



ESCUELA AGRICOLA PANAMERICANA  
TEGUCIGALPA HONDURAS

### MONTHLY NEWS LETTER

JULY 1953. To resume the discussion we started last month: What about this News Letter business? Again we would like to say, especially if the Letter is extra-mural in character, we think it should be short. You know the story of the old preacher, who was asked "What is the ideal length for a sermon?" and who replied "Well, during my long career I have observed that few souls are saved after the first hour!" The best example we know of the intra-mural News Letter is the "Foreign Program Letter" of the Foreign Agricultural Service, U S Dept. of Agriculture. This, the heading says, is "To U S Agricultural Technicians Overseas" and though it is about ten pages, if we were one of the U S Agricultural Technicians Overseas we would read every word of it with interest.

But assuming that our reader is not a technician. Assuming we are trying to maintain his interest in this school, or any other school, or an experiment station. Then what should we put in our News Letters?

We have tried to hit the target from several angles. One month we talk about visitors, as we did last month. Again, we give some figures on the milk production of 3/4 Guernsey and 3/4 Jersey cows, because we know quite a few people in tropical America are interested in these figures. And still again, we talk about yields of corn varieties, or sweet potatos, or we mention some good varieties of mangos, citrus fruits, or avocados.

It is patently impossible to turn out a News Letter each month which will appeal equally to the Dean of the College of Agriculture at Cornell and the Dean of the College of Agriculture at San José, Costa Rica. But we were pleased the other day when a visitor, whom we had asked for comments, remarked "Well, I will say one thing; when your News Letter shows up on my desk, I read it." And he went on to add that one reason is this: it never passes one page in length.

This same commentator made a suggestion which we believe we should take to heart. He said "After all, Escuela Agrícola Panamericana is a school. You dont tell us very much about the students; you are too keen about those 3/4 Guernsey cows of yours and those new avocados." We suspect we have been at fault. Others have said "Tell us more about what your boys are doing, the boys who have graduated and are now trying to show what they have gained by their training."

So we shall try to do just that. But we still think there is room for constructive criticism. And we would welcome it! The way matters stand at present, we think the News Letter should attempt something like this (and mind you, we are not telling our colleagues elsewhere what they ought to do): To keep our friends informed of what the school is doing. To show them what our graduates are doing. And since the school combines vocational education with plant introduction and experimentation on quite a scale, we shall insist on putting in a few notes from time to time about new varieties of cereals and other crops which have done well here; cultural practices which look promising; and so on. Our job is to make this little publication as useful as possible. We wish to mention again that we think News Letters must be issued promptly. We think they ought to go out by air mail (it costs us about \$20 per month to mail ours, 200 copies) and we believe all of us should think about the difference between intra-mural and extra-mural interests