

WHO *Farm Service*

Tops in the MIDWEST

A Leader in the NATION

and first

INTERNATIONALLY





WHO

has always recognized its responsibility to Agriculture . . . not only from local, regional and national viewpoints, but *internationally* as well. Fulfilling this responsibility has provided genuine and lasting satisfaction — sufficient reward in itself.

The following pictorial report, reviews highlights of WHO's international service from an agricultural standpoint as carried out by our *three* war correspondents, with cooperation from Army and Navy Departments and BBC. Our goal has been, and is, to provide our farm listeners with a better understanding of world problems and the vital necessity of world cooperation. In doing this,

WHO was **FIRST**

To have a Farm Service Director invited to observe Wartime Agriculture in the British Isles.

To have a Farm Editor serve as front line war correspondent.

To transmit farm broadcasts across the Atlantic and Pacific.

To broadcast exclusive interviews with farmers and farmer-servicemen overseas.

To broadcast programs especially for farmers serving overseas.

To produce farm programs from

ENGLAND

BELGIUM

SCOTLAND

HOLLAND

LUXEMBOURG

GUERNSEY ISLAND

GERMANY

JERSEY ISLAND

AUSTRIA

GUAM

in **FRANCE**



Iowa farm boys and WHO's Farm Editor, Herb Plambeck, broadcasting "Corn Belt Farm Hour" from Paris studio. Note ear of Iowa corn taken to Europe and admired by nearly 1000 midwestern GI's interviewed by Herb.

in
LUXEMBOURG



Shell riddled building adjacent to Luxembourg Ministry of Agriculture. Herb was billeted next door while 16 shells fell around the structure.



Meet the Champ! This "little fellow" was chosen Grand Champion Belgian Stallion in the last Brussels show.

in **BELGIUM**



"Coming through the Belgian rye," some of it over six feet high

in **BAVARIA**



In Dachau's Train of Death at the time this infamous Nazi Concentration Camp was liberated.



A TYPICAL SCENE OF GERMAN AGRICULTURE

Their Jeep serving as type-writer table, Louis Lochner, AP, and Herb Plambeck, WHO, are reporting the first eye-witness account of the notorious "Beer Hall" in Munich.




in **MUNICH**

Nazis surrendering.




ELSEWHERE in GERMANY

First broadcast from ruins of Hitler's "Braunhaus," original Nazi party headquarters. Herb interviewed Rainbow Division GI's here less than two hours after city fell. Program was transmitted by WHO to listeners that same day.



All that's left of a
Church in Nurem-
burg.



Midwestern farm
men just after
Coblenz was taken.





in **INDIA**

Iowans Everywhere! Major Frank Miles (extreme right) proudly lines up with these at a Calcutta Air Base.

on **GUAM**

A few days before Japan surrendered, Jack Shelley, WHO News Editor, sends a cheerful greeting home from 2 Iowa men at a B-29 Airbase on Guam.





More Yanks, eager to send a message home.



Netherlands milk cart and creamery workers.

in HOLLAND



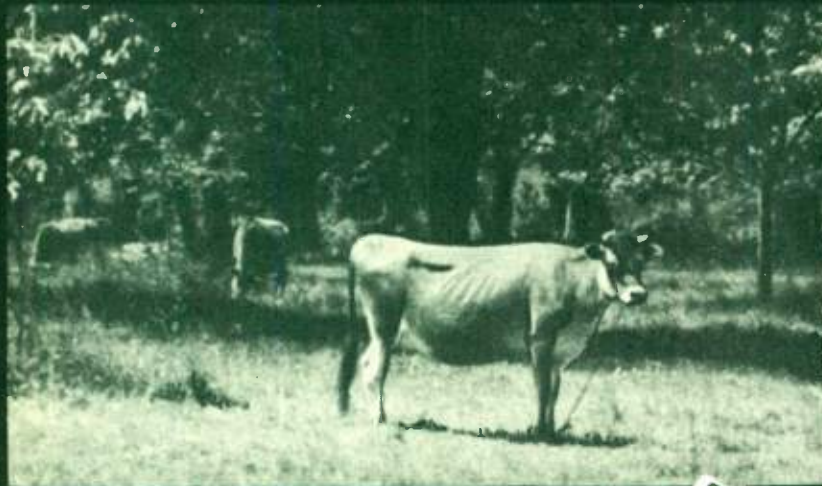
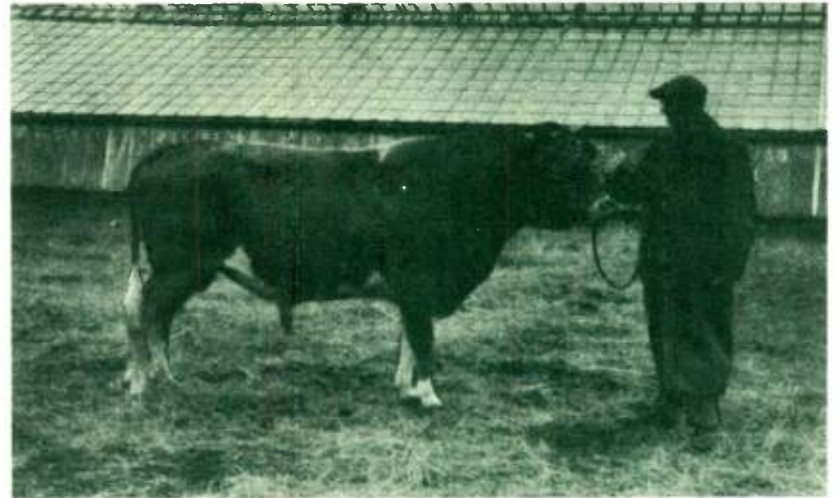
Interviewing Dutch farmers and creamery operators.



One of many destitute Holland families visited by WHO representatives. These visits resulted in WHO "Clothes for Needy Europeans" campaign through which thousands of families "over there," who were not included in UNRRA area, received gift parcels.

ON
GUERNSEY ISLAND

A Guernseyman poses with one of the surviving Guernsey bulls before a "cold" hothouse.



One of the Jerseys tethered near a woodlot alongside a minefield.

ON
JERSEY ISLAND



German prisoners tearing down a pillbox they erected during seige of Channel Islands.

American GI's and Nurses broadcasting a direct report to the folks at home, via BBC and WHO.



in **BRITAIN**



"Mary and her little lamb." This Mary is a Scottish Land Army Girl.

WHO
CORRESPONDENTS
REPORTING
FROM OVERSEAS



HERB PLAMBECK

First Iowa War Correspondent accredited overseas. First U.S. Editor to make farm reports from Europe. First correspondent, over Rhine with 3rd Army, into Dachau and Hitler's Eaglesnest. Did 102 overseas broadcasts with GI's and of farm observations. Reported final ETO campaigns and German surrender. Made more than 100 talks to midwestern audiences on return.



JACK SHELLEY

With our troops in Belgium during Battle of Bulge. Among first correspondents in Japan. First to report farm observations from Pacific. The only midwestern radio reporter to cover both European and Pacific wars. Witnessed Japanese surrender ceremonies on Battleship Missouri. Reported to about 175 various groups on his return.



FRANK MILES

As Editor of Iowa Legionaire and WHO correspondent, covered all American war fronts from Italy through France, Germany, the middle East, Africa, India, China, Philippines, etc. Interviewed midwest farm men all around the globe . . . and now, like Plambeck and Shelley, reporting observations to midwestern audiences.



BILL DIAMOND

While Herb, Jack and Frank were away on the firing lines, Bill Diamond, Associate WHO Farm Editor, arranged oversea presentations and kept the farm "mike" hot with "Farm News and Market Reports," "Corn Belt Farm Hour" and other farm broadcasts.

Farm Programs on WHO

International farm information and service, besides that observed and presented directly by WHO personnel from all parts of the World, also includes that secured through NBC, BBC, Australian Ministry of Agriculture, Stations in China, Russian Farm Reports, and all other services available to WHO farm and urban listeners.

Programs of international character, however, are but one small phase of WHO Farm Service. Farm News and market programs, interviews and talks by national and state farm leaders, crop production and gardening features, livestock management, and other daily and weekly features regularly carried by WHO are listed on the right. In addition the WHO farm department also renders significant services to agriculture through soil conservation, farm safety, fire prevention, swine production, plowing matches, corn festivals, farm labor and other projects.

<i>Program</i>	<i>Time</i>	<i>Sponsor</i>
FARM SERVICE PROGRAM	8:15 AM Mon - Wed - Fri	Foxbilt Feeds
FARM NEWS	6:30 AM Mon - Wed - Fri 6:30 AM Tue - Thu - Sat	De Kalb Hybrids National Milker
MARKET REPORTS	8:40 AM Mon thru Fri	WHO Service Feature
FARM NEWS AND MARKETS	12:00 PM Mon - Wed - Fri 12:00 PM Tues & Thur	Vinton Hybrids Occo Feeds
VICTORY FARMERS	12:15 PM Tues & Thur	Wayne Feeds
COUNTRY HOME	10:00 AM Saturday	WHO Service Feature
CORN BELT FARM HOUR	12:00 PM Saturday	WHO Service Feature
MAN ON THE FARM	1:00 PM Saturday	Ful-O-Pep Feeds
NATIONAL FARM & HOME HOUR	1:30 PM Saturday	Allis-Chalmers
IOWA BARN DANCE FROLIC	8:30-10:15 PM Saturday	Murphy Feeds Phillips Petroleum W. B. Caldwell, Inc. Flex-O-Glass Hilex



dedicated to a better informed **AGRICULTURE**