

## PENB Names Lloyd H. Geil Manager; Remove Straw From Hay Crop When Combining

Lloyd H. Geil has been appointed General Manager of the Poultry and Egg National Board, effective June 1, it has been announced by Herbert Beyers, PENB President.

A former educator, and an experienced administrator and public relations executive, Geil has resigned as Director of Public Relations of the National Dairy Council, Chicago, a position he has held since 1948, to accept his new post.

Participating in the selection of the new General Manager for PENB were the following members of that organization's Board of Directors: President Beyers, who is Secretary-Treasurer-General Manager of Norbest Turkey Growers Association, Salt Lake City, Utah; 1st Vice President H. H. Alp, Director of Market Development, American Farm Bureau Federation, Chicago; Secretary L. A. Wilhelm, Director of Poultry Research, Quaker Oats Company, Chicago; Treasurer Ralston Hannas, Editor, American Poultry Journal, Chicago; 2nd Vice President R. G. Purnell, President of Quick Frozen Foods, Inc., Tupelo, Miss.; G. E. Coleman, Jr., Nichols Incorporated, Exeter, N.H., and

past PENB President J. C. Huttar, Cooperative G. L. F. Exchange, Inc., Ithaca, N.Y.

Prior to 1948, Geil served for five years as Professor of Journalism and Advertising and for six years as Director of Public Relations at Michigan State University. In these positions, he worked closely with President John A. Hannah. Terminating his employment at MSU, Geil then held two positions prior to joining NDC. These were: Field Representative in the Department of Public Relations, Standard Oil Company of Indiana; and Second Vice President and Manager of Public Relations, The Northern Trust Company, Chicago.

The nutrition research-education-public relations program of the National Dairy Council and its 88 affiliated offices from coast to coast has offered Geil unique experience in terms of the interests of PENB. In his position as NDC Director of Public Relations, he has guided the development of major Dairy Council Program projects and informational services, participated in the placement of research grants, and has assisted management in the development of policies and the carrying out of many administrative duties.

## Remove Straw From Hay Crop When Combining

Since the combine leaves the straw in the field on top of new seedings, many research projects have determined the effect of this straw on young legume and grass plants. Associate County Agent Harry S. Sloat says these research projects have always shown that combined straw, if left on the field, can seriously decrease the stand of forage plants. Any amount of loose straw above one ton per acre can cause injury to new seedings. For best results, Sloat suggests using the following system for handling combined straw:

Cut combined straw at normal hay height as soon as combining is completed. The next step is to remove everything, both straw and cut stubble. If less bedding is desired, remove the loose combined straw and make stubble hay later in the season.

Always keep one point in mind; weeds can be a problem later, so always cut weeds, as low as possible. One low clipping will not hurt new seeding.

Well known in educational, business and agricultural circles, Geil has been conspicuously identified for many years with June Dairy Month, the dairy industry's annual multi-million dollar public relations and merchandising campaign. For four years, he served as National Vice Chairman and was directly responsible for the over-all direction and supervision of that event. He is also recognized as one of the primary organizers of the Dairywide Coordinating Committee on Nutrition Research, an organization representing fourteen major national-level dairy groups which actively promote the coordination of dairy research and the dissemination of research information. In his work as a public relations executive and administrator, he is the confidant of many top ranking officials in government, education and national news media.

Born and reared on a farm, Geil obtained his Bachelor of Arts degree at North Central College, Naperville, Ill., in 1927, and a Master of Arts degree in Educational Administration and Journalism at Northwestern University in 1934. His is also a former President of the Chicago Chapter of the Public Relations Society of America and he has been an active public speaker before public relations, educational and dairy industry groups.

Geil is married and lives at 334 Ridge Avenue, Evanston, Illinois

## FHA Loans in Past Nine Months Total \$281.4 million; Rise of \$40 million

Loans made and insured by the Farmers Home Administration during the nine months ending March 31 totaled \$281,428,000, the U. S. Department of Agriculture announced today. This compares with \$240,310,000 loaned and insured during the same period a year earlier.

"Most of the increase is due to the demand from family-type farmers for credit needed to place their farming operations on an efficient basis," Kermit H. Hansen, administrator of the Farmers Home Administration, explained. "Operating and development loans to farmers with part-time off-farm employment, loans primarily for refinancing, and farm housing loans, all of which were not available last year, have also contributed to the increase in the volume of loans processed."

Farm operating loans made in the nine-month period totaled \$162,865,000. The corresponding total last year was \$125,840,000. The funds were used to buy equipment, livestock, fertilizer, insecticides, and to pay for other farm and home operating expenses. Most of the funds were used by operators of family-type farms to develop balanced farming systems and make full use of their

resources. Farm ownership loans to buy, enlarge, or develop farm totaled \$46,832,000 for the nine-month period. The total last year was \$41,255,000.

Soil and water conservation loans to develop irrigation and farmstead water systems and carry out soil conservation practices totaled \$7,720,000. Last year the total was \$7,550,000.

Farm owners borrowed \$12,648,000 in the nine-month period to build or repair houses and other essential farm buildings. These loans were not available during the comparable period in fiscal 1956.

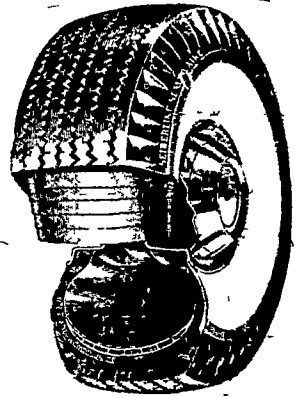
Emergency loans to meet credit needs brought on by widespread production losses or due to economic conditions totaled \$51,297,000 on March 31 compared with \$65,569,000 at the same date last year. Included in this year's emergency loan total was \$9,898,000 for special livestock loans compared with \$11,160,000 last year.

Collections on principal and interest during the nine months ending March 31 amounted to \$255,178,000 compared to \$246,700,000 during the same period the previous year.

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### ALCOHOL AND V. D.

Because alcohol first attacks the "higher brain centers", with narcotic effect, a persons with a few drinks is much more likely to get into sex trouble. His natural self-respect is affected. He begins to talk loud, think lewd and act loose. Nicholas J. Frumara, M. D. of the Massachusetts Dept. of Public Health, in a survey of military and civilian cases of venereal disease, reports that 60.8 percent of military and 40.1 cases of civilian infection began with a pick-up made at a bar-room or alcohol-selling restaurant. The "Friendly Tavern" seems to breed more than noble friendships!

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