
- Farm Journal - Staff Conference - Fall 1965  
Staff conference, Fall 1965. Program, story ideas, rating sheet, assignments, list of eliminated stories, Congressional Record clippings.
- Farm Journal - Staff Conference - Spring 1966  
Staff conference, Spring 1966. Program, arrangements, story ideas.
- Farm Journal - Staff Conference - Fall 1966  
Staff conference, Fall 1966. Program, story ideas.
- Farm Journal - Wheeler McMillen - "Pioneer of Life" Summary, 2004  
Two pages highlighting Gifford's views of and experience with Wheeler McMillen, former editor-in-chief of Farm Journal. The commentary includes an occasion in which McMillen spoke to an animal production group in Chicago. Accompanying this file are five McMillen books, as follows.
- Farm Journal - W. McMillen - *Too Many Farmers...* (Book), 1929  
Wheeler McMillen, *Too Many Farmers: The story of what is here and ahead in agriculture*. William Morrow and Company, New York, NY. 1929. 340 pages. Autographed by author.
- Farm Journal - W. McMillen - *New Riches From The Soil...* (Book), 1946  
Wheeler McMillen, *New Riches From The Soil: The progress of chemurgy*. D. Van Nostrand Company, Inc., New York, NY. 1946. 397 pages. Autographed by author.
- Farm Journal - W. McMillen - *Land of plenty...* (Book), 1961  
Wheeler McMillen, *Land Of Plenty: The American farm story*. Holt, Rinehart and Winston, New York, NY. 1961. 138 pages. Autographed by author.
- Farm Journal - W. McMillen - *Why The United States Is Rich...* (Book), 1963  
Wheeler McMillen, *Why The United States Is Rich*. Caxton Printers, Ltd., Caldwell, Idaho. 1963. 68 pages. Autographed by author.
- Farm Journal - W. McMillen - *Ohio Farm* (Book), 1974  
Wheeler McMillen, *Ohio Farm*. Ohio State University Press, Columbus. 1974. 220 pages. Autographed by author.
- Farm Journal - "Where Farm Journal gets its ideas." Summary and Photos, 2004  
Eight-page report by Gifford about the process by which Farm Journal staff members

developed content for issues of the magazine during the 1950s and 1960s. Also includes four photographs and cutlines related to that process

Farm Journal - "Who wrote the Goldwater memo?" - Summary, 2004

Contains a one-page description by Gifford about responses by Farm Journal editors to Senator Barry Goldwater's agriculture platform during the Senator's campaign for President in 1964. File also refers to an following book.

Farm Journal - *Who Wrote The Goldwater Memo?* (Book), 1965

Stephen Shadegg, *What happened to Goldwater? The inside story of the 1964 Republican campaign.* New York: Holt, Rinehart and Winston. 1965. 280 pages.

Farm Journal - Gifford Scrapbooks, 1952-1967 (See Boxes 8-11)

### **Speeches, General** (non- *Farm Journal*, non-USDA):

Speeches - "Agriculture in 1980," 1965

Speech given by Gifford in 1965, "What Agriculture May Be Like in 1980." Includes his comments about the experience of trying to look ahead, the role of government in farming, and the risks of trying to use the past to predict the future.

Speeches - "Bargaining Associations" 1963, 1971

Speeches given by Gifford in 1963 and 1971, including proceedings of related conferences about cooperatives and agricultural marketing. His accompanying three-page description cites the logic of being both a market economist and an active supporter of agricultural bargaining associations. Related book by Wayne D. Rasmussen in following folder.

Speeches - "Bargaining Associations" - *Farmers, Cooperatives and the USDA* (Book), 1991

Book by Wayne D. Rasmussen, *Farmers, Cooperatives and the USDA: A history of Agricultural Cooperative Service.*

Speeches - "Making speeches", 1956

Speech Gifford gave in 1956, "What others think of us," to the National Association of Wheat Growers. Contains a four-page summary of his approach to planning and presenting speeches.

Speeches - "Farm Managers Plow New Ground", 1960

Speech by Gifford, "Let's Plow Some New Ground," to the American Society of Farm Managers and Rural Appraisers. An accompanying commentary describes Gifford's approach to this speech, which featured the farmer's public image and encouraged efforts to "get farmers to present a smiling, confident face to the world, which is how they really live." Includes the journal issue that contains Gifford's speech.

Speeches - First and last speeches, 1971, 1976, 1991

Five-page summary by Gifford about procedures for writing speeches for Secretaries of Agriculture, as well as his experiences in that process involving six Secretaries. Title refers to his experience in writing the first and the last speech presented by Secretary Edward Madigan. Contains those speeches.

### **United States Department of Agriculture (USDA):**

USDA - 125<sup>th</sup> Anniversary "Wakefield to Springfield.", 1987

Contains a one-page summary by Gifford, plus samples of information he wrote in

connection with the 125th anniversary of the U.S. Department of Agriculture in 1987. The publications were based on the life and influence of two U.S. presidents with rural beginnings: George Washington and Abraham Lincoln.

USDA - Biotech and the public - Summary, 1988

One-page summary by Gifford about a series of four regional conferences organized by the USDA during 1988 on "Agricultural Biotechnology and the Public." Discusses the role of information specialists. Reports from all conferences included.

USDA - Biotech and the public - *Made in Washington...* (Book), 1985

Clarence D. Palmby, *Made in Washington: food policy and the political expedient*. Interstate Printers & Publishers, Danville, Illinois. 1985. 226 pages. Autographed by the author.

USDA - Biotech and the public - *Great Plains Symposium...* (Book), 1984

Proceedings: *Great Plains Symposium on World Agricultural Trade*. North Dakota State University, Fargo, June 12-13, 1984. 103 pages.

USDA - Chicago Museum Summary and Photo, 1950, 2004

Description by Gifford about how the USDA arranged to place an agriculture exhibit in the Chicago Museum of Science and Industry, beginning in about 1975. Includes Gifford's early experiences in Chicago, first in 1940 as a college student. Enclosed photo shows Gifford and others at a banquet associated with the National 4-H Congress, Chicago, Illinois, in 1950.

USDA - Deputy Director - "What a Deputy Director Does" Summary, 2004

Two-page summary by Gifford, who was a member of the Senior Executive Service and Deputy Director of Governmental and Public Affairs for the U.S. Department of Agriculture, during 1979-1980.

USDA - Deputy Director - Performance Requirements, 1979-1980 (2 folders)

Correspondence related to the Deputy Director responsibilities, September 1979-June 1980.

USDA - Deputy Director - Performance Requirements Worksheet, ca. 1979-1980 (1 of 2)

Contains Deputy Director "Performance Requirements Worksheet" sections for various responsibilities, such as management of USDA printing, audio-visuals, relationships with professional communicator groups (e.g., Farm-City Council, American Agricultural Editors' Association, Agricultural Communicators in Education, Agricultural Relations Council) and efforts to improve presentation of economic information of the Department

Box 4:

USDA - Deputy Director - Performance Requirements Worksheet, ca. 1979-1980 (2 of 2)

Contains Deputy Director "Performance Requirements Worksheet" sections for various responsibilities, such as management of USDA printing, audio-visuals, relationships with professional communicator groups (e.g., Farm-City Council, American Agricultural Editors' Association, Agricultural Communicators in Education, Agricultural Relations Council) and efforts to improve presentation of economic information of the Department

USDA - *Executive Notes*- "The birth of *Executive Notes*" Summary, 2004

Development of "Executive Notes," a unique weekly publication that explains USDA policy positions, programs, and goals, as well as major developments in private-sector



agriculture. Gifford was a Meritorious Rank Award recipient in 1991 for this contribution. Complete file of USDA Executive Notes published from March 7, 1986, through December 18, 1992, in following folders.

USDA - *Executive Notes* - Index for 1986-92

Published from March 7, 1986 through December 18, 1992. 135 pages.

USDA - *Executive Notes* - 1986

USDA - *Executive Notes* - 1987

USDA - *Executive Notes* - 1988

USDA - *Executive Notes* - 1989

USDA - *Executive Notes* - 1990

USDA - *Executive Notes* - 1991

USDA - *Executive Notes* - 1992

USDA - *Executive Notes* - "USDA Report" Distribution Summary, 2004

"USDA Report," a version of "Executive Notes" that Gifford wrote weekly for leaders of farm and commodity organizations, agribusiness groups and consumer groups. Includes a list of organizations that received the report.

USDA - "First century in the Cabinet", 1989

Piece Gifford wrote in 1989 recognizing the first century of USDA as a Cabinet Department: "United States Department of Agriculture and the Nation: A Century of Progress." An accompanying description briefly reviews the history of the USDA within the federal government, first as a Commission and later as a Department with Cabinet status.

USDA - Food and nutrition, 1979-82

Development of three USDA publications on food and nutrition in the 1979-1982 period. They represented cooperative ventures with the American Dietetic Association and General Mills (that placed nutritional messages on cereal boxes). Includes two publications: "Food 2", "Food 3"

USDA - General Agreement on Tariffs and Trade (GATT) Issue Team - Summary, 2004

USDA - GATT Issue Team - Program Materials, 1988-90

Program of the USDA GATT Issue Team that Gifford led as Information Coordinator in 1990. Includes two related USDA publications: "Effects of the North American Free Trade Agreement on U.S. Agricultural Commodities," 1993. "Agricultural Provisions of the Uruguay Round," 1994.

USDA - Graduate School Summary 2004

Two-page summary by Gifford about his involvement as chairman of the Mass Communications Department for many years and as a member of the Academic Council of the Graduate School. A copy of the 1983-84 Catalog also is included in this file.

USDA - History of the Department of Agriculture - Summary, 2004

Gifford introduces the following five references.

USDA - History of the Department of Agriculture - *Century of Service...* (Book) 1963

*Century of Service: the first 100 years of the United States Department of Agriculture.* Washington, D.C. 1963. 560 pages.

USDA - History of the Department of Agriculture - *The Department of Agriculture.* (Book), 1972

Wayne D. Rasmussen and Gladys L. Baker, *The Department of Agriculture*. New York, Praeger Publishers. 1972. 257 pages. Autographed by authors.

USDA - History of the Department of Agriculture - *A History of Agricultural Extension Work...* (Book), 1928

Alfred C. True, *A History of Agricultural Extension Work in the United States 1785-1923*. Miscellaneous Publication No. 15, U.S. Department of Agriculture. Government Printing Office, Washington, D.C. 1928. 220 pages.

Box 5:

USDA - History of the Department of Agriculture - *A History of Agricultural Experimentation...* (Book), 1937

Alfred C. True, *A History of Agricultural Experimentation and Research in the United States, 1607-1925*. Miscellaneous Publication No. 251, U.S. Department of Agriculture. Government Printing Office, Washington, D.C. 1937. 321 pages.

USDA - History of the Department of Agriculture - *The Legacy...* (Book), 1987

Norwood Allen Kerr, *The Legacy: a centennial history of the State Agricultural Experiment Stations, 1887-1987*. Columbia, Missouri: Missouri Agricultural Experiment Station, University of Missouri. 1987. 318 pages.

USDA - "How many people in the Department of Agriculture" Summary, 2004

Description by Gifford of the complexities (and administrative risks) of counting heads in various ways. Also enclosed: "USDA Employment," a description of five methods used to keep track of USDA Federal employees (1991), "USDA Staff Years," a table of staff years, by USDA agency and unit, 1981-1991.

USDA - Management Fact Book "What USDA does and who does it" - Summary, 2004

Two-page summary by Gifford about contents of the 1975 Management Fact Book, "the most inclusive look I have seen showing what the USDA does and who does it."

USDA - Management Fact Book "What USDA does and who does it," 1975 (2 folders)

Includes concise summaries of "historical perspective" and "unique and interesting facts" about the Department of Agriculture, along with other management information.

USDA - News Release Path, 1984

Five-page report, "How USDA news releases are developed and cleared." An introductory description by Gifford provides behind-the-scenes reasons for the preparation of this report.

USDA - Office of Information - Summary, 2004

Description of the history, mission and operating methods of the Office, with emphasis on developments during Gifford's involvement, beginning in 1971 (8 pages)

USDA - Office of Information - "How to Get Information from the United States Department of Agriculture" Magazine Issues, 1980-97

Four issues of "How to Get Information from the United States Department of Agriculture," 1980-97.

USDA - Office of Information - Agenda for Managing the Office of Information, 1971-1982

Three documents by Gifford about the role and mission of the Office, and the management approach to which he subscribed. Several clippings, booklets and other items related, in particular, to efforts by the USDA to improve public understanding of

agriculture.

- USDA - Office of Information - Agriculture in the Classroom, 1984, 1991  
The origins and development of this program initiated and spearheaded by the U.S. Department of Agriculture, through the Office of Information. Includes information about experiences of the Giffords in hosting an American Field Service exchange student from Indonesia during 1962-63.
- USDA - Office of Information - Agriculture in the Classroom - Exchange Student Yearbook, 1963  
A copy of the American Field Service exchange student from Indonesia's high school yearbook in the file includes her note of appreciation to the Giffords.
- USDA - Office of Information - Budget - "Putting a Budget Together" Summary, 2004  
Five-page summary by Gifford about experiences in presenting the USDA Information Office budget proposals each year. Refers, as example, to Congressional hearings of 1957 and 1982 (copies of those hearings provided). Discussions illustrate differences in the kinds of information activities and the costs during that 25-year span. Summary includes his experience in responding to a USDA agency budget hearing at which he was asked to "bring a plan to make major cuts in your budget." Refers to provided material for the 1982FY Senate hearings and 1983FY House hearings.
- USDA - Office of Information - Budget - "Office of Information" Report, 1957  
1957 Office of Information report and U.S. House hearing testimony, pp. 1345-1380.
- USDA - Office of Information - Budget - "Agriculture, Rural Development and Related Agencies Appropriation Bill," 1982  
"Agriculture, Rural Development and Related Agencies Appropriation Bill, 1982." House Report 97-172, July 1981. Includes budget proposals involving the Office of Governmental and Public Affairs. Also includes (pp. 20, 21, 87) background information about Congressman Whitten's support of the Agricultural Conservation Program.
- USDA - Office of Information - Budget - USDA Budget Testimony in Congressional Appropriations Hearings, 1981-82 (2 folders)  
Comprehensive resource regarding the USDA Office of Governmental and Public Affairs for 1982 budget testimony in Congressional appropriations hearings. Includes summary of OGPA mission and current activities, budget proposed, appropriation history, employment, expenses, budget status, related Congressional directives, selected programs (e.g., Yearbook of Agriculture, Consumer Information Center, Visitor Information).
- USDA - Office of Information - Budget - USDA Budget Testimony in Congressional Appropriations Hearings, 1983  
Comprehensive resource regarding the 1983 budget request for the USDA Office of Governmental and Public Affairs in Congressional appropriations hearings.
- USDA - Office of Information - Budget - *Agriculture, Rural Development and Related Agencies Appropriations for 1982...* (Book), 1982  
*Agriculture, Rural Development and Related Agencies Appropriations for 1982: hearings before a subcommittee of the Committee on Appropriations, House of Representatives, 97th Congress, First Session.* Includes supporting information and testimony for the proposed budget of the Office of Governmental and Public Affairs.
- USDA - Office of Information - Campaign for Better Public Understanding, Summary 2004

- One-page summary by Gifford of an information campaign by the USDA to achieve a better public understanding of the contributions of agriculture.
- USDA - Office of Information - Campaign for Better Public Understanding - Whitten Achievement Report, 1976  
1976 achievement report to Congressman Jamie Whitten, through whose support the campaign was possible.
- USDA - Office of Information - Campaign for Better Public Understanding - *That We May Live*. (Book), 1966  
James L. Whitten, *That We May Live*. D. Van Nostrand Company, Inc., Princeton, N.J. 1966. 251 pages. Autographed by the author.
- USDA - Office of Information - Delegations of authority - Summary, 2004  
10-page summary about regulations for administering the USDA Office of Information; 4-page set of notes on why the USDA Director of Information should not report administratively to the Assistant Director for Administration; a report to Deputy Secretary Richard Lyng on the Department's publication and printing operation; comments on Assistant Secretary Wallace's memorandum of February 27, 1981, about printing; and other reference items.
- USDA - Office of Information - Delegations of authority - "USDA Administrative Regulations," 1977  
Contains "USDA Administrative Regulations" (May 1977) as related to the Office of Communication
- USDA - Office of Information - Delegations of authority - "How to get Information from the U.S. Department of Agriculture.," ca. 1977  
"How to get Information from the U.S. Department of Agriculture." Contains reference materials about the Office of Communication, including all their divisions (press, publications, others).
- USDA - Office of Information - Delegations of authority - "Publications and Visual Communication," ca. 1977  
"Publications and Visual Communication." Information about the mission and functions of four Office of Communication divisions: Design, Publications, Photography and Motion Picture.
- USDA - Office of Information - Food safety and staff work, 2004  
Gifford's observations about the importance and perils of "staff work" to keep Department spokespersons updated on various matters. Gifford cites two examples of breakdowns in such responsibilities, one involving Congressional relationships and one involving a press leak during Secretary Butz's term. Contains a sample briefing report about food safety.
- USDA - Office of Information - R. Lyle Webster, 1958  
Introductory page by Gifford about Lyle Webster and Webster's doctoral dissertation: "Office of Information, U.S. Department of Agriculture," School of Government and Public Administration, American University, Washington, D.C. 1958. 114 pages.
- USDA - Professional Employees, "Freedom to be a professional.," 1983  
Presentation by Gifford to the Organization of Professional Employees of the U.S. Department of Agriculture, October 1983. Includes reference to the importance of

professional communicators in the public and private sectors, collaborating to provide agricultural information.

USDA - Public relations for agriculture - Summary, 2004

Contains a four-page explanation by Gifford about a USDA project during 1973-74 to analyze public opinion about food, farmers and agriculture, as a basis for public information programming.

USDA - Public relations for agriculture - Midlands Cooperatives Inc, 1970-1979

Documents in the file include procedures, correspondence and reports of findings.

USDA - Public relations for agriculture - Midlands Cooperatives Inc - Slide Presentation, 1973

USDA - Public relations for agriculture - "What the public says about food, farmers and agriculture" - Editorial Notes, ca. 1972

USDA - Public relations for agriculture - "What the public says about food, farmers and agriculture" - Draft, 1973

"What the public says about food, farmers and agriculture: A Nationwide Survey Conducted for PACER, Inc." Princeton, New Jersey: Response Analysis Corporation. January 1973. 117 pages.

USDA - Public relations for agriculture - "What the public says about food, farmers and agriculture" - Revised Draft, 1973

"What the public says about food, farmers and agriculture. A Nationwide Survey Conducted for PACER, Inc." Princeton, New Jersey: Response Analysis Corporation. January 1973. 70 pages.

USDA - Public relations for agriculture - "What the public says about food, farmers and agriculture" - Final Report, 1974

"What the public says about food, farmers and agriculture: A Nationwide Survey Conducted for PACER, Inc." Princeton, New Jersey: Response Analysis Corporation. January 1974. 119 pages.

USDA - Public relations for agriculture - "What the General Public Thinks of Farmers" Exhibit Materials, 1984

#### Box 6:

USDA - Public relations for agriculture - "What the public says about food, farmers and agriculture"- Detailed tabulations, 1974

"What the public says about food, farmers and agriculture: A Nationwide Survey Conducted for PACER, Inc." Princeton, New Jersey: Response Analysis Corporation. January 1974. Unnumbered pages.

USDA - Public relations for agriculture - *Grassroots Public Relations for Agriculture* (Book), 1950

Ed Lipscomb, *Grassroots Public Relations for Agriculture*. Democratic Printing & Lithographing Company, Little Rock, Arkansas. 1950. 104 pages.

USDA - Public relations for agriculture - *Improving Agriculture's Reputation...* (Book), 1963

Dan B. Murphy, *Improving Agriculture's Reputation: a do-it-yourself approach to better rural public relations*. Des Moines, Iowa: Gardner Publishing Company. 1963. 222 pages. Autographed by author.

USDA - Reorganization of USDA Information Summary, 2004

- 13-page summary by Gifford about reorganization activities (including some of his experiences), beginning in 1977 and extending into the 1990s.
- USDA - Rural Development, "A new life for the country," ca. 1969-71  
A two-page summary by Gifford involves early USDA activities involving rural development. Describes formation by President Nixon in 1969 of a Task Force on Rural Development, on which Gifford served. Other items in the file include an Oval Office photo, correspondence, resources and the report, "A new life for the country."
- USDA - Secretaries of Agriculture - Annual report, Summary 2004  
Summary by Gifford about how the annual report of the U. S. Secretary of Agriculture was prepared.
- USDA - Secretaries of Agriculture - Annual report - "Report of the Secretary of Agriculture", 1973, 1974, 1976, 1986, 1987, 1989, 1991
- USDA- Secretaries of Agriculture - Earl Butz Summary, 2004  
Five-page description of Gifford's experiences and relationship with Secretary Earl Butz for five years when Gifford headed the Office of Information/Communication and the Secretary's speech writing staff. Gifford also made all appointments for media interviews in Washington and sat in on them, conducted the Secretary's press conferences at USDA and traveled with the Secretary on trade missions abroad. The experiences cited include a description of circumstances related to the joke with racial overtones that led to the Secretary's resignation in 1976. Also in the folder: January 1972 issue of Top Op magazine, featuring Secretary Butz on the cover as new U.S. Secretary of Agriculture.
- USDA - Secretaries of Agriculture - Earl Butz - Audio cassettes of speeches, press conferences, and interviews, 1972-1973 (See Box 12-13)
- USDA- Secretaries of Agriculture - Earl Butz - Managing media contacts, 1972-76  
In a three-page summary, Gifford describes media relationships with Secretary of Agriculture Earl Butz. Other information in the file consists of media-related correspondence, much of it with the signature of Secretary Butz.
- USDA- Secretaries of Agriculture - Earl Butz - Speeches - Summary, 2004  
Gifford's observations in helping Secretary of Agriculture Earl Butz plan and prepare speeches, beginning in 1971. This eight-page commentary describes procedures they used and some sample experiences in working with the Secretary. Relates to following folders containing the Secretary's speeches and testimony.
- USDA - Secretaries of Agriculture - Earl Butz - Speeches:  
Dec. 1971-April 1972  
April 1972-July 1972  
August 1972-Dec. 1972  
Dec. 1972-April 1973  
May 1973-Oct. 1973  
Oct. 1973-Feb. 1974  
Feb. 1974-April 1974  
May 1974-July 1974

Box 7:

July 1974-Oct. 1974

Oct. 1974- Dec. 1974  
Jan. 1975- April 1975  
April 1975-Sept. 1975  
Sept. 1975-Jan. 1976  
Jan. 1976-Mar. 1976  
Mar. 1976-June 1976  
June 1976-Sept. 1976

USDA- Secretaries of Agriculture - Earl Butz - Testimony, 1972-1973

Folder contains the following:

January 24, 1972. Statement before the Committee on Agriculture and Forestry, U.S. Senate, regarding H.R. 1163, the proposed "Strategic Storable Agricultural Commodities Act of 1971."

January 25, 1972. Statement before the Subcommittee on Legislative and Military Operations, Committee on Government Operations, U.S. House of Representatives, regarding H.R. 6962, a bill establishing a new Department of Community Development.

February 1, 1972. Statement before the Special Subcommittee on Labor of the Committee on Education and Labor, U.S. House of Representatives, regarding dock strikes and American agriculture.

February 2, 1972. Statement before the Committee on Agriculture, U.S. House of Representatives, regarding H.R. 10867 regarding proposals for rural development.

February 3, 1972. Statement before the Committee on Labor and Public Welfare, U.S. Senate, regarding the need for emergency strike legislation.

February 15, 1972. Statement before the Joint Economic Committee, Congress of the United States, regarding hearings on the 1972 Economic Report of the President.

February 22, 1972. Statement before the Subcommittee of the Appropriations Committee, U.S. House of Representatives, regarding the present situation of American agriculture and the budget requirements for 1973.

March 6, 1972. Statement before the Subcommittee of the Appropriations Committee, U.S. Senate, regarding the present situation of American agriculture and the budget requirements for 1973.

July 26, 1972. Statement before the Committee on Agriculture and Forestry. U.S. Senate, regarding the hide export situation as it relates to agriculture.

September 14, 1972. Statement before the Livestock and Grain Subcommittee, Committee on Agriculture, U.S. House of Representatives, regarding the sale of U.S. grain to the Soviet Union by the private grain trade.

February 1, 1973. Statement before the Committee on Agriculture and Forestry, U.S. Senate, regarding budget cuts and program changes, especially concerning the Forest Service, Farmers Home Administration, Rural Electrification Administration and the Rural Environmental Assistance Program.

February 7, 1973. Statement before the Subcommittee on Separation of Powers and Committee on Government Operations, U.S. Senate, regarding recent actions taken by the Administration relative to the FY1973 expenditures of the Department of Agriculture.

- February 21, 1973. Statement before the Subcommittee of the Appropriations Committee, U.S. House of Representatives, regarding the Department of Agriculture budget for FY1974.
- March 29, 1973. Statement before the Committee on Agriculture and Forestry, U.S. Senate, regarding farm commodity legislation.
- May 11, 1973. Statement before the Ways and Means Committee, U.S. House of Representatives, regarding trade reform legislation.
- June 2, 1973. Statement before the Subcommittee on Agricultural Research and General Legislation of the Committee on Agriculture and Forestry, U.S. Senate, regarding the importance of fuel in farming and the impact on farmers of current fuel shortages.
- July 23, 1973. Statement before the Permanent Subcommittee on Investigations, Committee on Government Operations, U.S. Senate, regarding the 1972 sale of U.S. grains to the Soviet Union.
- USDA- Secretaries of Agriculture - John. R Block - Bankers speech, 1982  
Speech Gifford wrote for Secretary of Agriculture John R. Block to present at the National Agricultural Bankers Conference in 1982. In an accompanying background piece about the speech, Gifford notes that the speech gives an insight into a troublesome time for farmers and describes what he felt were "lessons learned" from farm program history. The speech includes a section on what the Government should not do.
- USDA- Secretaries of Agriculture - Edward R. Madigan - Outlook speech, 1992  
Secretary of Agriculture Edward R. Madigan's speech, "Agriculture's Changing Horizons," at the USDA Outlook Conference in December 1992. Gifford's accompanying commentary describes Farm Journal's unusual arrangement with the USDA for reporting on Outlook conferences and the Secretary's surprise request (on short notice) for Gifford to write the speech, which was later included in Vital Speeches.
- USDA- Secretaries of Agriculture - Edward R. Madigan- President's Day Speech, 1993  
Speech, "A Nation...So Conceived," that Secretary Edward Madigan asked Gifford to write for a President's Day speech in Illinois during 1993. The speech emphasized how important Presidents Washington and Lincoln had been to the nation's agriculture and to the USDA. In an accompanying explanation, Gifford emphasized the importance of agriculture in any nation's economy.
- USDA- Secretaries of Agriculture - Clifford M. Hardin - Speeches, 1969-1971  
Speeches of Secretary of Agriculture Clifford M. Hardin. 46 speeches, or summaries of speeches, presented February 17, 1969, through June 9, 1971.; folder also includes: "Solving America's Farm Problem: A Consensus Approach to Farm Legislation." February 12, 1970. 4 pages.  
Clifford M. Hardin, "Agriculture Goals." No date. 2 pages.  
Clifford M. Hardin, "The Agricultural Miracle of the United States." For Le Monde on the occasion of the Second World Food Congress and the 25th Anniversary of the Food and Agriculture Organization of United Nations. 1970. 5 pages.  
"Secretary Hardin Cites Gains in Feeding Programs." USDA news release of November 23, 1970.  
Clifford M. Hardin, Statement for the Duluth (Minnesota) Herald newspaper on balanced



environment. No date.

"Agricultural Achievements Noted." USDA news release of July 23, 1971, describing five main achievements cited by the Secretary.

Francis A. Kutish, "The Agenda for Agriculture Policy in the 1970's." Remarks by USDA Staff Economist before the American Railway Development Association, May 25, 1970.

USDA - Secretaries of Agriculture - Clifford M. Hardin - Testimony, 1969-1971:

Folder includes the following:

May 7, 1969. Statement of the Secretary before the Select Committee on Nutrition and Human Needs regarding the food assistance programs of the Department.

September 24, 1969. Statement of the Secretary before the Committee on Agriculture. U.S. House of Representatives, regarding new farm legislation.

March 3, 1970. Statement of the Secretary before the Committee on Agriculture and Forestry, U.S. Senate, regarding new farm legislation.

March 20, 1970. Statement of the Secretary before the Subcommittee of the Appropriations Committee, U.S. Senate, regarding program plans and budget needs for 1971.

May 13, 1970. Statement of the Secretary before the Committee on Ways and Means, U.S. House of Representatives, regarding the proposed Trade Act of 1969.

February 18, 1971. Statement of the Secretary before the Joint Economic Committee regarding the President's economic report as it relates to agriculture and to rural America.

March 30, 1971. Statement of the Secretary before the Subcommittee of the Appropriations Committee, U.S. Senate, regarding the 1972 budget.

April 23, 1971. Statement of the Secretary before the Rural Development Subcommittee, Agriculture and Forestry Committee, U.S. Senate, regarding a draft bill on the development of rural America and the impact of the proposal for rural community development revenue sharing.

USDA - Secretary of Agriculture, Assistant - Clarence D. Palmby, 1970-71

Folder contains the following:

January 20, 1970. News release summarizing the Assistant Secretary's remarks to the National Association of Wheat Growers regarding growth opportunities associated with an expanding market for livestock and poultry feed.

March 5, 1970. Speech presented at the Ninth Federal Reserve District Farm Forum regarding public policies of the future, as they will influence agricultural and rural development.

June 4, 1970. Speech presented to The Sugar Club regarding trade policy and problems.

October 29, 1970. "Feeding: A World Opportunity," presented at the Feed Industry Seminar and Open House at Kansas State University.

February 1, 1971. "A New Direction," presented to the National Cotton Council of America regarding new cotton legislation.

March 1, 1971. "The Decisions We Made," presented to the Blue-Earth-Nicollet Cooperative Electric Association (Minnesota) regarding trends and opportunities in various sectors of agriculture, as influenced by farmers' decisions under the

new farm programs.

USDA - Secretary of Agriculture, Assistant - "What a USDA Assistant Secretary does"- Summary, 2004

A two-page summary by Gifford describes his responsibilities as the USDA Acting Assistant Secretary of Agriculture for Governmental and Public Affairs during 1981-82. It introduces three folders of following material.

USDA - Secretary of Agriculture, Assistant - "What a USDA Assistant Secretary does" - "Top Staff Mgt", ca. 1982

USDA - Secretary of Agriculture, Assistant - "What a USDA Assistant Secretary does" - "Info Mgt - Outside" "Guide Agencies" "Public Affairs" "EEO", ca. 1982 (2 folders)

USDA - Top officials - Summary, 2004

Summary note by Gifford, plus the organizational chart for the Secretary Block administration, December 1981.

USDA - Top officials- Telephone Directories, 1982, 1989, 1990, 1992

USDA - World Food Day, 1981

USDA involvement in the first World Food Day, which was held in 1981.

#### Box 8:

USDA- Yearbooks of Agriculture - History of the Yearbooks, 2004

Gifford's description of how USDA Yearbooks of Agriculture were planned and his observations about three Yearbooks that he considers unusual. Includes historical highlights of the USDA Yearbooks of Agriculture, and summaries "Yearbook of Agriculture, 1840s-1993," "Yearbooks of Agriculture, 1969-1989," and "Agriculture and the Yearbook of Agriculture, 1949-1957."

USDA- Yearbooks of Agriculture - Unusual Yearbook, 1979

*What's to Eat? And Other Questions Kids Ask About Food.* Cited as the most innovative Yearbook of Agriculture ever produced.

USDA- Yearbooks of Agriculture - Unusual Yearbook, 1976

Bicentennial Yearbook. Gifford describes an unusual experience in contact with Congressman Whitten concerning this Yearbook.

USDA- Yearbooks of Agriculture - Unusual Yearbook, 1992

*New Crops, New Uses, New Markets.* Unusual in that Gifford wrote the summary chapter overnight when the intended author failed to provide it as the copy deadline approached.

#### **4-H Club:**

4-H - "The 4-H Story" - Summary, 2004

Gifford's description of his involvement in 4-H and his view of the importance of 4-H.

4-H - *The 4-H Story: a History of 4-H Club Work* (Book), 1951

Franklin M. Reck, *The 4-H Story: a History of 4-H Club Work.* National Committee on Boys and Girls Club Work, Chicago, Illinois, and Iowa State College Press, Ames. 1951. 308 pages. Autographed by the author.

4-H - *4-H: an American Idea, 1900-1980* (Book), 1982

Thomas Wessel and Marilyn Wessel, *4-H: an American Idea, 1900-1980.* Chevy Chase

Maryland: National 4-H Council. 1982. 353 pages.

4-H - "What it's like to be ignored," 1972

Biographical information about Gifford, including an experience related to his 4-H reporting as a youngster. An enclosed clipping from the Daily Dispatch newspaper, Moline, Illinois (November 1972) is headed, "USDA Information Director To Be Ignored By Local 4-H." A later edition showed it to be "Honored" rather than "Ignored." Other materials in the file involve early 4-H reporting experiences of Gifford, as well as recognition received from 4-H.

### **General Subject File:**

Agricultural economics for preachers, 1966

Materials relate to participation by Gifford in a five-day retreat for clergy in Pennsylvania during 1966. His presentations involved understanding of farms, family farms, parity, farm price supports, why farm incomes are low, why we have a world food problem, the meaning of wealth, and "Is our economic system a moral one?"

Dana Bennett, ca. 1968, 2004

Two-page description by Gifford of his association with Dana and Edith Bennett, Foundation for American Agriculture, long-time contributors to farm-city relationships and public relations for farmers. Two accompanying photos relate to Gifford's involvement with the Foundation. One of them includes U.S. Secretary of Agriculture Clifford Hardin, Dana Bennett and Gifford.

Distinguished Service Award, 1983

Nomination of Gifford for the 1983 Distinguished Service Award, which he received. In an accompanying commentary, Gifford explains that he was taking steps to nominate an associate when he was told he was being nominated

Encounter with a strange mind, 1976

One-page description by Gifford of his 1976 conversation at the USDA with Lyndon LaRouche who was running for the office of President. Contains an October 24, 2004, issue of the Washington Post Magazine featuring LaRouche.

Farm-City Week, 1970, 1992

Description of the origins of Farm-City Week. Gifford was involved in the first stages of planning it and served on the Board of the Farm-City Council for several years. His 1992 article, "How Farm-City Week began," is included.

The great grain robbery, ca. 1972

Five-page summary by Gifford about "what really happened" in a situation critics described as President Nixon's "Great Grain Robbery, a secret deal to sell wheat at discount to Soviet Union." Includes a case report about reporter objectivity and responsibility. Also contains 11 photos involving a related trip to Moscow to discuss a potential grain sale.

"Hard tomatoes, hard times" - Gifford Speech, 1972

Speech of that title by Gifford at a 1972 meeting of American Agricultural Economics Association.

"Hard tomatoes, hard times" - Statement by Jim Hightower, 1973

At Washington Agricultural Communicators luncheon, February 1973.

*Hard Tomatoes, Hard Times* (Book), 1972

Jim Hightower, *Hard Tomatoes, Hard Times: the failure of the land grant college complex*. Agribusiness Accountability Project, Washington, D.C. 1972. 308 pages.

## Hog Cholera and Its Eradication, 1978, 1981

“Certificate of Appreciation” from the USDA to Gifford in recognition of his contribution to the successful eradication of hog cholera, 1961-1978; also contains book on the subject: *Hog Cholera and Its Eradiction: A Review of U.S. Experiences*. United States Department of Agriculture, 1981.

## I'll bet you a dollar it's a circus, 1971, 2004

Gifford's description of a media relations approach used in 1971 when a corn blight hit the Midwest corn crop. He won a dollar bet from USDA Secretary Hardin in the process. Includes two photos of the Secretary and Gifford during the flight to a University of Illinois corn blight conference, as part of the approach.

## "Mitzi," 1988

Gifford's report of contacts with a woman who identified herself to him as Mitzi, owner of a little rice farm in California. He provided information that she requested. He learned later (news article included in the file) that Mitzi was a progressive producer, active national leader in matters of interest to agri-women, daughter of the founder of the Sheraton Hotel chain, and spouse of Frank Perdue, chairman of Perdue Farms, the fourth largest poultry company in the U.S.

## One man, one vote, 1964-65, 2004

Three-page description by Gifford related to the Supreme Court decision of 1964 about apportionment of state legislative districts, a decision that adversely affected political representation of rural interests in the U.S. Includes a related Gifford speech entered into the Congressional Record in 1965 while Gifford was associate editor of *Farm Journal* magazine.

## Philadelphia Society for Promoting Agriculture “Oldest farm organization”, 2004

Philadelphia Society for Promoting Agriculture, oldest farm organization in the U.S. First meeting in February 1785. Includes Gifford's summary, as well as copy of article: “Attempts to Solve Farm Problems Are Older Than the Nation Itself; They Began in Philadelphia 155 Years Ago,” by Elmo Scott Watson, undated.

## Presidential proclamations, 2004

Contains a one-page description by Gifford of procedures and experiences related to them

## Spitzer Group, 1968-69, 2004

Two-page description by Gifford of his contact during 1968-69 with an agribusiness group headed by Robert Spitzer of Wisconsin. Provides background on the group's efforts to be involved with the Nixon Administration's agriculture programming and a report about a meeting of the group with President Nixon in 1969. Group photo also included.

## The spy who lives next door, 1997, 2004

Six-page report by Gifford about his experience as a neighbor of Aldrich Ames during a time in which the FBI was investigating whether Ames was involved in espionage as a CIA agent. This interesting summary also describes other experiences involving

residents of his neighborhood. Issue of U.S. News & World Report, February 17, 1997, featuring the activities of Aldrich Ames.

Communicator in Residence "We can do better," 1978, 2004

Gifford perspectives on "how we were measuring up to our communication responsibilities." Includes a 46-page background piece prepared by Gifford for a "Communicator in Residence" program in which he took part at the University of Illinois in 1978.

What does food cost?, 2004

Gifford's one-page report sketches examples of the confusion that can result the complexity involved in identifying food costs. Included in the file is a chart, "Major Measurements of Food Prices and Food Expenditures," often used in reports and news accounts. Gifford statement: "As far as I know, it's the only place you will find these on one page. I worked it out with the economists."

What really happened to Alpha Zeta in 1941, 1945-46, 89, 2004

Six-page description by Gifford of circumstances that led to suspension of the Iowa State College chapter of Alpha Zeta agriculture honorary in 1941 for initiation-related pranks on campus. Also includes background information about President Reagan's appointment of Richard Lyng as Deputy Secretary of Agriculture in 1980.

Gifford Scrapbooks, *Farm Journal*, 1952, 1954 (2 books), 1955, 1956 (1 of 2)

Five scrapbooks containing Farm Journal material, by month, that Gifford either wrote or edited during 1952, 1954, 1955 and 1956. A two-page narrative accompanying these scrapbooks describes the contents, purposes and editorial uses of them. All Farm Journal editors in the Philadelphia office kept similar scrapbooks.

Box 9:

Gifford Scrapbooks, *Farm Journal*, 1956 (2 of 2), 1957 (2 books)

Three scrapbooks containing Farm Journal material, by month, that Gifford either wrote or edited during 1956 and 1957.

Box 10:

Gifford Scrapbooks, *Farm Journal*, 1958 (2 books), 1959

Three scrapbooks containing Farm Journal material, by month, that Gifford either wrote or edited during 1958 and 1959.

Box 11:

Gifford Scrapbooks, *Farm Journal*, 1965, 1966, 1967

Three scrapbooks containing Farm Journal material, by month, that Gifford either wrote or edited during 1965, 1966 and 1967.

Box 12:

USDA - Secretaries of Agriculture - Earl Butz - Audio cassettes, January 1972- April 1973

Contains 82 audio cassettes of speeches, press conferences and interviews by Earl Butz while he was U. S. Secretary of Agriculture.

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Box 13:

USDA - Secretaries of Agriculture - Earl Butz - Audio cassettes, May 1973-November 1973

Contains 34 audio cassettes of speeches, press conferences and interviews given by Earl Butz while he was U. S. Secretary of Agriculture.