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About the Institute

The Hunt Institute for Botanical Documentation, a research division of Carnegie Mellon University, specializes in the history of botany and all aspects of plant science and serves the international scientific community through research and documentation. To this end, the Institute acquires and maintains authoritative collections of books, plant images, manuscripts, portraits and data files, and provides publications and other modes of information service. The Institute meets the reference needs of botanists, biologists, historians, conservationists, librarians, bibliographers and the public at large, especially those concerned with any aspect of the North American flora.

Hunt Institute was dedicated in 1961 as the Rachel McMasters Miller Hunt Botanical Library, an international center for bibliographical research and service in the interests of botany and horticulture, as well as a center for the study of all aspects of the history of the plant sciences. By 1971 the Library's activities had so diversified that the name was changed to Hunt Institute for Botanical Documentation. Growth in collections and research projects led to the establishment of four programmatic departments: Archives, Art, Bibliography and the Library.

Mejoramiento económico
de los bovinos de carne

Crossbreeding Beef Cattle (Cruzamiento del Vacuno de Carne), texto en inglés, editado por los doctores T. J. Cunha, M. Koger y A.C. Warnick, 228 págs., ilustrado, University of Florida Press, 15 N.W. 15th Street, Gainesville, Florida, 1963, US\$6.50.

Presenta este libro toda la información disponible sobre cruzamiento del ganado vacuno de carne en las diversas partes del mundo. Los ganaderos pueden utilizar ventajosa y económicamente el sistema de cruza para mejorar sus rebaños. En esta obra se describen las distintas prácticas, considerándose una de las más populares el cruzamiento rotativo, para el cual se utilizan toros de dos o más razas en generaciones alternas, empleándose las hembras mestizas de una generación como madres en la siguiente generación.

Esta obra es valiosa para los ganaderos interesados en el mejoramiento del ganado vacuno de carne en los trópicos americanos y otras partes. Trata el problema en su aspecto mundial, siendo de especial interés el capítulo relativo a "Cría para los Trópicos Americanos", donde aparece la declaración siguiente: "Se espera que los criadores latinoamericanos no pasen por alto las posibilidades de desarrollar estirpes de importancia vital, por medio de la selección de grupos de los mejores ejemplares de ganado nativo de origen español. Es bien conocido que en las cruza del ganado cebú con el de origen europeo se obtiene el vigor híbrido. Las razas europeas mejoradas no se emplean mucho en la mayoría de las áreas tropicales;" Contiene el libro descripciones y algunas fotografías raras de las diferentes razas de cebú, sobre las cuales muy poco se conoce en latinoamérica.

HISTORIA DE LA FRUTICULTURA EN LA AMÉRICA TROPICAL

Por

Dr. Wilson Popeño

Gonzalo Fernández de Oviedo, en su obra "Sumario de la Historia de las Indias", publicada en Toledo, en 1526, y más tarde en un libro mucho más extenso, titulado "Historia General y Natural de las Indias", nos ha dado mucha información con respecto a los árboles frutales indígenas de la América tropical, así como sobre los traídos de España por los conquistadores y colonizadores. Oviedo nos suministra descripción suficientemente detallada de frutales americanos, como el mamey (*Mammea americana*), el guanábano (*Annona muricata*), las guayabas, el papayo, el aguacate y la pita. Nos dice que aun antes del año 1526 las naranjas (tanto dulces como agrias), así como otras frutas cítricas, el banano (para el cual usa el nombre español plátano), los melones y muchas hortalizas de España, se cultivaban en las islas y en el continente.

Aun antes de los libros de Oviedo se publicó una buena descripción del aguacate, por el bachiller Enciso, en su obra "Suma de Geografía", editada en Sevilla en 1519. Es interesante notar que el pequeño libro de Enciso (una obra en extremo rara hoy en día), se considera como la primera que se publicó sobre el nuevo mundo.

En escritos posteriores cuando se hace referencia a Enciso se le

menciona como el bachiller, lo que supongo quiere decir que dicho autor era un bachiller en leyes, y probablemente tales profesionales eran tan escasos en España en aquellos tiempos como los doctores en filosofía actualmente en los Estados Unidos, y hasta quizás más.

El "bachiller" acompañó al navegante Alonso de Ojeda en su viaje alrededor del continente, que entonces se conocía con el nombre de "Tierra Firme", y desembarcó en un pequeño valle en la Sierra Nevada de Santa Marta (Colombia) y allí comió el primer aguacate, que calificó como "maravilloso".

He tratado de encontrar ese pequeño valle, para lo cual he visitado el lugar; pero nunca he estado seguro de haber llegado al sitio verdadero, pues en la región hay muchos pequeños valles que salen a la costa, no lejos del actual puerto de Santa Marta.

Es interesante notar que en aquellos tiempos los aguacates se desarrollaban solamente en el continente, pues no se conocieron en las Antillas hasta que fueron llevados allí por los españoles en época que se desconoce.

El banano fue una de las primeras frutas que se llevaron de Europa al Nuevo Mundo. Tenemos que agradecer al gran Oviedo por la narración, pues él escribió que Fray Tomás de Berlanga llevó el "plátano" de las Islas Canarias a Santo Domingo, en 1516. He visitado dos veces el poblado Berlanga de Luero, al norte de Madrid, España, donde nació Fray Tomás y murió después de haber servido a su iglesia como el cuarto Obispo de Panamá y descubrir las Islas Cielépagos. Fue un amante de todo lo relacionado con la historia natural.

Desde Panamá llevó a su pueblo un cocodrilo embalsamado que todavía, después de más de cuatro siglos, se encuentra colgado sobre

una de las puertas de la iglesia de Berlanga de Duero.

¿A qué variedad pertenecía el plátano que Berlanga llevó al Nuevo Mundo? Las investigaciones me han convencido que es la misma que hoy se ve en los patios, y que en la Florida a menudo se denomina Orinoco o de caballo.

El gran historiador Bernal Díaz del Castillo, que acompañó a Cortés en la conquista de México, sostiene en su obra "Verdadera Historia" que fue él quien sembró primeramente naranjos en el continente americano. Dice que sembró algunas semillas en lo que ahora es el Istmo de Tehuantepec, mientras se encontraba con Cortés en su famosa marcha desde la Ciudad de México al Golfo de Honduras. ¿Dónde obtuvo las semillas? Lo más probable es que las obtuviera en Cuba. ¿Qué clase de naranja sembró? Probablemente la conocida por naranja agria o de Sevilla.

He dicho desde hace tiempo que un español para vivir feliz solamente necesita tres cosas: pan de trigo, aceite de oliva y vino. En una de las cartas de Cortés al Emperador Carlos Primero, conocido como Carlos V, le decía: "y su Majestad no debe dejar salir un barco para estas sus nuevas tierras sin que traiga semillas de aquellos cultivos que tan bien conocimos en España y tanto echamos de menos aquí." El trigo se estableció desde temprano en la América tropical.

El olivo y las uvas debieron ser otras de las dos cosechas que seguramente recibieron atención; pero estas cosechas nunca se han cultivado con mucho éxito en las regiones puramente tropicales; el olivo por falta de tiempo frío y la vid europea (*Vitis vinifera*) debido a varias enfermedades de origen fungoso.

Hace solamente unos pocos años que tuvimos la oportunidad de ver la tentativa más reciente para cultivar el olivo en esta parte del mundo. Portugal vendió a las agencias gubernamentales y a cultivadores privados, cientos de miles de plantas jóvenes de olivo. Casi en todas partes esos árboles se desarrollaron muy bien; pero al igual que en el caso de otros que se habían sembrado antes, no produjeron buenas cosechas en ninguna parte, desde la región central de México hasta la región central del Perú.

La vid europea ha producido buenas cosechas cuando ha disfrutado de los beneficios de la sequedad y el calor de los patios de las casas; pero hay pocos viñedos de tamaño comercial entre México y Perú. Los mejores resultados se han obtenido en Colombia.

Durante el siglo XVII y algo más tarde, los sacerdotes misioneros españoles desplegaron muy laudable interés en llevar frutales útiles de una parte a otra del ~~xxxxxx~~ Nuevo Mundo.

tenemos razón para creer que esos iniciadores de la horticultura llevaron la chirimoya desde los Andes a México, y los resistentes aguacates mejicanos a los valles de las zonas montañosas del Ecuador y aun hasta Chile. En época relativamente reciente (siglo XVIII), los seguidores del gran Junípero Serra establecieron los cimientos de la moderna fruticultura de California, llevando desde el Norte de México el olivo, la vid y el higo, especies que prosperaron en sus nuevas misiones.

Otra nota interesante sobre los aguacates se encuentra en los "Comentarios Reales" de Garcilaso de la Vega, quien tomó parte en la conquista del Perú al lado de Pizarro, y poco después se casó con una princesa inca. Garcilaso escribió que uno de los grandes incas,

Huayna Capac, llevó el aguacate del Ecuador a los ~~xxxxx~~ valles calientes

de las cercanías de Cuzco.

Seguramente fueron aguacates de la raza antillana, como ahora los clasificamos, porque ésta era la única conocida en Sur América en esa época.

Puesto que Hayna Capac encontró esa fruta en el territorio de indios Palta del Sur del Ecuador, los peruvianos la nombraron palta, nombre que todavía se usa en el Perú, Chile y Argentina, en lugar del mejicano shuacatl, que los españoles adoptaron como aguacate.

Al hablar de los aguacates deseo presentar mis puntos de vista en relación al origen de las tres razas bien definidas, que se reconocieron desde 1658 por el Padre Bernabé Cobo. Comenzaremos por las que se desarrollan al más bajo nivel ~~xxxxxxxxxxxx~~ de altitud.

La raza antillana, que debía llamarse con más propiedad Suramericana puesto que no se cultivaba en las Antillas antes de la conquista, probablemente representa una forma geográfica de Perses americana que es indígena del Sur de Costa Rica, Panamá, Colombia y posiblemente de regiones adyacentes. No parece que se conociera en otras partes de la América del Sur.

La raza guatemalteca, he llegado a la conclusión que deriva de una forma silvestre que todavía existe en las montañas de Guatemala, siempre a grandes elevaciones. Vegeta hasta alturas de 2700 metros, y no parece que se conociera en México antes de la conquista, quizás con la excepción de las áreas montañosas próximas a Guatemala.

La raza mejicana probablemente existe como árbol indígena, a elevaciones moderadas, alrededor del volcán Orizaba y en otras partes de la región central de México.

Antes de la conquista no parece que se haya cultivado ni conocido

esta raza de ~~aguacate~~ aguacate fuera de las tierras altas. Aunque se ha considerado por algunos botánicos como especie distinta de Persae, la tendencia actual es clasificar las tres razas como formas de una sola especie, P. americana, cuyo sinónimo P. gratissima continúa apareciendo en numerosas publicaciones hortícolas.

Alrededor de 1700 los portugueses llevaron el mango al Brasil desde la India. La gran demora en realizar la introducción de fruta tan valiosa, si estoy en lo cierto en creer que esa fruta no pasara antes el Atlántico, pudiera atribuirse al hecho de que el transporte era muy lento en esa época, y todo horticultor tropical sabe que la semilla del mango no retiene la visibilidad por mucho tiempo. Los árboles ~~jix~~ jóvenes también sería difícil mantenerlos vivos en el largo viaje desde Goa a Bahía o Río de Janeiro.

Sin embargo, una vez establecido en América, el mango se extendió rápidamente de una a otra región, hasta que fue un árbol tan abundante en Jamaica y otras partes que casi tenía la apariencia de una especie nativa.

Estos primeros mangos parece ~~xxx~~ que procedían de semilla, y pasaron muchos años antes de que el cultivo de esta ~~fruta~~ fruta recibiera un impulso a través de la introducción de variedades finas injertadas, que los británicos al fin tuvieron éxito en traer de la India.

Los franceses también se ocuparon mucho en obtener mangos de alta calidad para sus colonias de las Antillas, como lo prueba la narración de la captura, por el ~~almirante~~ almirante Rodney, de un barco francés que traía, entre otras cosas, mangos de las colonias ~~francesas~~ francesas del Océano Indico, probablemente islas de la Reunión y Mauricio. El buen almirante los recibió, junto con otros árboles frutales obtenidos en igual

forma, para el jardín de Hinton East en Jamaica.

Ahora bien, los franceses se mantuvieron firmes en su empeño, con el resultado de que eventualmente establecieron diversas variedades de mango en la Martinica y Guadalupe, diferentes de los mangos injertados traídos por los ingleses de la India. Las variedades de los británicos y de los franceses, nos han dado directa o indirectamente (por medio de plántulas producidas localmente), todos los excelentes mangos que ahora se cultivan en la Florida.

Hay otra raza de mangos muy distinta, la filipina (conocida en México como Mango Manila, y en Cuba como mango filipino) que produce frutos de fina calidad, casi desprovistos de fibra. Unos pocos de estos mangos han tomado parte también en la industria del mango de la Florida.

Como final, deseo mencionar lo que considero como la introducción de fruta tropical que ha recibido mayor publicidad en cualquier época. Seguramente el lector imaginará que se trata de la historia del capitán Bligh relacionada con el árbol del pan.

Por haber escuchado tanto acerca del árbol del pan, como una de las cosechas más importantes del Pacífico Sur, los ingleses consideraron que podía ser una buena cosa para los esclavos introducir dicha fruta en sus colonias antillanas. El capitán Bligh se echó a la mar con ese propósito, dirigiéndose a las islas de Taiti en su magnífico barco "Bounty". Sin embargo, parece que permaneció demasiado en ese lugar, y cuando salió con su valioso cargamento, la mayor parte de la tripulación se había acostumbrado a la vida fácil, al ~~mejor~~ clima reparador, y lo que es más probable, se había adaptado al encanto de las muchachas taitianas.

Cuando se encontraban al alta mar, la tripulación se rebeló y puso

al capitán, junto con 18 tripulantes leales, en un pequeño bote y les dijeron que se las arreglaran como pudieran. Después de navegar unos 5,600 kilómetros, el grupo arribó a la Isla de Timor, mientras que los rebeldes volvieron a Taiti, tomaron algunos pasajeros y siguieron para la isla Pitcairn, donde se establecieron para llevar una existencia ~~idílica~~ idílica.

El capitán Bligh no se descorazonó, sino que regresó a Inglaterra y fletó otro barco, embarcando de nuevo ~~xxxx~~ en 1792 para el Pacífico Sur, donde tomó un cargamento de 1200 árboles del pan. Dichos árboles fueron debidamente plantados en las Antillas, donde encontraron suelo y clima muy apropiados. Estos árboles produjeron abundantes frutos; pero los esclavos ~~xxxx~~ preferían los plátanos, quizás por el hecho de que la cosecha se produce en menos tiempo. Aunque la fruta del pan se hizo popular, como ahora también lo es, nunca alcanzó la importancia económica que los británicos esperaban de la misma.

Published for

THE HACENDADOS • INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

ALBRO C. GAYLOR
PRESIDENT

LA HACIENDA CO., INC.

20 Vesey Street • New York 7, N. Y.

September 30, 1957

Dr. Wilson Popenoe
Calle de la Nobleza 2
Antigua
Guatemala

Dear Dr. Popenoe:

Under separate cover we are sending you a copy of our October 1957 issue, in which we have published Dr. J. Eliot Coit's article on Carob Culture.

In the same issue, on page 24, Dr. González' note on your retirement from the Escuela Agrícola Panamericana, appears.

Cordially,

Marna S. Santullano

(Mrs.) Marna S. Santullano
Editorial Department

Published for

THE HACENDADOS • INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

December 10, 1957

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

We are planning to form a group of editorial consultants, and I hope you will honor us by allowing your name to be included. It will be a small group, about half-a-dozen to start, and we are trying to make it fully representative both geographically and in terms of the major branches of agriculture and animal husbandry.

That La Hacienda has achieved an acceptable editorial formula is evidenced by its acceptance for over fifty years. Nevertheless, we are profoundly conscious of the limitations of our usefulness to our readers, some imposed by the economic framework within which we must operate, others by the immensity and diversity of our area of circulation. We believe that a group of consultants, each intimately familiar with the circumstances and needs of at least one region, will increase substantially our ability to serve our readers.

We propose to send to the consultants, about four months before publication date, a list and summary of contents of articles planned for future issues. Each consultant will be asked to give his comments on the subjects selected and the proposed treatment, evaluating the usefulness of the projected issue for his region and suggesting ways to improve it.

We should like also, as appropriate, to send to consultants the text of proposed articles within the fields of specialization or experience of each, for evaluation, suggestions and comments.

La Hacienda

20 VESEY STREET • NEW YORK

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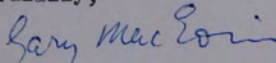
After publication of an issue, we hope that the consultants will again examine it and send us comments designed to avoid repetition of errors and to improve the quality of future issues. Even more importantly, we are anxious to learn from them if we are in fact supplying Latin American agriculturists with the information they want and need from such a publication as ours.

Such a continuing inflow of expert opinion should give a new dimension to our work and enable us to provide more and better information. Unfortunately, the only recompense I can offer you for your part in the project is the satisfaction you will obtain from helping to raise the level of agriculture in your region and throughout the Spanish-speaking world. But I know that this aim is one to which you have long and faithfully dedicated your efforts, and accordingly, I am confident that you will cooperate if your previous commitments allow. You will understand of course that La Hacienda is functioning in a highly competitive field, and that it would embarrass us if any of our consultants should appear as advisor or contributor to a rival magazine.

If, as I sincerely hope, you can accept this honorary position, our budget will allow us to send you one hundred dollars to cover mailing, typing and other out-of-pocket expenses during 1958.

I hope to hear from you shortly, so that I can include your name in the list of consultants to be printed in each issue of the magazine.

Cordially,



Gary MacEoin
Editor

GME/mss

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20 Vesey Street • New York 7, N. Y.

December 11, 1957

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Under separate cover we are sending you a copy of our December 1957 issue, in which we have published your article on "Moras", reprinted from CEIBA.

Cordially,

Marna S. Santullano

(Mrs.) Marna S. Santullano
Assistant to the Editor

Antigua, Guatemala, 16 Dec. 1957

Dr. Gary MacEoin, Editor,
La Hacienda,
20 Vesey St., New York 7, N.Y.

Dear Doctor MacEoin:

Your letter of the 10th instant, regarding the formation of a group of Editorial Consultants, has just come. I think so highly of La Hacienda and the excellent work it is doing in Latin America that I should be glad to have my name associated with it, but there are one or two points I must bring up.

In the first place, I am hoping to go to Europe early in 1957, where I expect to take up a fruit-improvement project for a friend of mine at Almuñecar on the Mediterranean coast of Spain. If I carry out this project I probably shall not be in this part of the world for a year or so, and therefore would not be able to devote much time to active collaboration of the kind you describe.

In the second place, you state "it would embarrass us if any of our consultants should appear as advisor or contributor to a rival magazine". The first part of this is acceptable; I would agree not to appear on the list of consultants for a rival magazine, but I do not know just how far you would expect me to go in refusing to contribute to other publications. I can not tie myself down on this point, as I shall almost certainly want to contribute articles occasionally to agricultural journals in this part of the world and in the United States. Whether or not you would consider these as "rival magazines" I do not know, and would require a clear understanding on the point. It is not that I have any commitments, but if I felt, for example, that I could be of service by contributing an article on avocados to the California Citrograph (as I have done in past years) or something for the Journal of the Imperial College of Agriculture in Trinidad, or one of the struggling little journals in Latin America, I would want a free hand to do it. In other words, just what do you consider "rival magazines"?

Sincerely,

Wilson Popenoe
Director Emeritus

Published for

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20 Vesey Street • New York 7, N. Y.

December 20, 1957

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

I am most grateful for your prompt and straightforward reply of December 16 to my letter of the 10th.

I hasten to assure you that we shall be proud and happy to include you in the circumstances you indicate. As for your probable stay in Spain, I'm sure you'll turn it to our advantage rather than otherwise. From my experience of you, I know you'll always find a minute here and there to scribble valuable comments and suggestions.

As regards writing in other magazines, we are actually concerned only with one, produced in Spanish in the United States and devoted to agriculture. You would retain absolute freedom to write for all other magazines, regardless of language.

I have not yet had replies from the others to whom I have written. I'll communicate with you again as soon as I do. But I want immediately to clear up your doubts and to thank you for your willingness to keep on helping us, as you always have helped us.

Christmas and New Year greetings.

Cordially,

Gary MacEoin
Editor

GME/mss

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La Hacienda

TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

20 Vesey Street · New York 7, N. Y.

January 21, 1958

Dr. Wilson Popenoe
Calle de la Nobleza 2
Antigua
Guatemala

Dear Dr. Popenoe:

Many thanks for your letter of January 14, with the very pleasant news of your forthcoming visit to New York. I will be in New York at that time, and I hope you can be free one day for lunch. Please name the day that will best suit you.

Cordially,

Gary MacEoin
Editor

GME/mss

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La Hacienda

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20 Vesey Street • New York 7, N. Y.

October 31, 1958

Dr. Wilson Popenoe
Rancho California
Almuñécar (Granada)
España

Dear Dr. Popenoe:

Your letter of October 19 encouraged me greatly. It is good to know that you think we are substantially on the right track, and all the detailed comments serve both to spur our enthusiasm and refine our thinking.

I'd love to develop the project of a symposium livestock improvement in the tropics. The major current of opinion seems to favor up-breeding by introduction of Brahman blood for beef, but there are strong divergent opinions, and I'd like to see this matter focused as an element in the symposium. You undertook to suggest five or six names, and I'll wait for them as a first step.

I note particularly also what you say about coffee. We went too light on this important subject in 1958, and I hope to restore the balance somewhat in 1959. As you know, coffee lags behind in investigation and still more in the application of the results of investigation, and we should be doing more here to correct that situation.

I have also just re-read your letter of October 13. We have had very cordial relations with Ibec Research for seven or eight years, and we have consistently published their major technical reports. The first chance I have,

La Hacienda

20 VESEY STREET - NEW YORK

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I'll drop in again at their office, just to make sure I haven't overlooked anything.

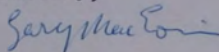
I have written Squier to suggest that their technical people prepare a story on small sugar equipment. I know they will be very pleased with your favorable comments on their machinery.

Dr. Rodríguez Adame made a comment similar to yours on the proposed cotton article, and (at his suggestion) I am getting together some thoughts on the market prospects. The other week I was in New Orleans and I asked the people at the Southern Regional Research Laboratory for their views. They are remarkably bullish, believing that new uses now being developed will expand the demand for low grades, and most of the surpluses (they say) consist of low-grade fibers. I'll try to let you see ahead of publication what we may say on market prospects.

The actual space devoted to book notes will vary according to production needs, but I shall continue to do all I can to expand the space and improve the quality. I feel a personal commitment to this section, for it was dormant when I came here, and for several years I wrote every single review myself. Now I am in the fortunate position of having a man who knows far more about agriculture than I do to carry the load.

One again my sincerest thanks and all good wishes.

Cordially,



Gary MacEoin
Editor

GME/mss

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La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

November 10, 1958

Dr. Wilson Popenoe
Rancho California
Almuñécar (Granada)
España

Dear Dr. Popenoe:

Mr. Gunnar Hurtig, Jr., manager of the Squier Corporation has commented as follows on your suggestion:

"Regarding the correspondence you had with Dr. Wilson Popenoe, we are interested to hear his very complimentary remark in which he refers to the small Squier sugar mills as about the best. We think so too but are wondering just what type of an article could be written. Squier mills are of course in service all over Latin America but the manufacture of panela is more or less a standard practice and right at the moment, we are somewhat at a loss to see just what type of an article could be developed around this subject. We would certainly appreciate some suggestions from you."

I am sure you had a very clear conception in your mind of what kind of story we might publish. If so, I'd like to pass it on to him.

Cordially,

Gary MacEoin
Editor

GME/mss

Madrid, Spain, 19 Dec 1958

Dr Gary MacEoin, Editor,
La Hacienda, 20 Vesey St, New York 7, NY

Dear Doctor MacEoin:

After having made a final tour of northern and central Spain, we are here in Madrid, ready to hop off this afternoon on KLM for Guatemala. So please take note: my address from now forward is Antigua, Guatemala, C.A.

At Almuñecar last week I picked up your letters of October 31 and November 10. I am afraid Gunnar Hurtig of the Squier outfit has got me down. I didn't have any very definite ideas about an article on small sugar mill equipment - just a feeling that the small operator in Latin America is throwing away a lot of juice because he is using a very inefficient little mill. If we could get a batch of figures it would make a story, but I do not believe we can get them. I suggest we let the matter stand until I get back into action, down there in Central America; then perhaps I can get some data and some photos which will be worth while. There really is a story to be told.

As to a livestock symposium, I am not so much interested in beef as in milk. For 15 years we have been upgrading our milk cows at Escuela Agrícola Panamericana, with Guernsey, Jersey and Holstein blood. We have some extremely interesting and valuable figures; and other folks have also. Here again, I will try to get some of my friends in tropical America to collaborate in a symposium which should bring out (1) the value of different blood in different tropical climates, and (2) the importance of the right feeding. For it is a 50-50 proposition. Not what some tropical farmers think: you spend 2000 dollars on an imported pedigreed bull, and just as soon as the cows see him over the fence they jump up their milk production 75%.

I have had a fine session with our colleague Aniceto Leon Garre. A smart hombre. His smartness is proved by the fact that he has talked me into writing a manual of tropical fruit culture, in Spanish, for his outfit, Salvat Editores of Barcelona. I just hope I live to see it through. As he has written you, he does not have much time to devote to La Hacienda, and he also feels that there are some Spanish agricultural journals which need help. If he should drop out at any time, your man over here is Ing. Francisco Rueda F., who has the cátedra of arboricultura in the agricultural college here in Madrid. I have become very well acquainted with him. He is allright, and one of the few men who has any infectious enthusiasm for new crops here in Spain. You ought to see that he gets La Hacienda regularly, and I hereby ask you to put him on the list and charge his subscription to my annual stipend. His address is Ing. Francisco Rueda F., Bidasoa 6, Madrid, Spain.

Sincerely

Wilson Popenoe

Published for

THE HACENDADOS · INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

20 Vesey Street · New York 7, N. Y.

December 29, 1958

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Very many thanks for your letter of December 19. I am sure you are happy to be home again after your long wanderings. I'm glad you met Dr. León Garre before you left Spain. I have a great deal of admiration for him, and I hope he will stay with us for a long time to come.

It is also comforting to have a replacement in case he should at any time drop out. I have put Ing. Francisco Rueda on our complimentary list. That is no trouble.

Please do go ahead with the project for a symposium on dairy cattle. It will be most valuable.

Regards and good wishes.

Cordially,

Gary MacEoin
Editor

GME/mss

Published for

THE HACENDADOS • INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

January 7, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua, Guatemala

Dear Dr. Popenoe:

At the end of the first year of existence of the editorial advisory board, I want to thank you most sincerely for the tremendous help and encouragement you have given me.

I believe there is no doubt that 1958 marked a new high in regard to the editorial content of the magazine, its acceptance by and its value to the readers. I believe the editorial board played a major part in this progress, and in particular yourself, and accordingly I want to thank you on my behalf and that of Mr. Bayard and all the staff.

Unfortunately, from a business viewpoint, 1958 was less kind. It was not a good year for U. S. exports to Latin America, a situation reflected in advertising budgets and consequently in our receipts. As for 1959, the outlook remains obscure. One serious and obvious depressing factor is the level and direction of prices for Latin America's exports, the principal basis of the region's ability to buy. However, we have survived bad times before and hope to continue to do so.

Enclosed is a check for \$100 to cover secretarial and postal costs for 1959.

Cordially,

Gary MacEoin
Editor

Enc.
GME/mss

from

GARY MacEOIN
Editor

La Hacienda

20 Vesey Street NEW YORK 7
Phone: COrlandt 7-4031

February 6, 1959

Dr. Wilson Popenoe
Calle de la Nobleza 2
Antigua
Guatemala

Dear Dr. Popenoe:

Enclosed please find the schedule
of articles for the month of June,
1959.

Sincerely,

Marna S. Santullano

Marna S. Santullano
Editorial Department

[original tossed due to
high acid content]

6 de febrero de 1959

Número dedicado a la química agrícola

La Hacienda - Junio de 1959

- 1 [S]umario
- 2 Sauchelli #202. Estudio básico de la fertilidad del suelo y
3 de la función de los fertilizantes; de un folleto preparado
4 por Vincent Sauchelli (del Plant Food Institute, Washington,
5 D.C.) para la compañía Davison Chemical. Incluye capítulos
6 sobre el control de humedad, nutrición de plantas, hamus,
7 bacterias del suelo, etc.
8
9
10
11
- 12 Insect #142. Artículo de "Agricultural and Food Chemistry".
13 Presenta la tesis de que, aunque el control ecológico y bio-
14 lógico sean ideales, los pesticidas constituyen la única arma
eficaz para combatir las especies más daninas de insectos.
- 14 Pestisoil #140. Tres estudios sobre la relación entre el
15 suelo y los pesticidas, por especialistas de las Universi-
16 dades de California y de la Florida y del Depto. de Agricul-
17 tura de los EE.UUU.: fumigantes, fungicidas y el suelo; in-
18 secticidas y el suelo; herbicidas y el suelo.
19
- 20 Almacén #203. Protección química de los granos almacenados.
21 Artículo basado en experimentos realizados en la Oficina de
Estudios Especiales, Secretaría de Agricultura y Ganadería.
- 22 Equipos # . La maquinaria más reciente para la aplicación
23 de químicos en la agricultura, etc.
- 24 Conrad #1078. La urea en la alimentación de vacas lecheras.

(México y escrito por técnicos de)

Antigua, Guatemala, 25 Feb 1959

Dr Gary MacEoin, Editor,
La Hacienda, 20 Vesey St, New York 7 NY

Dear Doctor MacEoin:

On returning from a month in California I find your letter of 7 January, together with check for \$100 for which I thank you. I have turned this check over to my Secretary, who happens to bear my name and is in fact the same person, to reimburse him for services during the coming year, or I should say, the present year. How fast these years come and go!

A few days ago I received the schedule of articles for the June issue. My comments are as follows:

Sauchelli No. 202. Without knowing the material, I can say that the subject is a splendid one. If it is oriented with relation to tropical soils and their fertilizer requirements.

Pestisoll 140. Another excellent subject. You could not have better ones than these two, if as abovementioned they are based on tropical American needs.

Almacén 203. This comes out of the "estudios Especiales" which is the Rockefeller group working in Mexico. There is no better source of material on anything they put out. I have expressed my opinion to this end before. I have just come from a talk with these people in Mexico City. Use all the material you can get from them so long as it hits your general field. But I don't need to waste time telling you all this.

Equipos num. blank. Allright. I just hope it will include data on simple equipment for the use of little guys like myself.

Conrad 1078. Use of Urea in nutrition of dairy cows. I would publish this, but I am still a bit shaky about it, so far as our small farmers are concerned. And maybe the larger dairymen. Probably I am wrong. Right now I am for more leguminous forage and more concentrates.

What a job those lads of the "Coffee and Tea Industries" did on coffee cultivation and processing etc. in their issue of November last! Who put up the money for that? I wish you could have done it. That is a real text book, and a beauty.

As soon as possible I will get to work on my friends to build up a symposium on tropical dairy cattle. I believe it can be good. In the meantime, please check up on the following point: Since coming back to this hemisphere I am not receiving La Hacienda. Last year I asked you to send it to me at ~~Llanuñegar~~, Spain. In doing so the mailing room apparently cut me off the old list. Please make them switch again - or in any case put me back on the list at Antigua, Guatemala C A. Or is that the magazine is so valuable that someone swiped it before it reaches me here?

With best regards always,

Sincerely,

Published for

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20 Vesey Street • New York 7, N. Y.

March 3, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Many thanks for your -- as always -- stimulating letter of February 25. Your address has been restored, as requested, and January and February issues are on their way to Antigua.

Yes, that was a fine issue of Coffee and Tea Industries, like a white blackbird when compared with their usual issues. Why can they do it and not we? The answer is in the advertising appeal of their readership. We cannot get any of the advertising they carry. Too bad, but there it is. I know Bernie Sachs (the editor) and could reprint any of the articles. Which would you recommend?

Cordially,

Gary MacEoin
Editor

GME/mss

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La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

Marzo 18, 1959

Dr. Wilson Popeone
Calle de la Nobleza No. 2
Antigua, Guatemala

Estimado Dr. Popeone:

Hemos recibido una carta del Dr. Guillermo Verdejo Vivas, farmacéutico, residente en la calle Generalísimo, 19, Almería, España, quien se interesa en conocer la denominación en inglés del método de cultivo de reciente introducción en el Litoral Mediterráneo del Sur de España, que consiste en establecer un abonamiento orgánico intenso y sobre la materia orgánica una capa de arena de diferentes grosores, verificándose la siembra en esa capa de arena.

Seguramente usted habrá podido observar ese sistema de cultivo durante su estancia en la península, por lo que no dudo podrá informarnos para complacer al Dr. Verdejo, y si el asunto lo amerita publicar la correspondiente nota en la sección de resúmenes de "La Hacienda".

Muchas gracias por su atención, y confiando se encuentre usted bien y feliz en la redacción de su nuevo libro sobre frutas tropicales, saluda a usted muy respetuosamente,

A. J. González
Ing. Agr. Depto. Editorial

AJG:RT

Published for

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ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

March 31, 1959

Dr. Wilson Popenoe
Calle de la Nobleza 2
Antigua
Guatemala

Dear Dr. Popenoe:

I have received several interesting reports on the use of methyl bromide as a fumigant. One, prepared by the North Carolina Agricultural Experiment Station, describes its effectiveness for the control of soil-borne diseases and weeds in tobacco plant beds. Another, prepared by the U. S. Department of Agriculture, describes experiments to adapt grain aeration systems to the distribution of methyl bromide and other fumigants in concrete elevator tanks, large and small steel tanks and flat storages.

I should appreciate your comments as to the extent of the practical application of these techniques in the areas with which you are familiar, and as to the space (if **any**) you think we should devote in the magazine to either or both of these subjects.

I enclose our monthly schedule of articles for the July and August 1959 issues.

Cordially,

Gary MacEoin
Editor

Enc.

GME/mss

[original tossed due
to high acid content]

March 19, 1959 (II)

La Hacienda - July 1959

- 1 Sumario
- 2 Tibaitatá #207. El Centro de Investigaciones Agrícolas de
- 3 Tibaitatá, Colombia, es uno de los más importantes de la
- América Latina. Tomado de "Esso Oilways", IX, 4.
- 4 Salino #177. Suelos alcalinos y salinos; su estructura;
- 5 cómo mejorarlos y aprovecharlos agrícolaemente. Por C. A.
- 6 Bower y Milton Fireman.
- 7
- 8 Dieselcool #1068. Cooling systems of diesel engines.
- 9
- 10 Chile #975. Estudio hecho por la Oficina de Estudios Espe-
- 11 ciales de México sobre el cultivo, variedades, combate de
- 12 enfermedades en el almacigo y en el campo, y desecado.
- 13
- 14 Forest #204. Mejoramiento de árboles maderables mediante
- 15 la aplicación de los principios de genética establecidos para
- las plantas y los animales. Artículo por el Director de la
- Escuela de Silvicultura de la Universidad de la Florida, en
- Chemurgic Digest.
- 16 Laguinge #158. ²Defoliantes en la cosecha de semilla de alfalfa.
- Experimentos en E. U. A. y en la Argentina.
- 17 Blackstrap #134. Miel de purga como suplemento de los pastos.
- 18 Artículo original del vicepresidente de la U. S. Sugar Corp.,
- 19 Clewiston, Florida.
- 20 León #178. Beneficio de café verde. Por Jorge León, de
- Turrialba. Trabajo presentado en la Conf. Interam. de Alimentos.
- 21 Caneborer #156. Contrarresto del taladrador de la caña de
- azúcar; por un grupo de 5 entomólogos de Luisiana y del USDA.
- 22 Chlortetra #167. El uso de antibióticos como preservativos
- de alimentos. Contribución al Congreso Interam. de Alimentos.
- 23 Valdés. #169. Control de las enfermedades de las aves, en
- 24 México. Por el Dr. Oscar Valdés Ornelas.

24 de marzo de 1959

Sección de tecnología de los alimentos

La Hacienda - Agosto de 1959

- 1 Sumario
- 2 Jolly #210. Cultivos mixtos en los trópicos. Por A. J.
3 Jolly, profesor de economía, Colegio Imperial de Agricultura
4 Tropical, Trinidad, BWI. Estudio importante de las diferencias
5 entre la explotación de un solo cultivo en los trópicos y
los cultivos mixtos de la zona templada con sugerencias
para cambios en el método tropical.
- 6 Bambú #159. Utilización del bambú en el Ecuador. Se descri-
7 ben variedades y usos de la construcción, etc. Por F. A.
McClure.
- 8 Engines #126. Cómo sacar el máximo provecho de los motores.
9 [Capítulo] del libro de Gulvin "Farm Engines and Tractors",
10 McGraw-Hill.
11
- 12 Walnut #206. Caracteres botánicos, variedades, poda, enfer-
13 medades, cosecha y limpieza de frutos. Ing. Agr. Soldatti,
de Argentina.
- 14 Artículo sobre arros, maíz o trigo, todavía por seleccí[onen],
15 que [traze] sobre algún aspecto importante de una de [estan]
16 cosechas.
17
- 18 Viande #101. Crecimiento y desarrollo del ganado de carne.
19 Un estudio de la configuración física de los animales, con
20 una serie de diagramas que muestran tipos deseables e inde-
seables.
- 21 Silage #141.

Food

- a Wet-milling of corn
b
- a Soybeans -- processing to meet nutritional needs of humans.
b Soybean yields twice as much protein as wheat and three times
as much as corn per acre; and proteins in very short supply
in Latin America.

[original tossed due
to high acid content]

April 20, 1959 (IV)

La Hacienda - July 1959

- 1 Sumario
- 2 Jolly #210. Cultivos mixtos en los trópicos. Por A.J.
- 3 Jolly, profesor de economía, Colegio Imperial de Agricultura
- 4 Tropical, Trinidad, BWI. Estudio importante de las diferencias
- 5 entre la explotación de un solo cultivo en los trópicos y los
- 6 cultivos mixtos de la zona templada, con sugerencias para
- 7 cambios en el método tropical.
- 8 Salino #177. Suelos alcalinos y salinos; su estructura;
- 9 cómo mejorarlos y aprovecharlos agrícolaemente. Por C. A.
- 10 Bower y Milton Fireman.
- 11 Chile #975. Estudio hecho por la Oficina de Estudios Espe-
- 12 ciales de México sobre el cultivo, variedades, combate de
- 13 enfermedades en el almácigo y en el campo, y desecado.
- 14 Forest #204. Mejoramiento de árboles maderables mediante
- 15 la aplicación de los principios de genética establecidos
- 16 para las plantas y los animales. Artículo por el Director
- 17 de la Escuela de Silvicultura de la Universidad de la Flo-
- 18 rida, en Chemurgic Digest.
- 19 Dieselcool #1068. Sistemas refrigerantes de los motores
- 20 diesel.
- 21 Laguinge #158. Defoliantes en la cosecha de semilla de al-
- 22 falfa. Experimentos en E. U. A. y en la Argentina.
- 23 Blackstrap #134. Miel de purga como suplemento de los pastos.
- 24 Artículo original del vicepresidente de la U. S. Sugar Corp.,
- 25 Clewiston, Florida.
- 26 León #178. Beneficio de café verde. Por Jorge León, de
- 27 Turrialba. Trabajo presentado en la Conf. Interam. de
- 28 Alimentos.
- 29 Caneborer #156. Contrarresto del taladrador de la caña de
- 30 azúcar; por un grupo de 5 entomólogos de Luisiana y del USDA.
- 31 Valdés #169. Control de las enfermedades de las aves, en
- 32 México. Por el Dr. Oscar Valdés Ornelas.

[original tossed due
to high acid content]

April 23, 1959 (II)

Food Technology Section

La Hacienda - August 1959

- 1 Sumario
- 2 Tibaitatá #207. Centro de Investigaciones Agrícolas de
- 3 Tibaitatá, Colombia, uno de los más importantes de la
- América latina.
- 4 Bambú #159. Utilización del bambú en el Ecuador. Se
- 5 describen variedades y usos en la construcción, etc. Por
- F. A. McClure.
- 6 Arroz # . Round-up by Ing. A. J. González of latest
- 7 developments in rice cultivation from all parts of the world.
- 8
- 9
- 10 Walnut #206. Caracteres botánicos, variedades, poda, enfer-
- 11 medades, cosecha y limpieza de frutos. Ing. Agr. Soldatti,
- de Argentina.
- 12 Silo #221. Silo de auto-alimentación, horizontal, sobre tierra,
- 13 diseñado, construido y empleado con éxito en la Estación Ex-
- 14 perimental de la Florida para almacenamiento y autoalimentación
- 15 del ensilaje de pasto Pangola.
- 16 Fosfórico #182. Suelo y fosfórico, por Pedro Mela Mela.
- Runover: 1 col.
- 17 Napier #192. Aprovechamiento del pasto elefante (2 columnas,
- más una columna de la página anterior para completar la página.)
- 18 Viande #101. Crecimiento y desarrollo del ganado de carne.
- 19 Un estudio de la configuración física de los animales, con
- 20 una serie de diagramas que muestran tipos deseables e inde-
- seables.
- 21 Clortetra #167. El uso de antibióticos como preservativos
- de alimentos. Contribución al Congreso Interamericano de
- Alimentos.
- 22 Mínimo #188. La ley del mínimo en la aplicación de los fer-
- tilizantes (la ausencia de un principio fertilizante afecta
- la actividad de los demás). Por Vincent Sauchelli.
- 23 Silage #141. Producción y suministro de ensilaje.

Food

a-b Wet-milling of corn

Published for

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ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

20 Vesey Street · New York 7, N. Y.

April 3, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

I am sure you will have some idea of what the commercial prospects are for Zoysia grasses throughout the tropics. They have taken on amazingly in this country for lawns, and we are in touch with a firm which would consider export (see enclosed reprint). But, of course, there is no point in going into it, unless a demand exists.

I'd appreciate your views.

Cordially,

Gary MacEoin
Editor

GME/mss

Antigua, Guatemala, 11 April 1959

Dr Gary MacEoin, Editor
La Hacienda, 20 Vesey St, New York City.

Dear Doctor MacEoin:

Yours of April 3 in re Zoysias. Not much has been done with this genus down this way, but there is a Zoysia lawn at the airport in Managua on which I have had my eye for some years. We got the Meyer Zoysia from our friend Milo Perkins in Arizona and grew it at Zamorano. We did not give it a thorough trial but did not get the feeling that it would replace either Bermuda or a Paspalum which we grow as lawn grasses and which are very satisfactory. You sent me a leaflet with an article by Lou Trouve - good journalism but I am not so sure about his horticulture. The other, from the N Y Times makes good sense. If I were you I would go a bit easy on this subject in Hacienda, until we can assemble more information about its behavior in the tropics.

Now referring to yours of 31 March: I cannot tell you anything about methyl bromide because I have never used it. I would suggest you write Ralph H Allee, Director of the Instituto Interamericano de Ciencias Agricolas at Turrialba, Costa Rica. His people are in touch with this sort of thing.

On a separate sheet I enclose a few comments on the July and August issues - or material for same, to put it more correctly. On the whole these look very good to me. I only wish we could get more good original papers. I can think of only one ray of hope. Printing is getting so expensive in the U S that many good papers which have real value down here, will not find publishers up there because their field is too limited. It seems to me there may be opportunities to pick up good material at the agricultural and horticultural meetings held in this part of the world from time to time. I am sure of course that you already have this in mind, but I am going to keep it in mind myself. For example, the meetings of the Caribbean Region, Am Soc Hort Sci, bring out some good papers. These are published - these past two years - in the "Proceedings" but it is not certain that there will be money to keep this up. Previous to two years ago we got out some of them in CEIBA. The "Proceedings" only has a circulation of about 300, Ceiba the same. While this would not be original material if you lifted it, your much larger circulation fully justifies you in using it.

Sincerely,

Wilson Popenoe

A few comments from W. Popenoe on material for July and August.

JULY 1959

I like the Tibaitatá 207. It calls attention to some good work done in this part of the world.
Salino 177. Very good subject of wide application.
Dieselcool 1068. Allright.
Chile 975. I am familiar with this work. An excellent job and well worthy of wider dissemination. Nobody knows more about Chile than the mejicanos, in fact not half as much.
Forest 204. I would have to see this to form an opinion. I am not too sure of its practical applicability in tropical America.
Laguings 158. No opinion as I am not familiar with the subject.
Blackstrap 134. Might be very much worth while in several countries.
Leon 178. Beneficio de café verde. I am glad to see this come out for two reasons, first, you can never overdo coffee if you have good material, and secondly, Jorge Leon is a first class man.
Caneborer 156. Good subject.
Chlortetra 167. Might be interesting.
Valdés 169. Very good subject and there is room for bringing out some good new material I would think.

AUGUST 1959

Jolly 210. This should be an extremely valuable contribution, if I know anything about the work they do in Trinidad.
Bambú 159. By my old friend and Colleague Floyd McClure. I am very glad to see this come out. McClure has worked for years, trying to encourage the economic use of bamboos in the New World. We were doing the same thing in the U S Dept of Agriculture in Dr Fairchild's (and my time). Some day we are going to see bamboos assume at least a small part of the importance they have in tropical Asia.
Engines 126. Good subject, but I am sorry to see it lifted from a book which is likely to have as wide a circulation as any one put out by McGraw-Hill. But of course it is likely not 10% of your readers will have seen the book.
Walnut 206. Not too important because walnuts can not successfully be grown in the tropics proper, except to a small extent at elevations of 7000 feet and more.
Artículo sobre arroz, maíz o trigo. It is impossible to devote too much space to the importance of seed selection with any of these crops. I consistently and persistently argue that we should not talk too much about hybrid corn in the tropics because the first step is selection. After we have exhausted the possibilities of selection we should go in for hybrid corn. Not everybody will agree with me in this. My argument is that the small farmer can raise his own selected seed but he has to buy hybrid seed every year and he doesn't always have the money in his pocket.
Viande 101. This can be a fine article. I shall look forward to it.
Silage 141. Always a good subject - hard to overdo it.
Wet milling of corn. No comments. Mi no sabe.
Soybeans. Good subject, I believe, because there seems a strong probability that soybeans will attain considerable importance in many regions where not yet grown commercially.

Antigua, Guatemala, 12 Abril 1959

Ing. Agr. A.J.Gonzales
La Hacienda
20 Vesey St, New York 7 NY.

Estimado Ingeniero:

Contestado a su consulta del día 18 del pxmo ppdo, sienta decirle que no conozco el sistema mencionado, i.e., establecer un abonamiento orgánico intenso y sobre la materia orgánica una capa de arena de diferentes grosores, verificándose la siembra en esa capa de arena. Ni ví, ni oí hablar de tal sistema durante el año pasado, cuando trabajé en la costa del Mediterráneo, desde Marbella hasta Barcelona.

Muy cerca al Dr Guillermo Verdejo Vivas está la finca del Ing. Francisco Rueda, profesor de arboricultura en la Escuela Técnica de Agricultura en Madrid. El Profesor Rueda llega a Mérida cuando en cuando, y quizás podría informar respecto al sistema si en realidad se practica en España. También el Dr. Aniceto Leon Garre en Barcelona, Balnes 260 (miembro de la Junta Consultativa de La Hacienda, y destacada autoridad) podría saber algo.

La dirección del profesor Rueda en Madrid es Bidasoa 6. Su finca en Almería está a cuatro kilómetros del centro, río arriba.

Siempre su seguro y atento servidor,

Wilson Popenoe

Published for

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TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

STUYVESANT BAYARD
PRESIDENT & PUBLISHER
LA HACIENDA CO., INC.

20 Vesey Street • New York 7, N. Y.

April 27, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Many thanks for your letter of April 11, and for the many practical comments on our problems and plans.

I have looked at the articles in Coffee and Tea Industries once again, and my final conclusion is the same as yours, that they have probably reached most of the people who would be interested.

Your point about the timeliness of articles on alternative crops for coffee countries is very good. I'll start asking right away; and if suggestions occur to you, I'd appreciate them.

I shall not comment on each of your suggestions in detail. I have read them several times and hope I have incorporated all of them into my thinking, so I shall pass on to the two about which I have something further to say.

First, I agree fully with your stress on the importance of seed selection. I have for years been looking with little success for practical articles on this matter. Recently, however, Dr. León Garre put me in touch with a Spanish specialist who is preparing an article. Let's hope it comes up to what you and I want.

Second, I wonder if you are right in your stress on original articles. Of course, each case is different. But I believe that in very many cases, we can get better material from scientific sources in the United States (principally) than we could ever hope to have written for us. And when I say scientific sources, I include articles published by scientists in domestic agricultural magazines. It is naturally important

La Hacienda

20 VESEY STREET • NEW YORK

- 2 -

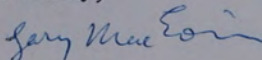
to select from these sources what is applicable to our readership area, but I believe that our staff agronomist, Ing. González, is well equipped for this task. I doubt if more than one percent of our readers has seen the most widely circulated book of McGraw-Hill or any other publisher.

The above is not intended to close the discussion but merely to present ~~your~~ ^{my} reaction. If you feel strongly, I know that you'll come back with -- and for -- more.

One other matter. I have heard that the Central Bank of Costa Rica has recently been allocated \$10,000,000 from the Bank of America and \$5,000,000 from (I believe) the International Development Fund to create a fund for financing on extended terms and at low interest rates the importation of a variety of capital goods, principally agricultural machinery and agricultural chemicals. My understanding is that similar arrangements have been made in various other Latin American countries. I am writing to Dr. Ralph Allée about this (and also about methyl bromide), but I mention it to you also in case you may know something about the situation in Honduras or Guatemala. Any information, or names of persons who could inform me, would be appreciated.

All best wishes.

Cordially,



Gary MacEoin
Editor

Tema: Agroindustrialización.

La Hacienda - Septiembre de 1959

- 1 Sumario
- 2 Jabez #139. Artículo sobre una planta para el beneficio del
3 café, con la maquinaria más moderna, recientemente instalada
4 en Venezuela, describiéndola en detalle.
5
- 6 Packaging #213. Estudio de los diferentes materiales de
7 embalaje y envase (arpillera, algodón, rayón, papel, etc.)
y sus propiedades para resistir a los insectos durante el
almacenamiento; las ventajas del envase bien hecho, y del
tratamiento químico.
- 8 Oilfeed#189. Aditamento para la alimentación de hojuelas
9 para extraer aceites vegetales más eficazmente.
- 10 Engines #126. Cómo sacar el máximo provecho de los motores.
11 Capítulo del libro de Gulvin "Farm Engines and Tractor/s", de
12 McGraw-Hill.
- 13 Wool #212. Nuevas técnicas para determinar la calidad de la
fibra, desarrolladas por el Dept. de Agricultura de EE.UU. y
por la "American Society for Testing Materials".
- 14 Handling #220. Equipo para almacenamiento y manipulación de
15 productos agrícolas. Presentado desde el punto de vista de tipos
de instalaciones apropiadas para las haciendas de tamaño medio,
indicando las modificaciones requeridas para las distintas
cosechas. (Referencias a diversas fuentes de fuerza motriz
y a motores, como parte de estos sistemas).
- 16 Highways#220. Presentación pictórica de las obras de la
17 Carretera Panamericana a lo largo de Panamá.
- 18 Solubles #198. Solubles de pescado condensados. Su prepa-
19 ración y aprovechamiento como ingrediente alimenticio de los
animales.
- 20 Industrial # . Ultimos equipos y aditamentos en la elabo-
21 ración de productos agrícolas.
- 22 Mexmill #211. Presentación casi totalmente pictórica de
23 un molino harinero en Naucalpan, México, recientemente
inaugurado por la Cia Molinera de San Bartolo.
- 24 Pig #170. Cría del cerdo.

Published for

THE HACENDADOS • INDUSTRIALISTS ^{and} DEALERS OF LATIN AMERICA



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La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

STUYESANT BAYARD
PRESIDENT & PUBLISHER
LA HACIENDA CO. INC.

20 Vesey Street • New York 7, N. Y.

May 15, 1959

Dr. Wilson Popenoe
Calle de la Nobleza 2
Antigua
Guatemala

Dear Dr. Popenoe:

On several occasions, and most recently in your letter of February 25 last, you very kindly offered to work up a symposium on tropical dairy cattle, which I presume includes dual-purpose breeds. It is our intention to give major emphasis to livestock in December, as we did last year, and I am planning the issue on the assumption that we can get this symposium in time for it. To do so, we must get the project underway immediately. First of all, it is necessary for you to define the issues -- to insure adequate coverage of the major elements and to avoid overlapping and duplication -- and then to settle on an expert for each part and put him to work. It is also necessary to begin straight away to think of illustrations, just as soon as it is decided what to include.

I'd like to have everything cut and dried not later than the end of June; and to have the material in my hands by September 1.

As far as I'm concerned, there are no holds barred. There is plenty of room for intelligent controversy as between upgrading criollo stock and importing pedigree strains, though I suspect that in the end the conflict is not as deep as the protagonists seem to think. Anyway, whatever will inform and stimulate thought is good.

Please let me know as soon as convenient what can be done. If this won't work, I'll have to corral another idea.

Yours,

Gary MacEoin
Editor

P. S. Beef cattle and their problems are equally worthy of discussion. But that might be too much to handle in one symposium. *sm*

P.P.S. Did you get recent letters from Dr. Leon Garre? Please send me if you are back in Guatemala. sm

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THE HACENDADOS • INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



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STUYVESANT BAYARD
PRESIDENT & PUBLISHER
LA HACIENDA CO., INC.

20 Vesey Street • New York 7, N. Y.

May 26, 1959

Mrs. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Mrs. Popenoe:

Many thanks for your letter of May 18 telling me that Dr. Popenoe is away and that there may accordingly be a delay in my hearing from him. I am sure, however, that -- as you indicate -- he will either deliver or let me know in good time that I have to make other plans.

Best personal regards. When are you coming to New York again? Fairly soon, I hope.

Cordially,

Gary MacEoin
Editor

GME/mss

Curacao, Netherlands West Indies,
29 May 1959

Dr Gary MacEoin, Editor La Hacienda,
20 Vesey Street, New York City, USA.

Dear Doctor MacEoin:

My delay in replying to several letters of yours is due to the fact that I have been busy making a survey of the possibilities of fruit culture in Venezuela for the Fundación Eugenio Mendoza of Caracas. I am now on my way to Costa Rica to take part in the annual meeting of the American Society for Horticultural Science, Caribbean Section.

In reply to yours of 29 April, regarding the pamphlet "Keystone to a Strong Agriculture", I am not in favor of publishing all or part of this in La Hacienda. It treats of agricultural credits. This in turn brings up the question, Where is money to be had to give these credits? I think a great many people in Latin America would answer immediately, Uncle Sam must give it to us. The matter smacks too much of international politics, or so it seems to me.

Now that we are talking about agricultural credits, I would like to ask if you have thought of an article from Costa Rica? When I was there some years ago, the national bank had developed a system of small supervised loans to farmers which was working very well. I believe I was told they had only lost about 2% of the money loaned. The supervising was done by graduates of the local agricultural college - men who were more or less doing agricultural extension work. Bernardo Iglesias, an old friend of mine (his father was, at one time, President of Costa Rica) was in charge of this work. When I am in Costa Rica I will see how things stand. Ralph Allee may have someone who could write a good article on this subject, emphasizing what the national bank has done with its own funds.

Mrs. Popenoe sent me your letter of 15 May, regarding the symposium on upgrading tropical dairy cattle. I do not think the idea should be to emphasize dual purpose breeds. What I would like to see is a discussion of the possibilities of greatly increasing milk production by crossing bulls of the best dairy breeds with native tropical cows of no breed at all. The job is going to be this: We will need brief articles from about five men who have had experience in this field. I will discuss the matter at Turrialba next week and see what Allee thinks. I fear it is going to be rather hard to get five competent men to prepare articles, or at least to prepare them in time for your December issue. I would leave beef cattle for a separate symposium; it is a good subject allright.

Sincerely yours,

Wilson Popenoe

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THE HACENDADOS · INDUSTRIALISTS ^{and} DEALERS OF LATIN AMERICA



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La Hacienda

STUYVESANT BAYARD
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TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

20 Vesey Street · New York 7, N. Y.

June 2, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

I'm sending one copy of this to you at Turrialba and the other to your home.

Thank you very much for your letter of May 29 mailed from Curaçao. You certainly are not slowing down any.

I've noted your reaction to "Keystone to a Strong Agriculture". The only other member of the Editorial Board who has yet expressed an opinion is Dr. León Garre from Spain, and he very strongly urges the publication of a complete text as space permits. Before making a final decision, I shall await further reactions. I hope to talk to Dr. Rodolfo Arango in Havana this coming Friday and learn what he thinks about it. I quite agree with your comment that some people will start thinking of U.S. loans or grants - as a kind of Pavlovian reaction - at the mere mention of credit. Nevertheless, I don't think that this artificial reaction should frighten us away from a subject of primary significance in itself. It may very well be that the approach suggested in your letter is a much better one. I hope you will have the opportunity to follow up your own suggestion while you are in Costa Rica and let me know what develops.

La Hacienda

20 VESEY STREET - NEW YORK

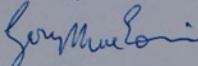
- 2 -

I certainly did not intend to "emphasize" dual purpose breeds in the proposed symposium of dairy cattle in the tropics. They do exist, however, and should (I think) be put in their proper perspective, whether a good or bad one. I agree that the main development should deal - as you indicate - with the upgrading of native breeds. I'd like to see a good objective balance struck as between this approach and the approach adopted by a relatively small number of persons (and ardently defended by them) of starting with a purebred herd of Holsteins or Jerseys.

I note your uncertainty as to date of delivery. All I can ask you is to continue to promote the project with your accustomed energy and keep me informed from time to time of progress. While I'm waiting I'll try to continue to fill the pages of La Hacienda with whatever I can get my hands on.

Regards and good wishes.

Cordially,



Gary MacEoin
Editor

GME/mss

Published for

THE HACENDADOS · INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



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La Hacienda

TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

ALBRO C. GAYLOR
PRESIDENT
LA HACIENDA CO., INC.

20 Vesey Street · New York 7, N. Y.

July 14, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Are you having any luck with the symposium on dairy cattle? I'd appreciate a note from you on the subject so that I can decide if necessary, to eliminate it from December and concentrate on something else.

You understand, of course, that in any case I do want it, even if it can only be for a later issue.

Cordially,

Gary MacEoin
Editor

GME/mss

Antigua, Guatemala, 15 July 1959

Dr Gary MacEoin, Editor
La Hacienda
20 Vesey St, New York 7, NY

Dear Doctor MacEoin:

Your letter of 2 June reached me at Turrialba - and I also received the copy you sent here. Before getting around to answering I had to rush off to Mexico for two weeks, to take part in the III Curso Internacional de Horticultura which was given under the auspices of the Organización de Estados Americanos. I got home only two days ago and hope now to remain several months in Guatemala - with perhaps a short trip to Salvador sandwiched in.

The situation with regard to agricultural credits in Costa Rica seems to have changed completely since my last visit, and in addition the people I knew are no longer in the picture. I really don't know where we can get an article on a system of credits to small farmers which has worked altogether satisfactorily. I have never been in close contact with this field of action in Latin America.

About the symposium on upgrading dairy cattle. I particularly want the results of our 15 years' work at Escuela Agrícola Panam. I find that Hernan Fonseca, formerly of our staff, has prepared a really excellent summary of results and he has sent this to EAP for publication in CEIBA. I have written the Director, asking if they are going to use this. If they are not, I can get it for La Hacienda. If they are, then we can use it after it appears in Ceiba (which as you know, only has a circulation of 300 or 400). I will let you know what I learn. I am not too confident that we can really work up a symposium. I did not get to see Dr Jorge de Alba at Turrialba. He is one of the people who should contribute to a symposium. You might approach him direct, if you wish. Enudio Rivera of the Ministerio de Agricultura y Cría at Caracas is another possibility. And there certainly is someone in Puerto Rico, where a lot of work has been done. Dr Jaime Bagué used to be the man, but I am out of touch with him. We may also be able to get something from Dennis Koester of Finca Seamay, Alta Verapaz, Guatemala, who has been working with Jersey blood. I will see if he will write something.

It is easy to get promises and hard to get action. You know the story better than I do!

With best regards always,

Sincerely,

Wilson Popenoe

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ALBRO C. GAYLOR
PRESIDENT
LA HACIENDA CO., INC.

20 Vesey Street · New York 7, N. Y.

July 24, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Many thanks for your letter of July 15. Evidently, you are not suffering from boredom.

It seems more than probable that the symposium on dairy cattle will not be ready for December, and I am assembling alternative materials for that issue. However, please do continue your initiatives. No matter how long this job may take, it will be worth the effort. I enclose copies of letters just sent to Dr. Jorge de Alba, Enudio Rivera and L. Rivera Brenes (Puerto Rico), following up your suggestion.

The report on the work at the Escuela Agrícola Panamericana is undoubtedly of extreme importance. I await the outcome of your approach. I'm sure that we can utilize the material, as soon as available, either in the symposium or separately.

Renewed thanks and all good wishes.

Cordially,

Gary MacEoin
Editor

Enc.
GME/mss

P. S. Drs. Rivera and L. Rivera Brenes will get Spanish translation of letter attached.

Published for

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ALBRO C. GAYLOR
PRESIDENT
LA HACIENDA CO., INC.

20 Vesey Street • New York 7, N. Y.

July 28, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Thanks for sending me the circular from Agricultura de las Américas. This does not indicate any change of policy. They will continue to distribute free, but for audit purposes, they must establish that the recipient wants to receive the magazine. They also want to identify the readership by occupation for the advertisers.

All good wishes.

Cordially,

Gary MacEoin
Editor

GME/mss

La Hacienda

REVISTA MENSUAL ILUSTRADA. EN CASTELLANO. AGRICULTURA—GANADERIA—INDUSTRIA.

20 Vesey Street, New York 7, N. Y., E. U. A.



FUNDADA EN 1905

31 de julio de 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Attached provisional schedule for January includes the article on Capital and credit, a copy of which I sent you some time ago with a request for your views on the desirability of publishing it. Since the consensus was strongly in its favor, I am planning to do so.

At the same time, it seems to me that it would add to the reader interest and benefit to have a series of brief comments reflecting the applicability or otherwise of Governor Tootell's views to the concrete conditions of various countries. I should very much appreciate having from you a brief critique, desirably between 150 and 250 words in length. It might set out what in your view is the most important aspect of what he says, or perhaps the weakest; or again it might indicate something he has overlooked. I should like to give complete freedom within the limits of the theme.

The sooner I get this material, the easier it will be for the staff to complete the preparation. I do hope it may be possible to let me have it by the end of August. However, if this is not possible, I can wait longer provided you can give me an idea how much to expect and by what date.

Cordially,

Gary MacEoin / m ss

Gary MacEoin
Editor

Enc.
GME/mss

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20 Vesey Street • New York 7, N. Y.

September 11, 1959

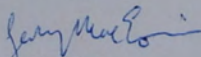
Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

On July 31 I wrote you requesting a brief critique, desirably between 150 and 250 words in length, of the text on Farm Credit by Governor Tootell, to be published in January. As I said then, I should like you to think of its applicability to the conditions of the region in which you live. It might stress the most important aspect of what he says, or perhaps the weakest; or it might indicate something he has overlooked.

If by chance you do not have a copy of the Tootell text, please tell me by return and I shall send one. I am anxious to complete the preparation of this material as soon as possible.

Cordially,


Gary MacEoin
Editor

GME/mss

Published for

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TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

September 11, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

I enclose copy of letter from Dr. de Alba, together with copy of my reply. I'm not quite sure if I'm on solid ground or in a quagmire at this point. However, I console myself that you were the one who suggested Dr. de Alba, and that accordingly you will be able to evaluate his comments for me. Please do so.

Cordially,

Gary MacEoin
Editor

GME/mss

Enc.

COPY OF FADED CORRESPONDENCE

[original tossed due
to high acid content]-----
[La Hacienda letterhead]

July 24, 1959

Dr. Jorge de Alba
Instituto Interamericano
de Ciencias Agrícolas
Turrialba
Costa Rica

Dear Dr. de Alba:

Dr. Wilson Popenoe, my good friend and guide, has been urging me for some time to try to organize a symposium on dairy cattle for the tropics. This might include the views of proponents of various specialized breeds, the best techniques for upgrading criollo cattle, the place of the dual-purpose breeds. But all of it should as far as possible consist of analyses and recommendations based on controlled experiments conducted in research centers and on modernly-operated dairy farms in the tropics.

I should welcome your views as to what you at Turrialba could contribute to such an effort. I am simultaneously writing to a number of people in different countries, suggested by Dr. Popenoe, and when I get all the views, it should be possible to collate them and reach agreement on who should do what.

I should also appreciate any comments you may have on the over-all idea, and names of people who might cooperate. I am already in touch with Enudio Rivera of the Ministerio de Agricultura y Cría of Venezuela, L. Rivera Brenes of Puerto Rico, and the people at the Escuela Agrícola Panamericana.

Cordially,

Gary MacEoin
Editor

GME/mss

COPY OF FADED CORRESPONDENCE

*[Original tossed due to
high acid content]*

Instituto Interamericano de
Ciencias Agrícolas
Turrialba, Costa Rica
August 27, 1959

Mr. Gary MacEoin
Editor
La Hacienda
20 Vesey Street
New York, N. Y.
U. S. A.

Dear Mr. MacEoin:

I have your kind letter of July 24. I presume you are thinking about a symposium of published material, not a meeting of people, which would cost quite a bit of money.

At the bottom of the question there are only four solutions possible for milk production breeding in the tropics, namely: Developing of Adapted Breeds from criollo stock; Developing of milking breeds from the existing Zebus; Developing of new breeds through crossbreeding; and lastly, utilization of water buffalos.

We at Turrialba are the champions of the criollo idea. There are very important criollos of milking ability in Nicaragua and Venezuela, we all work together on this idea. A very important breed is also found in Brazil, the Caracu. I am afraid our good friend Enudio Rivera of Venezuela is not up on the development of the local criollo. The man in charge of that work is Ing. Carlos Eduardo Ríos, C.I.A. Maracay, Venezuela.

The best work on developing milking strains of existing Zebus is being done in Brazil (not India). There are very important herds of both Guzarat and Gir. Two men could most authoritatively write about them: Geraldo Carneiro, of the Escola de Medicina Veterinaria, Bello Horizonte, Minas Gerais, and José Maria Couto Sampaio of the Instituto Agronomico de L'Este in Cruz das Almas. The former is really the number one Animal Scientist of Brazil (and in some respects the only one), Sampaio is a young man with a solid local reputation but not yet well known outside his state.

The crossbreeding idea has had work on and off everywhere in the tropics. The very fact that so many people have tried it

COPY OF FADED CORRESPONDENCE

PAGE 2

- 2 -

and so few concrete results have been produced makes me afraid of its practicability. We have a cross-bred herd of Swiss x Sindhis, older than the herd of criollos yet we could write more conclusively about our purebred criollos than about the crossbreeds. The USDA tried its hand at crossbreeding for the Gulf Coast. The whole thing ended up in a fizzle. You can't blame anybody but it seems that they tried too many things at once and they expected more of the Red Sindhis that they could really give. Besides, the Gulf coast is not really tropical. Any place that gets frost and can grow clovers or alfalfa, can make better production with European breeds than venturing into the doubtful World of making new breeds. So, the only experimental work of real consequence in crossbreeding is the one about the building of the Hope Jerseys in Jamaica.

This is really an outstanding piece of work successful mostly because of the excellent husbandry that has been practiced throughout, both in the historical period of Mr. H. H. Cousins and in the present work of Dr. Lecky. The latter man himself should be the one to write about them.

If you are really interested in serious experimental work, these are the only men I would care to hear what they have to say on tropical dairy cattle breeding. You may notice that I am leaving out the work of Puerto Rico. There are some good herds there, mostly of purebred of concentrates from continental U.S. that places these cattle under extremely favorable conditions that are not at all common to the rest of the tropics.

Dr. Popenoe will certainly be very angry with me for not giving importance to the work of the Escuela Agrícola Panamericana in dairy breeding. They have followed a straight course of grading up to the European breeds which will end up with nothing but a European breed. While this process has been successful in all temperate climates where it has been followed it will end up in a herd of unadapted cattle to a greater or lesser degree according to the amounts of European blood they may have. It is also unfortunate that the cattle management at the Escuela Agrícola has not been uniform due to changes in personnel. I know this because I tried once to run an analysis of their results when Ing. Carlos Herrero was there but we found that the effect of bulls was mostly confounded by changes in the environment.

I would be very glad to write an article on the Milking Tropical Criollo with the cooperation of the good people in Venezuela, if you should agree that a few selected articles fill the idea you had in mind.

Quite independently of this, I would like to send you a short article on the Dairy Caracá of Brazil, of which I found a herd on 600 milking cows in Poçoe de Caldas, Minas Gerais, on a recent trip.

COPY OF FADED CORRESPONDENCE

PAGE 3

- 3 -

The herd is quite unknown even in Brazil and I am sure it deserves some publicity. I would have some relatively good photographs to go with it. Please let me know if you are interested.

I am sending herewith a report of our Criollo work in case you have not run into it.

Yours sincerely,

Alba
Jorge de ~~Alba~~]
Animal Industry Department

COPY OF FADED CORRESPONDENCE

*(Original tossed due
to high acid content)**[La Hacienda letterhead]*

September 11, 1959

Dr. Jorge de Alba
Head
Animal Industry Department
Instituto Interamericano de
Ciencias Agrícolas
Turrialba
Costa Rica

Dear Dr. de Alba:

Forgive my delay in answering your letter of August 27. Because of vacation schedules and an unusually prolonged spell of high temperature and humidity in New York, all our work here has been running on the slow side.

I found your survey of the situation with regard to dairy cattle in and for the tropics absolutely fascinating. It seems to me to confirm the need for a series of contributions designed to outline the actual situation and the directions that offer greatest promise.

Your concrete suggestions for articles on oriollo (Turrialba), Zebu (Brasil) and crossbreeding (Jamaica) seem excellent to me.

In order to provide a basis for comparison, I think we must first be agreed on the objective. At the moment, I suspect that you are thinking primarily of breeds which will thrive and give relatively high milk production under normal field conditions. Such a breed is obviously most desirable, but it is not the only one worthy of consideration. We also have, I suggest, to think of the specialized dairy farm with skilled management, disease and pest control, good buildings and supplemental feeding. This is the type of operation which gives high milk production in temperate climates, and many people think there is a place for it in the tropics, too. Perhaps for this type of operation, the ^{legible} [unintelligible]

-2-

words] or Jersey is the ideal. I don't pretend to know but I do feel that this aspect must be dealt with by somebody, if only because so many dairymen in the tropics are in fact staking their reputations and their money on this solution. Perhaps the Escuela Agrícola Panamericana has a contribution to make from this viewpoint.

Concretely, I'd like to have Dr. Popanco's views once again, since the whole thing began with him. Accordingly, I am taking the liberty of sending him a copy of your letter and of this reply. When I hear from him, I'll write you further.

Meanwhile, I'd be delighted to get the story you mentioned, the Dairy Caracó of Brasil. It could be used on its own, without reference to the proposed symposium, unless you'd prefer otherwise.

Once again, my sincere thanks.

Cordially,

Gary MacEoin
Editor

GME/mss

Antigua, Guatemala, 26 Oct 1959

Dr Gary MacEoin, Editor,
La Hacienda,
20 Vesey St, New York City.

Dear Doctor MacEoin:

The letter from Doctor de Alba regarding dairy cattle for the tropics - of which you kindly sent me a copy - is most interesting. I am not the one to argue with Dr de Alba - in fact I don't think anybody needs to argue with him - for I believe his program for the ultimate development of dairy breeds for tropical America is excellent and I would be one of the first to back it.

At the same time, here is a point which I believe of interest. Dr de Alba will agree that a great many bulls of European dairy breeds have been brought to Latin America, with a view to increasing milk production through crossing these breeds with our native or criolla cows. What has been the result of all this work? Which crosses have given the best results?

For about 15 years we have been crossing European dairy breeds, mainly Guernsey, Jersey and Holstein, with native cows, under a particular set of climatic conditions, but these conditions are representative of a large area in tropical America. While there have been changes in the feeding program from time to time, due, as Dr de Alba points out, to changes in management of our dairy of about 125 cows, these changes have been the same for all crosses - no cross has been favored. And I feel sure our figures on production of milk per cow per day and of butter fat are about as accurate as you are going to find anywhere.

Hernan Fonseca M.Sc. (Florida) a Costa Rican citizen, worked up our figures and prepared the paper I would have obtained for you if I had known of it earlier; it is coming out in Ceiba and if you want to use it you can do so; Ceiba only has a circulation of 750 copies. It is my feeling that the comparative yields of the three crosses, in various percentages of blood - mainly half and three quarters - will interest a great many livestock men in tropical America who have imported pure-bred bulls or are thinking of doing so.

My main suggestion, however, is that you get Dr de Alba to give you a couple of good articles along the lines he has suggested in his letter to you. At the same time, if other papers of the sort which Hernan Fonseca has prepared - papers based on accurate records of production over a period of years - can be obtained, covering results with imported bulls and criolla cows, I feel sure they will be read by many tropical dairymen with great interest.

Sincerely,

Antigua, Guatemala, 26 October 1959

La Hacienda
20 Vesey St, New York 7, NY

Gentlemen:

Enclosed please find my check No 263 in the amount of Four Dollars, for which please put on your books, for one year's subscription, the name and address of:

Sr don Luis Sarasola
Rancho California
Almúñecar (Granada)
España (Spain)

Subscription can commence with next issue.

Sincerely,

Wilson Popenoe

Antigua, Guatemala, 26 Oct 1959

Dr Gary MacEoin, Editor
La Hacienda, New York.

Dear Doctor MacEoin:

The Fundación Eugenio Mendoza has kept me so confoundedly busy on their Venezuelan fruit improvement program that I haven't had time for much of anything else. Including several interesting letters from you.

First of all, that proposed article on Capital and Credit. In the first place I am not an economist and don't know anything such matters as credit - and very little about capital - and secondly as I believe I have told you, I have a lot of Yankee blood and was brought up not to borrow money. The only time in my life I ever borrowed any was when I bought a Hupmobile car in Washington back about 1926; I made a down payment and the rest was in monthly instalments, at 6%, and like the sucker that I was an am, I assumed that when I made my last payment of \$100 I would be paying 6¢ on a hundred dollars. But I wasn't. I was still paying 6¢ on \$1200.

But to return the serious side, I really don't want to get mixed up in any discussion of Capital and Credit, much less when it might end up in a discussion of International credit. I am in favor of Technical Assistance (but it must be carried out by men who really mean business) and I am particularly in favor of scholarships for carefully chosen students from Latin America. I don't think we have had many friends down here by lending money in big chunks - of course there are exceptions, I suppose, but there can't be many because we certainly do not have many friends.

Sincerely,

Wilson Popence

Antigua, Guatemala, 26 October 1959

Dr Gary MacEoin, Editor,
La Hacienda, New York City USA

Dear Doctor MacEoin:

I am returning herewith, very late, a batch of Sumarios, with some comments which might be of interest in connection with December and January issues at least. But I want to make a comment. I have gone over these Sumarios now, for a good many issues, and I don't believe my comments in advance are worth while. I cannot judge an article without seeing it - and I don't mean by this that you should send me any MSS in advance for you certainly should not. I think you might find it useful to continue consulting members of the Junta Consultativa once in a while - as you have done in my case about the dairy symposium and the Capital and Credit business. But I believe on the whole, our greatest usefulness to you might be for us to sit down once in a while and tell you something like the following: I believe the last three numbers are definitely ahead of many issues gotten out last year. It seems to me you are making a better choice of material. If and when you have any space to spare, put in more Bibliografia (I have written you about this previously). To do a good job on this you will have to put one of your staff onto the regular job of checking up once a month, not just the books that come to your office but books which come to some important center - I don't know where it would be in your case. You can't send a man down to the Library of the Dept of Agriculture in Washington every month. But I am sure I am right in saying that your readers down here don't pass by the Bibliografia.

Those boys out in Kansas City are giving us a run for our money. They have put out several excellent issues this year.

I think you understand me by this time! I write you pretty frankly with the understanding that a lot of my suggestions are no good. I am like Theodore Roosevelt in one respect only: he said "If I am right six times out of ten I am satisfied."

With best regards always,

Sincerely,

Wilson Popenoe

Published for

THE HACENDADOS • INDUSTRIALISTS and DEALERS OF LATIN AMERICA



La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

ESTABLISHED 1905

20 Vesey Street • New York 7, N. Y.

October 30, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

As usual, when I ~~lack~~ information, I first think of you. This time the subject is chickens. One of our advertisers has two machines, one for cleaning eggs, and the other for sorting and candling them. He wonders which would be more in demand in Latin America. Do you have any news on the subject or could you suggest someone who might have.

Another question he asks, on which I'd like any statistics, is to what extent are chickens raised in Latin America for meat, and to what extent for eggs.

I'd been hoping to hear from you on Dr. de Alba's comments on the proposed symposium. The subject is somewhat delicate, I know, but I should nevertheless appreciate your frank reaction. I am referring to my letter to you of September 11, 1959.

Regards and good wishes.

Cordially,

Gary MacEoin
Editor

GME/mss

P. S. Your three letters of Oct. 26 have just come. It is such a satisfaction to deal with someone who not only says what he thinks but thinks before he says it. Thanks. I'll write you about them soon. GME

Published for

THE HACENDADOS • INDUSTRIALISTS and DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

November 2, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

The views on dairy cattle in the tropics expressed in your letter of October 26 coincide exactly with my own (for what these are worth). Concretely, I look forward to seeing Fonseca's article in Ceiba, with a view to reprinting it in La Hacienda. And I am asking Dr. de Alba to go ahead with his suggestion of preparing or having prepared a couple of articles presenting his viewpoints. There obviously is still need for much basic discussion of this subject.

Cordially,

Gary MacEoin
Editor

GME/mss

Published for

THE HACENDADOS · INDUSTRIALISTS and DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

20 Vesey Street · New York 7, N. Y.

November 2, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Replying to your letter of October 26 concerning the proposed article on Capital and Credit, I think your criticisms are quite valid and deserve inclusion in the discussion of the text. Would you not change your mind on this point?

At the same time, in the light of the opinions of other members of the Editorial Board and of our own discussions here, I think the subject and treatment of the main article are proper for *La Hacienda*. We all think, and basically I believe you agree, that adequate capital is a sine qua non of efficient agriculture, no less than of other forms of economic activity. And adequate capital requires adequate credit.

That there are dangers and pitfalls in the provision of credit, we all recognize. And for that reason, we'd like to include your comments.

Cordially,

Gary MacEoin
Editor

GME/mss

Published for

THE HACENDADOS · INDUSTRIALISTS and DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH · PORTUGUESE

20 Vesey Street · New York 7, N. Y.

November 2, 1959

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Replying to your letter of October 26 dealing with Sumarios October through January, I am in general agreement with your comments on the impossibility of giving any kind of substantive judgment on the content of an article without seeing the text.

Nevertheless, if you don't mind, I'd like to continue to send them out for some time longer at least. Some members of the Advisory Board like to get them. In addition, I get comments not only from others but also from you which help guide us in the presentation of the material, or perhaps to put a footnote or a box defining or limiting the applicability of certain statements in the text.

At the same time, I want again to insist that my sending the Sumarios does not obligate you to comment on each item. I assure you I appreciate the comments, but I don't want to load you down with work. Please glance through them, and when a danger signal flashes, please warn us. That alone is a great service.

In addition, please do continue to go through each issue with a fine comb, when it reaches you. We can never afford to become complacent, least of all with the quality of the competition. And as regards its quality, you are quite right.

Cordially,

Gary MacEoin
Editor

GME/mss

Antigua, Guatemala, 5 November 1959

Dr Gary MacBain, Editor,
La Hacienda, 20 Vesey St, New York 7, NY.

Dear Doctor MacBain:

Yours of 30 October has just come. You bring up an interesting and I believe important problem. This chicken business. Now, your client has two machines; one for cleaning eggs and one for sorting and handling them. Both good features. But we have to start from scratch. The big development in our part of the world is the importation of baby chicks from the US. When I left Zamorano they were costing about 16 US cents each, FOB Miami or New Orleans. We had to figure on a loss of 8 or 10% after receiving the baby chicks. Then we had to feed them with good mixtures. These mixtures could be $\frac{1}{2}$ and are being made - out of local materials in the main.

And where are we today? A magnificent business in the sale of fryers at about 50 cents a pound here in Guatemala City. Big problem because small producers who did not import baby chicks from the US can hardly compete with the importers and feeders of the scientifically prepared concentrates. And eggs have been and are selling here at about 75 US cents per dozen. These boys who are importing White Leghorn chicks from the US say they are going, very soon, to put on the market eggs at 50 cents per dozen. The matter seems to be going up to Congress, because some of the people who are in the business are not Guatemaltecos.

I will not discuss the political angles. What I will say is this: This whole chicken business is extremely interesting and has real potentialities. As for your client who wants to clean and candle the eggs, I think he would be wise to get in on the ground floor. He may not cash in right away, but as this business grows, and we have to admit that chickens which are not eaten sooner or later will have to produce some eggs, the problems of cleaning and sorting and candling will come into the picture. I think perhaps sorting as to size, because the idea of selling by weight, not by unit, is gaining ground down here. Candling would be next in my estimation; we ourselves - and we are pretty good examples - have a hard time getting eggs which have not passed as they say here - in other words, we cannot be sure of fresh eggs and everybody who buys eggs has to keep an eye open. And as for chickens raised for meat - a magnificent field! As I have mentioned above, these people who are selling fryers raised from imported baby chicks on good feed mixtures are - or must be - making good money at 50 cents a pound ~~or~~ nobody would be kicking. I strongly urge that you encourage your advertisers to get into this field - baby chicks, cleaning, sorting and candling eggs, and anything else which might contribute to efficient and profitable operation in this expanding field.

Sincerely,

Wilson Popenoe

from

GARY MacEOIN
Editor

La Hacienda

20 Vesey Street NEW YORK 7
Phone: ORtlandt 7-4031

November 12, 1959

Dear Dr. Popenoe:

We are sending you herewith the
schedules for the months of February,
March and April, 1960.

Sincerely yours,

M. S. Santullano

Marna S. Santullano
Assistant to the Editor

La Hacienda - Febrero de 1960

- 1 Sumario
- 2 Clavel #227. Artículo original de Carlos Avila Montané
3 y Jorge Aguilá que describe el desarrollo de una finca
4 dedicada al cultivo de flores en gran escala, en la costa
mediterránea española, y que especializa en el cultivo
del clavel.
- 5 Sylvain #352. El cafeto en relación con el agua. Versión
6 condensada de nuevos estudios básicos, y análisis de una
7 gran variedad de experimentos, por Pierre G. Sylvain, de
8 la Sección de Café del Instituto de Turrialba.
9
- 10 Piña #353. Desde 1945, todas las etapas del proceso de
11 la piña (preparación de la fruta, separación y envasado, em-
12paque y almacenamiento) han sido modernizadas y mecanizadas
13 en Puerto Rico para abaratar los costos. Las nuevas técni-
cas, aplicadas en una fábrica operada por las autoridades
de la Nación, se describen en un artículo por H. Gandía
Días y G. Samuels de la Estación Experimental de Río Piedras.
- 14 Pastrana #351. Generalmente se ha prestado menos atención
15 a los insectos del suelo y su consiguiente destrucción, que
16 a los que atacan las cosechas encima de la superficie. Este
17 artículo trata de los problemas más importantes, de los prin-
cipales insecticidas, tratando de su efectividad residual,
formación de residuos tóxicos y destrucción de actividad mi-
crobiológica.
- 18 Antiox #350. Los antioxidantes en los piensos.
19
- 20 Pangaola #341. El pasto pangola: cultivo, abono, plagas,
21 gas y enfermedades. Valor nutritivo y aprovechamiento.
- ~~22 Orientation #216. La siembra orientada del maíz.~~
- 23 Dalling III #355. Tercer artículo de la serie sobre medi-
cina veterinaria, empezada en diciembre.
- 24 Tórsalo #354. Control del tórsalo con insecticidas orgá-
25 nicos fosforados, de acción sistémica.
- Sección de Alimentos. Dos artículos suministrados por el Dr.
Borgstrom:
- Deatherage #373. La bioquímica de los alimentos.
- Stuckey #374. Antioxidantes en los alimentos.

12 de noviembre de 1959

La Hacienda - Marzo de 1960

Maquinaria agrícola

- 1 Sumario
- 2 Landplan #349. Una nueva guía del planeamiento y utilización
3 de la tierra en las áreas tropicales, por J. R. Hunter, de
4 Turrialba. Bosqueja diversas formaciones ecológicas e indica
5 el mejor aprovechamiento de cada una, con las cosechas más
6 apropiadas para cada una. Ilustrado con despejadoras, nivel-
ladoras, desbrozadoras, terracedoras y máquinas similares.
- 7 Weight #362. Mantenimiento apropiado del peso del tractor.
Si las ruedas patinan o si el extremo delantero parece li-
viano, puede necesitar lastre.
- 8 Placement #364. La colocación adecuada del fertilizante es
9 tan importante para muchas cosechas como la cantidad empleada.
10 Resumen de las últimas informaciones de estaciones experimenta-
11 les, publicado en un boletín del Instituto Americano de la
Potasa.
- 12 Track #363. Cómo mantener el tractor de oruga.
- 13
- 14 Fratini #186. Un ingeniero de irrigación que ha desarrollado
15 una serie de modelos de rociadores ~~para~~ para los sistemas
de riego explica las ventajas y desventajas de estas unidades.
- 16 Forest #368. Sustancias químicas para combatir las enfermeda-
17 dades, insectos y roedores que atacan desde la semilla hasta
los árboles; para combatir incendios, etc.
- 18 Handling #367. Unidades neumáticas para transportar materia-
19 les. Examen de los usos de las instalaciones fijas y móviles.
- 20 Bomba #366. Análisis de las diferentes clases y funciones
21 de cada una, especialmente de las que se emplean en la agri-
cultura y en las Vaquerías.
- 22 Pozo #365. Consideraciones que deben hacerse al seleccionar
el lugar adecuado para construir un pozo.
- 23 Morton #337. Uso del tamarindo ^{para} dulces.
- 24 Blackhead #1021. Ciclo vital de un gusano que ataca a gallinas
y pavos.
- 25 Dalling IV #357. Continuación de la serie sobre servicios
veterinarios.

12 de noviembre de 1959

La Hacienda - Abril 1960

- 1 Sumario
- 2 Pyrethrum #370. Algunos inmigrantes daneses han establecido
- 3 en el Ecuador una plantación de piretro; lo elaboran, y lo
- 4 venden en los Estados Unidos. Han conseguido que sus veci-
- 5 nos ecuatorianos sigan su ejemplo.
- 6 Nemacafé #369. Pierre Sylvain, de Terrialba, estudia la
- 7 importancia económica de los nematodos en el cultivo
- 8 del café; la distribución geográfica de las clases más
- 9 importantes; resistencia o susceptibilidad de las plantas
- de café; cómo descubrirlos, identificarlos y combatir sus
- ataques (El tema de los nematodos recurre constantemente
- en la literatura científica y popular).
- 10 Molino #224. Problemas que surgen en el manejo de un molino
- 11 para la elaboración de piensos de regular tamaño. Trabajo
- presentado en el Seminario de Mezclas y Pre-Mezclas, Escuela
- de Producción, Kansas, Mo.
- 12 Seedcotton #187. Factores que determinan la producción de se-
- millas de calidad.
- 13 Semple #359. ^d Pastoreo intensivo, con fertilización adecuada,
- aumenta el valor de los potreros tropicales. (2 columnas).
- 14 Malanga # . . . Especies, suelos, preparación de tierra, ferti-
- 15 lización, siembra, recolección. Artículo original por un
- 16 técnico cubano.
- 17 Faja # . . . Las fajas y cortinas rompevientos en la agri-
- 18 cultura y la conservación: técnicas para su formación; dis-
- 19 posición, forma y altura; especies recomendadas; mantenimiento.
- Por el Dr. M. Acosta-Bolis (Ecuador).
- 20
- 21
- 22 Babosa #356. Distoma o fasciola del hígado.
- 23 Dalling V #372. Serie de artículos sobre veterinaria.

from

GARY MASON
Editor

La Hacienda

20 Vesey Street NEW YORK 7

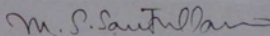
Phone: COVlandt 7-4031

December 7, 1959

Dear Dr. Popenoe:

Enclosed please find the revised list of articles for the April edition, and the new lists for May and June.

Sincerely yours,



Marna S. Santullano
Assistant to the Editor

Enc.

La Hacienda - Abril ~~1959~~ 1960

- 1 Sumario
- 2 Cross #379. Discrepancia entre el descubrimiento científico y
3 la práctica. El Dr. W. E. Cross, de la Argentina, trata del tiempo
4 transcurrido entre las prácticas llevadas a cabo en las estaciones
5 experimentales y su aplicación en la hacienda. Su trabajo estudia
esta situación en el cultivo de la caña, pero es asunto que puede
aplicarse a cualquier otro.
- 6 Phreatic #945. Las aguas subterráneas, cómo se acumulan y cómo
7 se pueden aprovechar.
8
9
- 10 Seedcotton #187. Factores importantes en la producción de semilla
de ~~maíz~~ excelente calidad.
- 11 Faja # . Las fajas y cortinas rompevientos en la agricultura y
12 la conservación: técnicas para su formación; disposición, forma
13 y altura; especies recomendadas; mantenimiento. Por el Dr. M.
Acosta-Solís (Ecuador).
- 14 Molino #224. Problemas que se encuentran en el manejo de un molino
15 para elaboración de piensos de regular tamaño. Trabajo presentado
en el Seminario de Pre-Mezclas y Mezclas, Escuela de Producción,
Kansas, Mo.
- 16 Malanga # . Especies, suelos, preparación de tierra, fertilización,
17 siembra, recolección. Artículo original por un técnico cubano.
18
- 19 V Dalling #372. Quinto artículo de la serie sobre ciencia veterinaria,
20 por Sir Thomas Dalling, comenzada en el número de diciembre de 1959.
- 21 Semple #359. Pastoreo intensivo, con fertilización adecuada, aumenta
el valor de los potreros tropicales.
- 22 Babosa #356. Distoma o fasciola del hígado.
23
- 24 Orientation #216. Un nuevo método de siembra en el maíz reduce las
pérdidas de la humedad por evaporación.

La Hacienda - Mayo 1960

- 1 Sumario
- 2 Research #384. El Dr. Joseph Orsenigo, de la Estación Experimental
3 de los Everglades, Florida, ha ~~trabajado~~ dedicado cinco años a la inves-
4 tigación de cultivos en América latina, y los problemas y la posibil-
5 dad de mejoras se describen en este artículo sobre la tecnología de
6 los cultivos de aquella región.
- 6 Peanut #383. Tratamiento de la semilla con fungicidas para asegurar
7 su máxima viabilidad. Ventajas y desventajas de esta práctica. Informe
8 de la Estación Experimental de Georgia, USA.
9
- 10 Milkprice #385. Informe del Servicio de Comercialización del Depto. de
11 Agricultura de EE.UU. sobre el sistema de fijar el precio de la leche.
El tema es importante para muchos países que están tratando de mejorar
la cantidad y la calidad de la leche.
- 12 Mesquite #386. Contrarresto del mesquite en los potreros por medios
13 químicos. Estación Exp. Agr. de Texas.
14
15
- 16 Café #1007. Prácticas actuales de cultivo y dirección que toma la
17 investigación en Colombia. Por el Ing. Agr. Rafael González Mendoza.
18
19
- 20 Antiox #350. Los ^{ant}añioxidantes en los piensos.
21
- 22 VI Dalling #378.
23
- 24 Insemination #377. Inseminación artificial de las pavas.

Sección de Alimentos

- a Majors # . Innovaciones en la elaboración de la harina. Por H. R.
b Majors, Laboratorio Regional del Norte, USDA, Peoria, Illinois.
- a Hanson # . Deshidratación de los alimentos. Por H. R. Hanson,
a Aberdeen, Escocia.

La Hacienda - Junio 1960

- 1 Sumario
- 2 Pyrethrum #370. Unos inmigrantes daneses establecen el cultivo
3 del piretro en Ecuador, consiguen que sus vecinos ecuatorianos
4 les sigan el ejemplo, y venden el producto en los Estados Unidos.
5
- 6 Nutrient #389. El suministro adecuado y equilibrado de nutrientes
7 ~~que~~ provenientes del suelo y de los fertilizantes, y sus
8 reacciones debe ser la ~~mejor~~ aspiración razonable y práctica del
9 agricultor. Trabajo de W. H. Allaway, Depto. de Agricultura de
EE. UU., Beltsville, Md.
- 10 Soil #388. Los análisis del suelo se realizan en el laboratorio,
11 pero hay algunas pruebas muy útiles que puede llevar a cabo el
12 agricultor mismo. El artículo estudia estas últimas, dando indi-
caciones, asimismo, sobre la preparación de una muestra para el
laboratorio.
- 13 Insectos #387. Se describen los insectos que atacan comúnmente las
14 hortalizas en la América Central, y se indican los métodos de contra-
15 rresto de cada uno.
- 16 Nemcafé #369. Pierre Sylvain (Turrialba) estudia la importancia eco-
17 nómica de los nematodos, la distribución geográfica de las principales
18 especies, resistencia y susceptibilidad de los distintos ^{de las principales} cafetos,
19 cómo descubrirlos, identificarlos y contrarrestar sus ataques (El
tema de los nematodos aparece hoy día constantemente en la litera-
tura científica y popular).
- 20 Seedstore #390. El almacenamiento adecuado de la semilla, incluyendo
21 el uso de fungicidas y fumigantes (buenas indicaciones sobre higiene,
22 ~~una~~ regulación de la humedad y la temperatura, empleo de sacos resis-
tentes a insectos).
- 23 Spraydust # . El uso de espolvoreadores y pulverizadores (no tenemos
24 texto determinado todavía).
- 25 Tórsalo #354. Contrarresto de tórsalo con insecticidas orgánicos fos-
26 forados, de acción sistémica.
- 27 VII Dalling #381
28

Published for

THE HACENDADOS • INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

20 Vesey Street • New York 7, N. Y.

January 11, 1960

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua
Guatemala

Dear Dr. Popenoe:

Once again it is my pleasant duty to send you the modest stipend which is only a token of the value I place on your great contribution to the progress of *La Hacienda*. I continue to get glowing tributes to the work the magazine is doing for our readers, and I am conscious that this praise often belongs more to you than to us.

I wish I could report that 1959 saw the end of the troubles that beset us in 1958. Unfortunately, while general world conditions improved, Latin America's income still reflected the weakness of the primary commodities market. And that meant that the advertising, which provides our economic basis, was below expectations. However, we continue to hope ^{for} a fight. I know I can count on you to do the same.

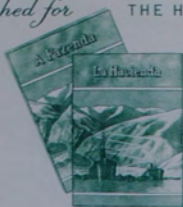
Cordially,

Gary MacEoin
Editor

Enc.
GME/mss

Published for

THE HACENDADOS • INDUSTRIALISTS *and* DEALERS OF LATIN AMERICA



ESTABLISHED 1905

La Hacienda

TWO EDITIONS *Published Monthly* SPANISH • PORTUGUESE

STUYVESANT BAYARD

PRESIDENT & PUBLISHER

LA HACIENDA CO., INC.

20 Vesey Street • New York 7, N. Y.

March 25, 1960

Dr. Wilson Popenoe
Calle de la Nobleza, 2
Antigua, Guatemala

Dear Dr. Popenoe:

We are planning an advertisement built around the editorial consulting board. Consequently, we need photographs of all the board members. Our files reveal that the sketch of you we used to introduce you to our subscribers is all that we have. Could you possibly furnish a recent photograph for our use?

The advertisement is scheduled to begin appearing in May 1960.

Thank you for your prompt attention.

Cordially,

John G. McLearn
John G. McLearn *ms*
Sales Manager

JGMc:mb

Antigua, Guatemala, 25 April 1960

Mr John G. McLaaren, Sales Manager
La Hacienda, 20 Vesey St, New York 7, NY

Dear Mr McLaaren:

Your letter of 25 March arrived while I was absent for a few weeks in Honduras and El Salvador. I take pleasure in enclosing a recent photograph of myself which I trust you will find suitable, even though it is not on glossy paper as it should be for reproduction.

Sincerely,

Wilson Popenoe



LA HACIENDA

Cody's of Kissimmee

PRINTERS AND PUBLISHERS

KISSIMMEE, FLORIDA, U.S.A.

March 20, 1965

Dr. Wilson Popenoe
1722 N.W. 2nd. Ave.
Gainesville, Fla.

Dear Dr. Popenoe:

Thank you very much for your letter of March 9 and nice report you have made on the recent issues of La Hacienda. I consider your commentaries of great value for the improvement of the magazine, and surely Mr. Cody as soon return from his trip to South America shall talk with you on this document.

Thank you also for the review of the books edited by Florida University Press. One of these books, "Crossbreeding of Beef Cattle" was already received here and Mr. Lyons gave ^{me} for a commentary. I wrote it, but after receiving your copy I modified my text introducing some of your words and the good paragraph you quoted. Attached is copy of the review. We expect to publish next edition.

I send you the copy of the article about naranjilla, published in La Hacienda by Ing. Gattoni many years ago.

Please find copy of the translation of your article on the background of fruit culture in tropical America. It is interesting and nice to read, so I trust Mr. Cody will use it very soon. But I do not want pruning.

So far your report was read by Mr. Lyons and Mrs. Boggs and, of course, they found it very interesting.

I am very sorry you can not visit us this time.

Cordially yours,

A. J. Gonzalez
A. J. Gonzalez
Editorial Department

Encl.



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KISSIMMEE, FLORIDA, U.S.A.

April 4, 1963

Dr. Wilson Popenoa
Calle de la Noblesa #2
Antigua
Guatemala, Central America

Dear Dr. Popenoa:

We are enclosing copy of articles written
by Mr. Robert Cody of LaHacienda.

Sincerely,

Kelly Lyons,
Associate Editor

LA HACIENDA

KL:ms
Enc.

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ORLICH

Modern agricultural know-how, insecticides, and equipment--coupled with careful training of intelligent local labor-- has built a thriving rice and cattle farm on the edge of Costa Rica's new "land of opportunity"-- the almost uninhabited rain forest of that country's north and east.

The operation is named " SOCIEDAD GANADERA DE SARAPIQUI " and the owner is Remme A. Orlich of San José, Costa Rica, a man of 37--who has spent most of his life (since graduation in agriculture in 1946 from Cornell University in New York) working as an official in the Costa Rican Ministry of Agriculture and Livestock.

But he has also found time on weekends, holidays and vacation to plan and direct the development of the 1100 manzanas (769 hectáreas) farm which he bought in the jungle in 1950 with a total capital of approximately \$ 5,000 dollars into an operation with an estimated value today of \$ 150,000 dollars.

The rice was an after-thought. Orlich wanted a cattle ranch; after all, his education was in animal husbandry and his love his livestock. But though he was able to start a registered herd of American Brahmans and begin the upgrading of a Brahman x Native herd, progress was slow and costs high. He needed a cash crop to make his progress faster.

Rice was a logical answer. Together with frijoles (beans), rice is a staple in the Costa Rican diet--and Costa Rica's population is expanding at the fantastic rate of over 4 percent per year.

It was also probable that two crops of upland rice could be grown each year in the Northeast (though nobody had tried it) because there is rainfall throughout the year. (The traditional Costa Rican rice area is on the Pacific Coast where there is a regular six months dry season)

This meant a much more thorough job of clearing and leveling than had been done for the cattle operation. As a comparison, the cost of felling the trees and clearing the underbrush to plant the grass originally was less than \$ 25 dollars per manzana (0.66 hectares). But for rice, it is necessary to spend close to \$ 150 dollars per manzana or approximately \$ 225 per hectarea. (Incidentally, the trees must be placed in windrows: it is not possible to burn debris, though it will rot in a few years and then can be plowed under.)

Orlich planted 30 manzanas (20 hectares) using the variety of seed recommended by the Ministry of Agriculture and produced and sold by the Consejo Nacional de Producción under a joint venture with the Ministry for the promotion of certified seed, and harvested his first crop in March and April of 1959. Since then he has planted 100 manzanas each year, most of it of the variety known as Blue Bonett 50, which is a long grain type variety.

The result has been an average profit of \$ 75 per manzana per crop -- enough in a single year (two crops) to pay most of the cost of clearing the land! Orlich reports that his average crop is 20-22 standard bags (160 Lbs. brute) per manzana per crop (30 bags per hectarea). In his case, each bag holds some 15-20 pounds more than the standard due to the high moisture content of his rice at time of harvest (125 days after planting)--a total of 175-180 pounds (80 kilos). The Costa Rican market has been stable at about \$ 9 per bag, but Orlich usually gets a premium because his high moisture rice makes a superior final product (less cracking of the grain due to temperature changes).

Mechanization and intensive use of fertilizers and insecticides are essential to the success of the undertaking, and this caused an additional complication:

The Orlich property is split by the swift Rio Sarapiquí-- at that point 100 meters wide.

It was necessary to produce rice on the far side of the river-- and so

it has been necessary to maintain duplicate equipment on both sides, transported across the river with great difficulty in a cart behind a tractor. He is considering the possibility of erecting a bridge at point where the river will have only 25-30 meters, a bit above his property.

Essentially, the equipment required is as follows:

One heavy duty International Harvester crawler tractor (Model STD-20) for land clearing; one Super Fordson wheel tractor (52 H.P.); one small Fordson Dextra; one John Deere drill model FB-B (which also applies the fertilizer along with the seed); a fairly big duster and a home made sprayer, both on three point hitches to mount on the small wheel tractor and a broadcast fertilizer spreader also to mount on the tractor for top dressing (this latter equipments manufactured in Denmark, and according to Orlich, the simplest and most efficient fertilizer spreader he has used); plows and disc harrows for both tractors and a dump trailer. These last three items, are produced in Costa Rica by Industrias Agrícolas Ltda. In order to be able to operate on both sides of the river, as he is now, he has a special arrangement with a neighbor for the use of a duplicate set of equipment. The harvesting is done with Orlich's Massey Harris 60 self propelled combine and his neighbors Allis Chalmers Gleason also self propelled combine.

Orlich prepares the land for planting by plowing (10-12 inches deep) and disking twice on the average (but not too fine, so growth of weeds will be slower-- a thought given to him in one of the issues of La Hacienda). He likes to plant early, ahead of the rains in early May and November each year, using 100 pounds of certified seed per manzana (150 pounds per Hectarea) and 300 pounds per manzana also (450 pounds per hectarea) of a pelletized 10-30-10 formula made by Mathieson (the first fertilization after clearing is solely phosphorus in which his soil is deficient, at the rate of 300 pounds of triple superphosphate per manzana (450 pounds per hectarea). The

planting is in rows 14 inches apart and the seed is placed continuously at a depth of approximately 2 inches deep (he likes his rows to go east to west, "with the sun as he puts it"; so that the effect of the solar rays in between the rows provides for some kind of sanitation of the plantation). Approximately two weeks after planting, the first dusting with 25 pounds of 2% methyl parathion (mixed locally by Orlich of California) per manzana (40 pounds per hectare) is applied with his ground equipment, in order to begin control of the fall army worm.

When the rice (and the grasses) get to the four-leaf stage, Orlich sprays with a grass herbicide, Sten F-34 made by Rehm and Haas, two to two and one half gallons of the product (containing three pounds per gallon of the technical grade) in 50 gallons of water. At 42 days, the rice is sprayed with 2,4-D (3/4 gallon of liquid containing 3 pounds of the acid), for broadleaf control; and at about the same time a second dusting is done for fall army worms and this time for leafhoppers (*Sogatia oryzae*), too-- a new pest in Orlich's rice area-- using about 30 pounds per manzana of the same 2% methyl parathion.

At 75 days, another dusting with parathion is required--40 to 45-pounds per manzana (60-70 pounds per hectare). The army worms are gone, but the leafhoppers are not, and they transmit a virus causing a disease called "white leaf", which can destroy the crop because of the heads not filling in.

A new Japanese chemical called "Blastycidin-S" is on hand for use if needed by appearance of the fungus "Piricularia oryzae" which causes the most dreaded "blast" or burning of the leaves which kills the plant in many cases. Usually this will appear when the rice is about six weeks old, as the rice tillers.

The crop matures in 120-125 days for the Blue Bonnett 50 variety. Of interest is the fact that, although the harvesting is done with modern ma-

chinery, the rice is transported across the Sarapiquí river by dugout canoes. The rain is a major factor in the harvest, of course--but sufficient dry periods occur to make it possible to use the heavy machinery. His soils are well drained so that they allow him to use rubber wheel machines the year around.

No cultivation is done after planting; all weed control is chemical. But Orlich has a word of advice on the use of agricultural chemicals: "Don't try to hold down the amount of insecticide or herbicides: you may save centavos but you will lose dollars".

So far, Orlich has not been able to rotate his rice land, but expects to do so this year, when he completes clearing an additional 50 manzanas (35 hectares) and has a total of 300 manzanas (200 hectares) available. He will reduce his rice planting slightly to 75 manzanas (50 hectares) under present plans, and will alternate rice with cattle one out of every four years.

Orlich has developed his cattle herd to considerable size along with his rice business, and his stock is of high quality. He believes in quality rather than quantity. Both his purebred and highlygraded bulls are in demand throughout the country. He has coined a slogan that reads:

OUR FIRE BRAND THE BEST IN BRAZMANS

Since his successful entry into the rice business, other producers have planted rice in the area, and a side line to the operation is contract work for another producer. Orlich keeps close track of his costs with a set of detailed but simple records maintained by his workmen, and carefully studied by him weekly.

Orlich believes he can clear and develop for rice and highly improved pastures a total of 550 manzanas (370 hectares) of his total land. The remainder is hilly and will remain in rough pasture, being uneconomic for further improvement.

The Orlich Family immigrated to Costa Rica from what is now Yugoslavia (Croatia) during the last century, joining others in planting coffee in the highlands. Romano A. Orlich worked in the family coffee business for a year or two after graduation from Cornell, but decided in 1949 to farm for himself, and spent one entire year looking for the right land--then accessible only by horseback. He pays high tribute to his father that taught him to love the land ever since he was a child, that provided a fine education for him, that started him in business and that has backed him up morally. He also shows his gratitude to his wife and children that have been close partners in his effort to develop a first class operation.

In 1950 he was asked by the Government to organize the "Departamento de Zootecnia", for research and service to the cattle industry. Two experiment stations--El Alto for livestock in the central valley and Los Diamantes in the Atlantic area-- are now in operation, and a new one opens this year in the Pacific area in the Guanacaste province. He gave up responsibility for maintaining the livestock services (artificial insemination, dairy herd improvement and genealogical records) this year to a new department headed by one of his former subordinates; but has the big new job of Presidente de la Junta Directiva del Instituto de Tierras y Colonización, which handles Costa Rican land reform and will also push agricultural development of the eastern jungle areas. The job is tremendous responsibility, since Costa Rica's population (one million and a quarter now) will be duplicated in ten years.

The broiler industry is growing rapidly in the area of Lima, Peru.

One dealer--Rugo Espinosa--reports selling 1000 imported chicks in 1960, 3000 in 1961--and 17,000 in 1963.

Leaders in the business of breeding baby chicks are the Japanese brothers Tominaga, who operate Granja Tominaga Hermanos, and who raise about 50 percent of their birds for egg producers and the other 50% for broiler producers.

The business is conducted in an enclosed area of approximately 6 hectares, with each of the brothers responsible for one part of the operation. Alejandro is in charge of the breeding program, Juan in charge of the buildings and the crops which are grown on the property to provide the chickens with a balanced diet, and Victor has as his responsibility the hatchery. The brothers went to Peru in 1925 from Japan, but settled in a smaller city outside of Lima, moving to Lima in 1951, and entering the chick-selling business in 1957, originally for eggs entirely.

For their breeding stock, the Tominagas import from the United States. They use Permenter males and females for the egg-producers and a cross of Brown's Ledbreast cocks and New Hampshire hens for the meat producers.

Today they produce approximately 18,000 baby chicks each week, about half for eggs and the other half for meat, but they hope to produce about 30% more during this year.

The older breeding houses have had buildings 5x13 metres--and there remain 23 buildings this size in the hacienda. 200 chickens are bred in each of these houses.

Now under construction are five new buildings, 11 x 51 metres in size,--and if business continues to improve, they will add 10 more of these later.

The Tominagas mix their own feed, buying Peruvian corn and importing only the vitamins and minerals needed.

April 3, 1963

One copy of this to Leopoldo Denegri M., Av. Armendariz 130-A, Miraflores, Peru, and one to Attn: Mr. Echeandia, Paramonga, Perú (look up the correct name and address, believe I wrote him from Quito or Cali)

A long process of soil-building is bringing back the productivity of Hacienda Buena Vista, 80 hectáreas of farmed-out land located near the Peruvian sugar communities of Paramonga and Miraflores, reports Leopoldo Denegri M., banker-turned-farmer who leased the land in 1954 from the Beneficencia Publica de Barranca and planted his first cane in 1957.

Denegri (and other private producers in the area) works closely with the Sociedad Paramonga Ltda., a subsidiary of W. R. Grace Company, which furnishes heavy equipment for plowing and planting, and also the seed cane, and provides a market for the product at its sugar mill.

Originally a banker, he began devoting his full time to farming in 1959, as soon as his cane became big enough for the first harvest. The operation since then has not been highly profitable, due to the poor quality of Denegri's land, but it has made him a living and he expects to make a good profit this year, now that his cane is well-established and the effects of his fertilization are beginning to pay off.

Water shortages are the main problem in coastal Peru, where there is practically no rainfall and all the water comes from the mountains in rivers, and is strictly rationed to the farmers. For this reason, it is possible for Denegri to harvest only once every $1\frac{1}{2}$ years.

Denegri planted his first cane in the fall of 1957, after growing cotton for three years. Initial fertilization was two tons of guano per fanegada (a fanegada in Peru is three hectáreas, so the application is approximately 65 kilos per hectarea), plus 600 kilos of nitrogen (200 per hectarea). 600

Preparation of the land requires, first, a deep plowing with a Rome or Athens plow pulled by a D-6 Caterpillar tractor or equivalent. Following this, the D-6 makes a second trip pulling a special plow which makes two furrows at one time for planting, and also pulls the fertilizer spreader.

continued

Page 2

50/ = 27 per US\$
about 0.04

The planting is done by hand--approximately 6000 stalks per fanagada, planted continuously in the rows, so that the joints overlap. The stalks each contain three "joints", and the variety preferred now is CH (Hawaiian) 32.

A very careful job of irrigation followed Denegri's planting, so that the cuttings of cane would get exactly the proper amount of water for fast growth. The time of year is important in Coastal Peru because during the summer when the snows on the mountains are melting more rapidly there is more water available for irrigation, so planting must be done in the months September-March.

In the fall of the following year, the cane had reached a height of three metres, with the first harvest following in the Spring of 1959, approximately 18 months after planting.

Peruvian law requires that each farmer devote a portion of the land to production of food, and Denegri raises corn and beans on 24 of his hectares, cane on the remaining 66. For his corn and beans he has a 30 h.p. M. M. tractor.

Payment is made in terms of the alcohol and sugar produced from the cane, and Sociedad Paramonga takes 50 percent of the yield for its part in processing the cane. The result is an income to Denegri of approximately 12,000 soles (\$480) per hectárea from 5 tons of sugar and 25 liters of alcohol (the sugar content is high, since approximately 20 tons of cane is cut from each hectárea).

The biggest expense for Denegri is cutting and hauling which takes approximately 50% of the revenues from the sugar. In addition, his lease expense is about 10% of the revenues, and other expenses (including bank interest of 10% from the Banco de Fomento Agropecuaria plus a 2% handling charge) amount to about 20%. This has left him only 10% of his receipts for living expenses, but this year he expects to receive 20%. The income is about \$350 per hectárea.

The only herbicide used in the Paramonga area is Dowpon, which is one which doesn't affect the cotton in the area. Of course, additional fertilizer is applied following the harvest of a crop.

continued

Page 3

Denegri needs better land, but in coastal Peru this is hard to find. A contrast is Hacienda la Vega Baja, which has 32 fanagadas in cane and where the soil is better. This Hacienda expects to get about 700 tons of cane per fanagada, and about 14% of that will be sugar, so that the yield should be about 80 tons of sugar per fanagada, or three times the yield which can be achieved by Denegri.

Naturally, the increased interest in sugar is largely due to the decrease in production in Cuba, which has raised world sugar prices considerably.

Despite his low production, Denegri expects to continue his sugar operation, providing the lease land remains available.

"I like the business," he says. "And I believe that there are great opportunities for agricultural operations with modern practices."

Mediante un largo proceso de mejoramiento del suelo se está recuperando la productividad de la hacienda Buenavista, que se compone de 80 hectáreas de tierras agotadas, situada cerca de los centros azucareros peruanos Paramonga y Miraflores, según informa Leopoldo Denegri M, banquero convertido en agricultor, quien arrendó el terreno en 1954 a la Beneficencia Pública de Barranca, y realizó la primera siembra de caña en 1957.

El señor Denegri (y otros productores privados de la zona) trabajan de acuerdo con la Sociedad Paramonga Ltda., subsidiaria de W. R. Grace Company, empresa ésta que suministra los equipos pesados para aradura y siembra, así como la semilla de caña, y buscan mercado para el producto en su fábrica de azúcar.

Aunque antes era un banquero, el señor Denegri comenzó a dedicar todo su tiempo a la agricultura en 1959, tan pronto como sus sembrados de caña estuvieron lo suficiente desarrollados para la primera cosecha. Desde entonces el negocio no ha sido muy remunerativo, debido a la mala calidad de las tierras; pero le ha permitido vivir y espera hacer una buena ganancia este año, ahora que los cañamales están bien establecidos y los efectos de la ~~xxx~~ fertilización comienzan a ser productivos.

La escasez de agua es el principal problema en la Costa del Perú, donde prácticamente no llueve y toda el agua procede de los ríos que descienden de las montañas, y tiene que ser estrictamente racionada entre los agricultores. Por esta razón el señor Denegri puede obtener una cosecha de caña solamente cada año y medio.

Plantó su primera caña en el otoño de 1957, después de cultivar algodón durante tres años. La fertilización inicial consistió en dos toneladas de guano por fanegada (la fanegada del Perú equivale a tres hectáreas), de modo que se aplicaron aproximadamente 600 kilos de guano por hectárea, más 600 kilos de nitrógeno por fanegada (200 kilos por hectárea).

La preparación del terreno requiere: primero, aradura profunda con arado tirado por un tractor Caterpillar D-6 o equivalente. Después de esta labor, se utiliza un arado especial, tirado por el mismo tractor, que abre dos surcos al mismo tiempo para la siembra de la caña, y tira de la distribuidora de abono.

Se realiza a mano la siembra, usando aproximadamente 6,000 pedazos de tallos por fanegada (2,000 por hectárea), los cuales se siembran a surco ^{lleva} corrido. Cada estaca/~~contiene~~ tres yemas y la variedad de caña que se prefiere ahora es la CH(Hawaii) 52.

Después de la siembra, el señor Denegri aplica cuidadosamente el riego, de modo que las estacas reciban la cantidad apropiada de agua para el rápido desarrollo.

La época del año es importante en la Costa del Perú, porque durante el verano, cuando se derriten más rápidamente las nieves de las montañas, hay ~~xxx~~ más agua disponible para el riego, de modo que la siembra debe hacerse en los meses de setiembre marzo (primavera y verano en el hemisferio Sur).

En el otoño del año siguiente, la caña había alcanzado una altura de tres metros, llevándose a cabo la siega en la primavera de 1959, o sea unos 18 meses después de la siembra.

Las leyes del Perú exigen que cada agricultor dedique parte del terreno a producir alimentos, y el señor Denegri cultiva maíz y frijol en una superficie de 24 hectáreas, dedicando al resto de sus terrenos ~~xxxx~~

(42 hectáreas) al cultivo de la caña. Para cultivar el maíz y el frijol

usa un tractor MM de 30 H.P.

El pago de la caña se hace en términos del alcohol y azúcar que se obtiene de la misma, tomando la Sociedad Paramonga al 50% del rendimiento como parte que le corresponde por el proceso de elaboración. El resultado es que el señor Denegri recibe aproximadamente 12,000 soles (unos US\$400) por hectárea, valor de 5 toneladas de azúcar y 25 litros de alcohol (El contenido en azúcar es alto, ya que cada hectárea produce aproximadamente 20 toneladas de caña).

El más alto costo con que se enfrenta al señor Denegri corresponde a la siega y transporte de la caña, en lo que gasta casi el 50% del ingreso que representa la venta del azúcar. Además, el arrendamiento del terreno le cuesta alrededor de 10% de los ingresos, y otros gastos (incluyendo interés bancario de 10%, del Banco de Fomento Agropecuario, más un recargo de 2% por servicio) llegan casi a un 20%. Esto quiere decir que le queda a él solamente un 10% de sus entradas; pero este año espera recibir un 20%. La entrada es de unos \$350 por hectárea.

El único herbicida que se usa en la zona de Paramonga es Dowpon, que es uno de los que no dañan los algodones. Por supuesto, se aplica fertilizante adicional después de realizada la cosecha.

El señor Denegri necesita mejor terreno; pero en la región de la Costa del Perú es difícil encontrarlo. Un contraste es la hacienda Vega Baja, que tiene 52 fanegadas (96 hectáreas) bajo cultivo de caña, con mejor suelo. Esta hacienda espera cosechar alrededor de 700 toneladas de caña por fanegada (253 toneladas por hectárea) con rendimiento aproximado de 14% de azúcar, de modo que el rendimiento de azúcar por fanegada es alrededor de 98 toneladas, o sea tres veces la producción que obtiene el señor Denegri por fanegada.

Naturalmente, el aumento de interés en el azúcar se debe principalmente a la disminución de la producción de la producción en Cuba, lo cual ~~hacia~~ ha elevado considerablemente el precio de dicho producto.

A pesar de su baja producción, al señor Denegri espera continuar cultivando caña, siempre que disponga de terreno para ello. "Me gusta el negocio", dice él, "y creo que hay grandes oportunidades en este negocio siguiendo prácticas modernas."



Cody's of Kissimmee

PRINTERS AND PUBLISHERS

KISSIMMEE, FLORIDA, U.S.A.

Abril 12, 1963

LA HACIENDA

Dr. Wilson Popenoe
Calle de la Nobleza No. 2
Antigua
Guatemala, C. A.

Distinguido Dr. Popenoe:

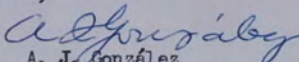
Por encargo de nuestro director, Robert S. Cody, me es grato remitirle copia de un artículo sobre la hacienda cañera del señor Denegri, Miraflores, Perú, el cual fue preparado por Mr. Cody y traducido por mí. También le envío copia del original en inglés, así como de dos cartas, una dirigida al señor Denegri y otra al señor Echeendía del ingenio Paramonga.

Mr. Cody está ahora muy atareado con sus artículos y con el trabajo corriente de la oficina que aumentó durante el tiempo que estubo en la visita a Centro y Sudamérica. El desea que usted reciba copia del original y la traducción de todos sus artículos, de modo que con mucho gusto se los iré remitiendo a medida que los tenga traducidos.

Ahora iniciamos la preparación del número de junio, dedicado a productos agroquímicos, y a pesar de que tengo bastante adelantadas las traducciones, tendré que aflojar un poco para concentrarme en el material del próximo número.

Ayer recibimos visita del Ing. Pedro A. Sánchez, de Orlando, y me mostró detalles de sus experimentos con el magnesio en diversas partes de la Florida, incluyendo varias de las estaciones agronómicas, como la de Lake Alfred y la de Ona. Es un hombre muy activo y capacitado. Está trabajando con el mismo entusiasmo y eficiencia de su juventud no obstante los quebrantos económicos que ha sufrido en Cuba.

Deseando que usted se encuentre bien, aprovecho la oportunidad para saludarlo muy respetuosamente,


A. J. González
Departamento Editorial
La Hacienda

Encl.



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Abril 12, 1963

LA HACIENDA

Sr. César Echeandía T.
Hacienda Paramonga
Perú

Estimado señor Echeandía:

Por indicación de nuestro director, Mr. Robert S. Cody, me es grato enviar a usted copia de la traducción que acabo de hacer del artículo que redactó el señor Cody como resultado de su visita a la hacienda cañera del señor Leopoldo Denegri.

Como el señor Cody acaba de llegar de su viaje por América Central y Sudamérica, se encuentra muy atareado preparando otros trabajos relacionados con las explotaciones agrícolas visitadas, y también atendiendo numerosos asuntos que se fueron acumulando en estas oficinas durante su ausencia.

El desea que usted tenga la bondad de leer esta traducción y nos indique cualquier corrección que deba hacerse, de modo que al ser publicado el trabajo responda a una realidad.

Por mi parte, yo desearía me aclarara lo siguiente: (1) ¿Se aplicó abono nitrogenado adicional (600 kilos de nitrógeno por fanegada), o ese nitrógeno es el que ^{se} suministra al terreno debido a la cantidad de guano empleada? (2) ¿La variedad de caña cultivada se denomina CH (Hawaii) 32 o simplemente H 32? (3) ¿Recibe el señor Denegri 25 litros de alcohol por hectárea?

Muchas gracias por su valiosa cooperación. Si dispone de alguna foto para ilustrar este trabajo sería muy conveniente, pues como todo agricultor se interesa por las realizaciones de sus colegas en otras partes, estimo que este tipo de artículo va a gustar mucho y despertar gran interés.

Saludamos a usted muy cordialmente,

A. J. González
Departamento Editorial

Adjunto copia.

Abril 12, 1963

LA HACIENDA

Sr. Leopoldo de Negri M.
Ave. Armendariz 130-A
Miraflores
PERU

Estimado señor Benegri:

Por indicación de nuestro director, Mr. Robert S. Cody, me es grato enviar a usted copia del artículo que acabo de traducir, y que fue preparado por Mr. Cody recientemente, relacionado con su hacienda cañera. Como actualmente él se encuentra muy ocupado, finalizando otros trabajos que ha preparado en relación a su viaje, y al mismo tiempo atendiendo numerosos asuntos que se fueron acumulando durante su ausencia de estas oficinas, me ha confiado la comprobación del artículo hasta que esté listo para publicarse.

Aparte de cualquier otra corrección que usted estime conveniente hacer, mis dudas se refieren a los siguientes puntos: (1) ¿Se aplicó abono nitrogenado adicional (600 kilos de N por hectárea), digo por fenegada, o ese nitrógeno es el que se suministró con la cantidad de guano aplicada? (2) ¿La variedad de caña cultivada se denomina CH (Hawaii) 32 o simplemente H 32? (3) ¿Recibe usted 25 litros de alcohol por hectárea de caña?

Muchas gracias por su valiosa cooperación. También le escribo al señor Echeandía a Paramonga, en solicitud de su cooperación en este asunto. Si dispone de algunas fotos puede enviarlas para ilustrar. Creo que estos trabajos son de mucho interés, pues a todo productor rural le encanta saber lo que está haciendo otros colegas. El artículo habrá de gustar mucho y debe salir libre de errores.

Saludamos a usted muy cordialmente,

A. J. González
Ing. Agr. Depto. Editorial
La Hacienda

AJC.



Cody's of Kissimmee

PRINTERS AND PUBLISHERS

KISSIMMEE, FLORIDA, U.S.A.

26 April 1963

Dr. Wilson Popenoe
Calle de la Noblesa No. 2
Antigua, Guatemala

Dear Dr. Popenoe:

As you'll recall, I left Kissimmee in mid-February for seven weeks in Latin America: visited farms in Guatemala, Costa Rica, Peru, Ecuador, Colombia and Venezuela, as well as Mexico.

It was a hard trip--but I think I know a lot more about the field now than before I started, and I have gathered some pretty good stories for future use. This is designed to be the type of story Kelly got about Alegria and used in the February issue. I'd like to have one a month (think you suggested one every other month).

In addition, I believe we can gather some lesser stories which will liven up Mundo Ganadero and Avicultura, and probably resumenes when we're dealing with experiment stations.

I can see from your critique of November, January, February and March issues that I failed to make clear that, beginning in January, the Cartas, Libros, Comerciales, Equipo and Agroquimico sections would be combined into one super column. Two reasons: If they are maintained separately, there is no way to reduce the length of them without eliminating the column one month--and this latter is no way to encourage regular readership. Second, it makes for a smoother flow of the magazine: the Escritorio column has continuity of a sort from section to section. January, February and March were all done in the same way: Cartas, with editorial comments appended; Libros; Comerciales; Agroquimicos.

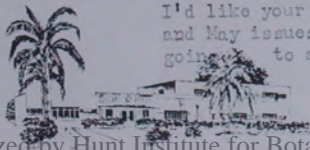
These are balanced in the back of the book by Avicultura, Mundo Ganadero and Resumenes, with the new addition of Selecciones, which replaces a full page formerly devoted to a list of advertisers, and allows us to mention different countries.

We're about to finish up the three-issue series on corn work at the Everglades Experiment Station, and it makes good sense to find one on selected corn. I like to have a grain story of some kind each month, but don't want all of them about corn--probably about 50 percent.

Since I expect to impose on you for advice fairly regularly, and since I'd like your critiques regularly, I'm airmailing you copies of the April and May issues, and will do the same with others as they come out--and am going to also send along a check for \$25 each month, simply a token but

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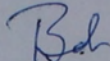


an evidence of appreciation of your interest.

Two other requests:

If you have it at hand, please airmail the address of the American Society for Horticultural Science, Caribbean Region, and the addresses of other societies which yearbooks might contain important information for us. Thanks.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bob Cody".

Bob Cody, Editor.

Antigua, Guatemala, 20 June 1963

Mr Bob Cody, Editor,
La Hacienda,
Kissimmee, Florida.

Dear Bob:

Sorry to be so long in replying to several letters from you folks. I was over in Honduras and El Salvador for six weeks, and will have to go back that way again in August. I hope to remain in Guatemala during July, for Nixon Smiley and wife, of the Miami Herald, are going to be with me the month, and Dr Ziegler, Professor of Citriculture at Gainesville, will be here for a week about July 20th.

Many thanks for two checks for \$25 each, duly recd. I like these for several reasons, one of them being that they get on my conscience if I do not give prompt attention (as prompt as I can, with my frequent absences from base) to La Hacienda matters.

In re yours of 26 April, I have just gone over the June issue, of which more anon, and I think the new set-up or arrangement of materials is excellent. But before running over the April, May and June issues in some detail (June came just yesterday) I want to make a few comments re "Agricultura de las Americas", of which I am still on the free list as I reckon lots of other chaps are. The April issue is before me. Very nice front cover; it really tells a story. They were lucky to get hold of that color plate (Gary told me years ago why you cant afford to have colored plates made especially for La Hacienda. It would really be swell if you could).

But let's look inside. Mostly scissors and paste. I know this

is unavoidable to a great degree, but more selection should be used, than they are using, in choosing articles or material for translation of re-writes. For example, the first article, recommending more olives. Now, this only hits people in extreme northern Mexico, in Argentina, and a few in ~~Perry~~ very few, and Chile. Next article, Progreso Agropecuario, alright. Widely applicable, and written by a man who has worked a lot in Latin America. Next, El Toro Semental, written by a man in Australia. I haven't read it carefully, but basically I assume it is alright. But too far from home. Next, on Contour Planting. Good subject, well presented. Next, Cane Sugar production in India. Too far from home, again. There is no end of good material on this subject, available right here in the Americas. Takes us a lot of space. How many readers are interested in knowing that is more cane grown in Uttar Pradesh (a province which I happen to know personally) than in Andhra Pradesh? Next, Rice Culture in Australia. Why don't they stick to rice culture in the Americas? Especially tropical America. Control of diseases and pests have given, and are, giving us lots of Hell. Next, ~~Safflower~~ ~~structure~~. Rather interesting. Everybody talks of diversification; everybody is interested in new crops; and let me tell you, new and successful ones are few and far between.

All in all, I call this a pretty weak issue, and they go out of their way to make it obvious that there is no original material in it. I wonder if they have anybody in their group ~~who~~ who is really familiar with agriculture in the American tropics?

Now let's get down to our own problems, April 1963. "Abono" is good stuff, from both angles, the magazine and the farmer. And here you have something from Florida. I wonder if you realize how lucky you are to be in the State, from the standpoint of La Hacienda. There is lots of material available and much more applicable to Latin America

than olives around the Mediterranean and cane sugar in India. Dont you agree? Tropical corn varieties. You cant beat this topic. It hits about 75% of your readers, I would say. Zebu and Hereford breeds of cattle. Another excellent subject, and again from Florida. Oh, how I hope you dont run out of Florida material too fast! Not that I mean since two years ago a resident of Alachua county, but there is stacks of work going on in Florida which is applicable to many parts of tropical America. Louis Gattoni's article on melons in Salvador fine. Another new crop for underdeveloped countries suffering from population explosions (how I loathe those terms; dont you ever let me catch you using them in print). I took part in a despedida for Louis (whom I have known well for 30 years) in San Salvador two weeks ago. He has spent all his life in tropical America and had become extremely useful anywhere down here. Now he is transferred to Korea. Cane cultivation, by a guy in Puerto Rico. A good bit nearer home than Uttar Pradesh.

That's enough for April. I would say, on the whole, an excellent issue, but I would have liked to see one article such as you and Kelly are writing about people, and I mean Latin Americans. I take back what I said about one every month, and join you in one a month.

May issue, 1963. Cover excellent, really means something. I hope you got it free. The Quarter Horse article very good. Give us on the Peruvian horses, which I believe are of the Andaluz type, with much background and perhaps adaptation in Peru. Haarer's article on coffee species highly interesting to a lot of people. Tops. Vitamin A for dairy cattle, alright. Puerto Rican horses another good subject, close to home. Citrus by my good friend and colleague, Aniceto Leon Garre, very much worth publishing, but I want you to have one by Louis Ziegler of Gainesville who will be with me next month, making a study of citrus in Central America, and when I put

him on the plane headed for Miami I am going to hit him for one. (I will mention also, that John Watkins of Gainesville, will be spending some time with me in August; he is tops on ornamental horticulture; you doubtless know some of his books. How about one on ornamental plants for the American tropics? Let me know if you want me to ask him for it; I am sure he will write a good one, and it won't be scissors and paste, and it seems to me once in a while something on ornamentals might be in order.) The beekeeping article by Medici should interest quite a few people.

All-in-all a very good issue, say I. Now for June. The cover very attractive. Sounds you must have paid for the color plate yourselves. If so, and you can afford to do it often, by all means keep it up. Everybody takes color fotos these days and you can get an unlimited amount of fine pictures for your covers. Agroquimicos is an excellent subject as long as it is kept reasonably simple. We get confused down here, by the tremendous number of products, many of them not easily available, and many more of them forgotten in ten years. Of course they are forgotten because we get better ones. Trouble is, we have to sit up nights trying to keep track of the progress in this field. Bereman's article on plant nutrients a good subject of general interest; the principles are the same in Pennsylvania and Peru. Plagas del Maiz fine because it comes from Florida where they have many of our pests - we wish they would take the rest of them. Sauchelli's article on fertilizers very good indeed. A little over the head of Juan Garcia, but not many Juan Garcias read La Hacienda anyway. If you continue to make the magazine as good as it has been recently, more will do so. Insecticides to fight thrips, and herbicides also in order, since this issue is largely devoted to similar subjects. It will take quite a while for herbicides to

come into general use in the tropics where labor is cheap. I am thinking of the small farmer principally. I think you did well in devoting an issue to agroquimicos; it is the sort of publication the intelligent agriculturist will want to lay by for future reference. And while on this matter or more or less special issues, I want to say that too many such issues in the past have emphasized too many kinds of equipment which are not altogether suited to tropical American conditions except on flat lands free from stumps and stones. And in general, we have more stumps and stones than anything else, not to mention heavy soils and inexperienced operators. When I was in charge of cultural practices for United Fruit some (20) years ago we got away from the sort of equipment they use satisfactorily in Iowa and Illinois, and went over to the heavily built stuff. Rome Plow Company designed heavy disk harrows especially for us; There is a sugar land plow made (or used to be made) in Stockton, California, especially for Hawaiian sugar lands, of which we still have one in service at Escuela Agricola Panamericana after more than 15 years service. Killefer equipment we found about the best of the standard equipment at that time. I suppose many of the big houses are now turning out the heavily built implements we need in tropical America; if so, I would go after them and make them advertise those items on your pages. I ain't naming no names, but when I went back to Honduras last month I found that a \$100,000 order had been placed with one of the biggest firms in the States; the equipment was there; too light and much of it too complicated, for the average farmer in this part of the world.

Sincerely,

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La Hacienda

... Trusted Source
of Agricultural Information
for Three Generations of Latin American Agriculturists

KISSIMMEE, FLORIDA, U.S.A.

24 June 1963

Dr. Wilson Popanoé
Grimera Avenida
Sur 2
Antigua
Guatemala, Central America

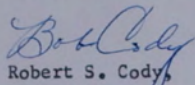
Dear Dr. Popanoé:

Kelly is now on his way to Central America and we are forwarding your letter to him at Mexico City.

I was intending to write you myself because I have asked Mr. Gonzalez to send articles to you to be looked at in hopes that you would perhaps catch any errors prior to publication, and we have not heard from you.

However, we will be looking forward to hearing from you as you get caught up with your correspondence.

Sincerely,


Robert S. Cody,
Editor

LA HACIENDA

RSC:11

DICTATED BUT NOT READ

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La Hacienda

... Trusted Source
of Agricultural Information
for Three Generations of Latin American Agriculturists

KISSIMMEE, FLORIDA, U.S.A.

July 1st, 1965

Dr. Wilson Poponoe
Antigua
Guatemala

Dear Dr. Poponoe:

Enclosed please find copy of an article that will appear in the September issue of La Hacienda. You will find the original written in English and its translation, as it will appear in the magazine.

If it meets with your approval you do not need to answer this letter, but in case that you wish to suggest any changes, please do so before August 1st.

Thanking you again, I remain,

Sincerely,

Bh
Bob Cody

¹
P.S. - And thanks very much for the original critique!

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COMENARIO SEPTIEMBRE

Dr. Poponce Comments on La Hacienda

Dr. Wilson Poponce knows Latin American agriculture as well as anyone in the World.

For years he directed United Fruit's Escuela Agrícola Panamericana at Tegucigalpa, Honduras, and was in wide demand as a consultant on various problems concerning agriculture in the other Central American and South American countries.

Today he's "retired"--splitting his time between his home in Antigua, Guatemala, and the homes of his sons in Gainesville and Homestead, Florida. A long-time member of La Hacienda's advisory board, we've asked him to critique the magazine regularly and thought you'd be interested in reading ~~xxxxxxx~~ some of his opinions:

"How lucky you're from Florida"

"I wonder if you realize how lucky you are to be in the state, from the standpoint of La Hacienda, where there is lots of material available ~~xxxxxxxxxxxx~~ applicable to Latin America?

"Take your April article on "Abono"--good stuff, from both angles, ~~x~~the magazine and the farmer--and from Florida. Tropical corn varieties. You can't beat this topic. It hits about 75% of your readers, I would say.

"Zebu and Hereford breeds of cattle... another excellent subject and again from Florida.

"Oh, how I hope you don't run out of Florida material too fast!"

May issue: "Excellent"

The Quarter Horse article very good. Give us one on the Peruvian

horses, which I believe are of the Andalus type, with much background and ad perhaps adaptation in Peru.

"Haarer's article on coffee species highly interesting to a lot of people. Tops.

"Vitamin A for dairy cattle; all right.

"Puerto Rican horses... another good subject, close to home.

"Citrus by my good friend and colleague, Aniceto Leon Garro, very much worth publishing, but I want you to have one by Louis Ziegler of Gainesville who will be with me next month, making a study of citrus in Central America...

June... "Agroquimicos an excellent subject"

The cover is very attractive. Agroquimicos is an excellent subject as long as it is kept reasonably simple. We get confused down here by the tremendous number of products, many of them not easily available, and many more of them forgotten in ten years. (Of course, they are forgotten because we get better ones. Trouble is, we have to sit up nights keeping up with progress in this field.)

"Bergman's article on plant nutrients a good subject of general interest. Flagas del Maiz fine because it comes from Florida where they have many of our pests (we wish they would take the rest of them). Sauchell's article on fertilizers very good indeed. Insecticides to fight thrips and herbicides also in order, since this issue is largely devoted to similar subjects.

"I think you did well in devoting an issue to Agroquimicos."

We appreciate Dr. Popenoe's comments and enthusiasm. But we'd like yours, too, whether you agree with his conclusions or not.

No. 508

July 20, 1963

TO. DR. WILSON POPENOE
CONSULTING BOARD

ATTACHED

Translation of article: LA GANADERIA ARGENTINA TAMBIEN
TIENE PROBLEMAS, por C.R.Koch, translated from
"Farm Quarterly" , to be published in September 1963

A.J.G.

LA GANADERIA ARGENTINA TAMBIEN TIENE PROBLEMAS

Por

Charles R. Koch

Hasta en las regiones con ambiente natural mejor dotado para la ganadería, como es la Argentina, los ganaderos se enfrentan con diversos problemas.

Tengo un amigo que opina que el ganado vacuno y los pozos de petróleo constituyen la más perfecta combinación en el negocio ganadero. Acompañado por este genetista original y otros dos ganaderos, visité Argentina en la primavera pasada.

La Argentina es una tierra que la Naturaleza la ha dotado de una rica combinación xxx de suelo, hierba, clima y agua, para crear una de las mejores regiones ganaderas naturales del mundo. Generaciones de cría cuidadosa y selección han producido rebaños vacunos casi perfectamente adaptados para la conversión de la hierba en carne. Desde el punto de vista biológico el ganadero ve desplegarse ante sí casi ilimitadas oportunidades.

Las pampas constituyen el paraíso de los ganaderos. Son tierras llanas, cubiertas de hierba, que se extienden formando un gran semicírculo con un radio de unos 480 kilómetros o más, desde el noroeste al sureste de Buenos Aires. El suelo es una tierra franca fértil, completamente libre de rocas.

Volando desde Buenos Aires hacia el sureste tuvimos oportunidad de observar las pampas desde 750 metros de altura. En media hora de vuelo

pudimos extender la vista en todas direcciones y solamente se veía una planicie herbácea prácticamente sin una casa, caminos, etc. Un mar ininterrumpido de hierba, con algunas zonas más oscuras debidas a protecciones contra el viento o grupo de ~~unos~~ árboles que sobresalían de la llanura.

Este viaje aéreo daba la sensación de estar volando sobre las regiones más apartadas del oeste estadounidense, excepto que en las pampas hay terrenos como los mejores suelos agrícolas de Illinois y Iowa; suelo con capacidad de pastoreo de una vaca por hectárea. Por este motivo, también las concentraciones de ganado son mayores que las que se observan en las praderas americanas, salvo en algunos parajes en la época de recogida del ganado.

Los suelos de las pampas se evalúan generalmente en precios que varían de US\$112 a US\$250 la hectárea. Si se siembra en estas tierras maíz ~~duro~~ maíz que predomina en la Argentina, se obtienen rendimientos de 13 a 30 hectolitros por hectárea. Los ~~fertilizantes~~ fertilizantes se usan poco, y a veces se prescinde de ellos. Como el precio es muy elevado, debido a los derechos de aduana, a menudo resulta más económico comprar más terreno que adquirir fertilizante para las tierras agotadas. El superfosfato, por ejemplo, cuesta alrededor de US\$200 por tonelada.

El mejor terreno en los alrededores de Azul, en el centro de la provincia de Buenos Aires, vale alrededor de US\$312 la hectárea, y produce unos 22 hectolitros de trigo por hectárea, o de 15 a 20 toneladas de papa (Esto tiene lugar en un área restringida llamada Balcarce), sin aplicación de fertilizantes. El costo del fertilizante en relación al valor de las cosechas y del ganado resulta por completo antieconómico.

El ganado vacuno es corpulento y de esqueleto fuerte, predominando las razas Shorthorn y Angus, y en menor cantidad la Hereford. Todo este ganado es capaz de desarrollarse en los potreros, alcanzando el tamaño conveniente para el frigorífico alimentándose solamente con la hierba del pasto.

El mejor tipo de carne ~~argentina~~ argentino es el llamado "novillo de frigorífico", o sea un novillo cebado de unos 450 kilos de peso en pie, que al ser sacrificado, sus canales alcancen el grado "selecto" en el mercado norteamericano. La base del comercio de exportación argentino la constituye esta carne que se envía a Gran Bretaña y otros países europeos.

Los ovinos, principalmente de las razas Lincoln, Corriedale y Romney Marsh, se ven en gran número en las pampas, y los avestruces son tan comunes como los antílopes en los potreros septentrionales de los Estados Unidos.

Norte, sur y oeste.

Las pampas constituyen solamente una parte del enorme potencial ganadero de la República Argentina. En la parte norte del país, en las provincias de Corrientes, Formosa y Santa Fe, así como en ~~xxx~~ El Chaco, se encuentran terrenos muy parecidos a los de la región costanera del Golfo de México y la Florida. Allí el ganado Brahman está comenzando a desempeñar importante papel.

Para el oeste, hacia el pie de la cordillera de los Andes, hay tierras de ~~xxxx~~ potrero parecidas a las de la vertiente oriental de las Montañas Rocosas de los Estados Unidos. Es una región árida, falta de caminos y vías férreas, donde pueden adquirirse miles de ~~xxxxxxx~~ hectáreas a muy bajo costo, y en algunas partes puede obtenerse tierra del gobierno sin costo alguno. La oferta lo mismo es válida para los argentinos que para

los extranjeros.

Al sur se encuentran las grandes extensiones de la Patagonia, miles de ~~kilómetros~~ kilómetros cuadrados de praderas, donde se encuentran algunas de las más grandes estancias y algunas de las mejores ganaderías ovinas del mundo. Son en su mayoría de la razas Corriedale y Merina, que aprovechan los pastos en concentraciones hasta de dos y media cabezas por hectárea. Se está introduciendo también en esta región el ganado vacuno, pues aunque la latitud corresponde al sur del Canadá, el clima es templado debido a la proximidad del océano.

El clima de la mayor parte de la Argentina es ideal para la ganadería. El pastoreo se realiza ~~durante~~ durante todo el año en las pampas, donde la lluvia normal fluctúa entre 625 y 1,000 milímetros por año. A veces se presentan períodos de sequía, y durante nuestra visita las pampas sufrían uno de los más largos períodos de ausencia de lluvias.

Hacia el norte, la garrapata y la anaplasmosis son obstáculos para el desarrollo de la ganadería, pero los ganaderos están acostumbrados al daño de estos parásitos y a la enfermedad que ellos transmiten, y todavía no se han eliminado esos inconvenientes. El Dr. Rafael García Mata, Subsecretario de Agricultura, estima que la erradicación de la garrapata aumentaría la producción anual de carne en unas 300,000 ~~toneladas~~ toneladas en las provincias del norte.

Comercio de exportación.

Europa y especialmente Gran Bretaña, ha sido desde hace mucho tiempo el comprador principal de la carne argentina, aunque debe reconocerse que el propio argentino es un consumidor entusiasta de su producto, por lo que con mucho agrado puede consumir hasta el 85% de toda la carne que se ~~produce~~ produce

en el país. Cuando los argentinos realmente "se aflojan el ^{cinturón} ~~abastecimiento~~" pueden llegar a un consumo hasta de 110 kilos de carne per cápita, como sucedió en 1956, de los cuales 85 kilos eran carne de vaca. Ahora bien, Argentina necesita del cambio que producen sus cargamentos de carne de res, y a veces el gobierno hace presión para disminuir el consumo interior de modo que pueda exportarse mayor cantidad.

En la actualidad se presenta una nueva amenaza para el comercio con Europa debido al mercado común, y por otra parte Gran Bretaña procura obtener su abastecimiento de carne de otros lugares del mismo continente europeo ~~xxxx~~ así como de Irlanda. Ante estas circunstancias Argentina teme que su mercado pueda disminuir.

La fiebre aftosa.

No hay duda que esta enfermedad es muy seria en la Argentina. Las carteleras, periódicos y revistas llevan amplios anuncios de la "vacuna para la aftosa". La ley exige que cada ganadero debe vacunar todos sus animales tres veces por año (el costo de cada vacunación es de unos siete centavos de dólar por cabeza), y aparentemente el gobierno está recibiendo mucha cooperación en esta campaña. Se emplea vacuna de virus vivo atenuada químicamente. La vacunación no es eficaz en un 100%, y los observadores competentes del país estiman que pasarán diez años para que la enfermedad se encuentre completamente controlada. Sin entonces habrá que usar el rifle sanitario para eliminar algunos casos aislados.

Un ganadero decía: "nuestra vacuna en la mayoría de los casos es muy buena, pero la dificultad se presenta en la distribución desde el laboratorio hasta la estancia o granja".

Cualquier veterinario local puede adquirir un lote de vacuna ^{en Buenos}

Aires y es posible que tarde de dos a tres días para que el producto llegue a donde ha de ser aplicado, a lo que se agrega el tiempo que tarda en venderse y llevarse al campo donde no se mantiene bajo refrigeración. Puede quedar la vacuna durante un día o dos expuesta a la temperatura ambiente, y después ser llevada al campo donde transcurre otro día antes de ser aplicada. En estas circunstancias no puede uno menos que advertirse de que el producto no se descomponga por completo."

El individuo que mencionó este caso tiene bajo su administración dos estancias con un total de unas 4,500 cabezas de ganado vacuno. Sigue él el sistema de comprar la vacuna el día antes de su salida de Buenos Aires para su hacienda, manteniendo el producto bajo refrigeración en su residencia de la citada ciudad. Al día siguiente el producto es transportado por vía aérea para el campo, en envases refrigerados con hielo seco. Al llegar a la hacienda pone el producto bajo refrigeración, y solamente ~~xxx~~ lleva un frasco a los potreros cada vez que ha de aplicarlo. Este ganadero hace seis años que no tiene fiebre aftosa en sus animales.

La ley exige que todos los envases vacíos de la vacuna se conserven hasta la siguiente vacunación, y cada envase está numerado para facilitar la comprobación. El grupo de animales vacunados se registra y el documento tiene que ser mostrado al vender esos animales o destinarlos al sacrificio.

Mercados ganaderos.

Los corrales de ganado de Buenos Aires (stockyards) constituyen un contraste interesante con los de Chicago, Omaha o Kansas City, aunque los norteamericanos que han visitado con frecuencia esos mercados se encontrarían muy a gusto en el de Buenos Aires. Los ganaderos, compradores y comisionistas son iguales en todo el mundo, y al espíritu de jocosidad, camaradería y habilidad comercial es el mismo en la Argentina que en los Estados Unidos.

El ganado se vende por remate. Aunque gran parte se vende directamente o por medio de rematadores municipales, hay cerca de cien firmas de comisionistas en Liniers, ~~xxx~~ que es el sitio donde se encuentran los corrales de Buenos Aires. Cada pasillo tiene una campanilla grande que suena cuando una firma de ese pasillo está acercándose a la venta de una consignación. Los compradores, todos a caballo, galopan hasta los corrales y un miembro de la firma vendedora da cuenta de la venta en alta voz desde una pasarela por encima del ganado. La comisión es 2% por el lado del vendedor. En algunos remates del campo el comprador también paga una comisión igual.

El ganado se vende sobre la base de peso vivo. Los que venden directamente desde la estancia, usualmente lo hacen por contrato que ~~xxx~~ estipula un arreglo basado en el precio medio del ganado del mismo peso y calidad en Liniers durante la semana en que el ganado es entregado en la planta. Con frecuencia el contrato también dispone el pago de una prima o de un descuento del precio, en caso de que la canal rinda por arriba o por debajo de cierto porcentaje. Los calificadores son personas nombradas por la Junta Nacional de Carnes.

La Junta se compone de diez miembros, cinco de ellos en representación de los ministerios gubernamentales que tienen que ver con la ganadería y la industria de la carne (~~un presidente y un miembro por cada uno de los ministerios de Agricultura, Comercio, Tesoro y Transporte~~) y cinco representando a los productores y criadores. Los productores pagan un impuesto de 2.55% en el ganado que venden para la matanza, el cual se destina al sostenimiento de las actividades de la Junta. El total recolectado se distribuye del siguiente modo: 25% para gastos administrativos; 15% para beneficio de los trabajadores de casas de empaque, y 60% para la CAP, una planta cooperativa de empaque de carne que es la mayor de la Argentina. La Junta publica un

informe diario del mercado, donde aparecen las transacciones de ganado vacuno, ovino y porcino.

Mirando al futuro.

Lo que se ha dicho es la condición actual del negocio de ganado en la Argentina. ¿Cuál será el futuro? Pienso que el futuro tiene sus mejores esperanzas en algunos de los jóvenes que ya están tomando las riendas y administrando directamente sus negocios, cabalgando por los potreros más bien que desde sus ~~residencias~~ residencias en Buenos Aires. Por ejemplo, Horacio Echevarría, un joven de 25 años, es uno de estos ganaderos nuevos de los que mucho se espera. Al igual que otros de sus contemporáneos, él está dispuesto a hacer sacrificios y aceptar las responsabilidades inseparables de toda tentativa de canalizar la riqueza natural de las pampas en algo más productivo.

En el campo no existen comodidades, no hay electricidad ni refrigeración, el servicio telefónico es malo, los caminos inadecuados, deficientes; pero el joven Echevarría no descansa en todo el día y casi todas las noches dedica varias horas al estudio. Emplea cuatro gauchos, a los cuales se refiere como "muy buenos trabajadores". Dice: "He encargado a cada uno de ellos determinado proyecto o sección, lo cual los hace responsables y ellos realizan un buen trabajo."

Alrededor de 4,850 hectáreas de la estancia de Echevarría son tierras de pastoreo, donde pastan ~~aproximadamente~~ los siguientes animales: 2,300 vacas, 2,000 terneros, 700 novillos, 1,100 vaquillas, 230 toros y 5,000 carneros.

El ganado es de las razas Hereford y Angus, predominando los

cariblanco sobre los negros. Sin embargo, Echevarría no tiene mucha preferencia de raza, pues él dice: "no me preocupo porque sean blancos o negros, o si poseen o no cuernos, lo que yo deseo es producción."

Para obtener ese resultado él es uno de los pocos ganaderos argentinos que ha establecido las pruebas de progenie y de producción. El cree es diferente al tipo de ganado que realiza ganancias en el pasto que el que las realiza en corrales de ceba, y puesto que tanto su ganado como todo el que cría en las pampas va directamente al matadero cebado con hierba, él hace todas sus pruebas en el pasto. El año pasado probó 82 toros, de los cuales seleccionó 24, dejando 18 para su propio rebaño. Este año está probando 104 toros.

El señor Echevarría pesa sus terneros a los 205 días, usando el mismo factor de corrección para el sexo y la edad que se emplea en los Estados Unidos. Estos terneros se crían hasta el año de edad sin nodriza ni alimentación en confinamiento, aunque se cuidan en las mejores condiciones posibles. Después se trasladan al pasto y se pesan cada tres meses. El año pasado obtuvo una fluctuación de 72 kilos entre los pesos más altos y los más bajos.

Al hacer la selección para reemplazos en el rebaño o para venta, divide el ganado en tres grupos: (a) los nacidos en junio, julio y agosto; (b) los nacidos en setiembre y octubre; (c) los nacidos en noviembre y diciembre. De cada uno de estos grupos escoge el 30% más sobresaliente; después usa criterio personal para hacer la selección ~~final~~ final.

En cuanto al pasto, comienza en la primavera con hierbas nativas, utiliza sorgo en el verano, y rastrojo de trigo o una combinación de rastrojo de trigo y de avena en el otoño.

Al momento de escribir este artículo la Argentina se encontraba en

un estado de inseguridad política, y según observaba uno de nuestros anfitriones, "un día tenemos huelgas y al día siguiente elecciones; no tenemos seguridad."

Para un observador procedente de Norteamérica, y en cuanto concierne a la ganadería, la Argentina se encuentra casi en la misma posición económica que existía en los Estados Unidos hace ~~18~~ 70 años. Hay abundancia de buenas tierras y amplias posibilidades de expansión, siempre que la situación política se estabilice y sea favorable para ese desarrollo (Adaptado, por La Hacienda, de la revista "The Farm Quarterly").

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KISSIMMEE, FLORIDA, U.S.A.

Dr. Wilson Poponoe
Calle de la Noblesa #2
Antigua, Guatemala

August 2, 1963

Dear Dr. Poponoe:

It is difficult for me to describe the pleasure I derived from my visit with you in Antigua--and I might add, I think I can understand your love of that ancient city.

Larry and I spent almost all day Sunday poking about in the ruins of the city, and we were both absolutely fascinated. Larry made the remark that the visit to Antigua was worth all the troubles we had on our trip.

We will look forward to an article on Temperate Zone fruits in the Tropics at some near date. Certainly, in view of the growing importance of these fruits in the Tropics, this will be very timely.

Thanks for your kindnesses, and I look forward to many more visits to your fair city.

Sincerely yours,

Kelly Lyons,
Associate Editor

LA HACIENDA

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Antigua, Guatemala, 5 August 1963

Mr Robert S Cody,
La Hacienda, Drawer 891,
Kissimmee, Florida, USA.

Dear Bob:

Dr Louis Ziegler of the University of Florida, undoubtedly the last word on citrus culture in that State, has spent a week with me; President Reitz of the University has done likewise; and tomorrow I receive Prof. Watkins, recently retired professor of ornamental horticulture at the same institution. I have two days to catch up with my correspondence and try to earn my twenty-five bucks.

First of all, my comments on the July issue of "La Hacienda". This is just the best ever. First of all, the advertising is better oriented toward tropical America than it has ever been in the past. The "Escritorio del Director" full of meat, including a good review of Allegre's "Fertile Lands of Friendship". Tomas Vilanova, subsecretario of agriculture at San Salvador visited me night before last and told me he had read this book and it is going to be very useful in many parts of tropical America, not alone Costa Rica. I still don't like the title but that is none of my damn business. It might easily have indicated just what the book is all about. Your article on rice cultivation in Costa Rica right down our alley - first hand information on a subject of immense present importance. Plenty of photos, too; you can never get too many. The article on Zootecnia from Leon Garrea's book good, and I am very glad to see you getting material from Spain. I think Latin American agriculturists will be glad to see that not everything comes from the U.S. "Petroleo protege el suelo" and the accompanying one by Dr Yowall very interesting. Esso and Shell are good sources of valuable information based on their extensive research. I would suggest more material from the Shell people in Venezuela. They have done a magnificent job down there. "Picudo del Algodon" of course always an important topic. "Para su agua que cosechas" based on good sound research - we need more such material - but I am sorry it could not have referred to more tropical crops. This was inevitable and no use kicking; the principles laid down will help a lot of people down this way. I wonder how many of our readers know what an "Edafólogo" is? I would rather say "Soil Scientist" or its equivalent. Years ago our forester at EAP discovered the word "Dasonomo" in the Diccionario de la Real Academia and began to call himself that. I told him when people called me "Dasonomo" they damn well better smile. The very complete Glosario by Ing. Gonzales will make a lot of people lay away this issue in a special place for future reference. Fine business. Some of my botanical colleagues might pick a few holes in it, but they will pick holes in anything. If they can't, they will lose their jobs. The silo business is a great subject and you can well devote some more attention to it. The section "Selecciones" is fine and can and should be kept up on a high level.

So much for my comments; take 'em or leave 'em. If I could get out as good a journal as La Hacienda is to-day, I wouldn't be sitting down here on the retired list.

Now re a couple of the MSS you have sent down to me for review. Koch's "La Ganaderia Argentina" did not strike me very favorably during the first few pages but it picks up later and I think it is very much worth while. Cattlemen in tropical America will be very much interested in reading it. And while on this subject, I believe I mentioned to Kelly Lyons, when he was here, that I believe you will do well to republish the article on upgrading dairy cattle by Hernan Fonseca which we published at the Escuela Agricola Panamericana in our journal CEIBA a few years ago. I submitted this to Gary MacEoin and he in turn sent it to Jorge de Alba at Turrialba, who turned it down because he doesn't believe in using European dairy breeds for improving tropical dairy cattle. But then point is, hundred of men have used them and are using them, and we had ten years' records on the results of our work, in terms of milk volume and butter fat. I see no reason for withholding these figures - results with Holstein, Guernsey and Jersey - from people who are using or think of using these breeds for upgrading native cows. If you don't have a copy of the paper published by Fonseca, write Dr Albert S Müller, Director, Escuela Agricola Panamericana, Tecucigalpa, Honduras, for one. He will be glad to send it to you.

The MS "Sugar Denegri" reached me very late and I did not get around to commenting on it, but it looked good to me. I told Kelly that I apologized for suggesting one of these write-ups of work done by Latin Americans, only every two months. If you can have one every month I think it will be fine. I didn't realize that I time I talked with you, that you and Kelly would get around so much. You couldn't do anything better.

I hope not to fall so far behind with my correspondence, in the future. In two weeks or less I am going over to The Escuela Agricola Panamericana in Honduras, and plan to remain there until the middle of November. It will be well to address me there until you know that I have returned to Antigua.

Sincerely,

Wilson Popenoe

Antigua, Guatemala, 5 August 1963

MEMORANDUM FOR MR. CODY

You asked if I could suggest any publications you ought to receive. The following come to my mind. You may already be receiving all of them.

American Society for Horticultural Science, Caribbean Region. Proceedings issued after each annual meeting, with plenty of material of interest to you, some in Spanish, some in English. Write Dr. Ernest H. Casseres, Secretary-Treasurer, Londres 40, Mexico 6, D.F. and take out a membership. It would be well worth your while to take a Sponsor membership if not too expensive.

"El Café de El Salvador", issued monthly by the Asociación Salvadoreña Cafetalera, 2a calle oriente y 6 avenida sur, San Salvador. Address D. Ernesto Dreiss regarding a subscription. A good deal of useful material in this publication, from time to time.

"Cacao", revista published by the Centro Interamericano del Cacao, at the Instituto Interamericano de Ciencias Agrícolas, Turrialba, Costa Rica. I don't believe there is any charge for this. Last issue I have is April-June 1962 (I don't think it comes out very regularly). You might want to work up an article based on this issue. Probably you have it already.

Dr. Louis Ziegler of the University of Florida left here last week. I wrote you that he was making a study of Citrus in Honduras, El Salvador, and Guatemala. I asked him for a story, original, for La Hacienda, and he promised to prepare it. This will be good and I believe you will have it within 3 months.

When I finish this summer's work on Temperate Zone Fruits in Tropical America I will give you an original story. I think you will have this by October.

My son Hugh Popenoe has just sent me for review the MS of a paper he is to deliver at an International Soil Conference at Nairobi, Africa, in September. I consider that this would be a fine thing for La Hacienda - it is a summary of the situation in the tropical world, with special reference to tropical America. He will probably not be able to give it to you until it has appeared in the Proceedings of that Conference, but I think you should keep it in mind - I will too.

Wilson Popenoe

Dr. Hugh Popanoe
Dan McCarty Hall
University of Florida
Gainesville, Florida

12 August 1963

Dear Dr. Popanoe:

Your father has written me that you are delivering a paper at the International Soil Conference in Africa next month that he thinks would be interesting in La Hacienda. If you can send me a copy in advance of delivery, I would be very interested in reading it. Or, if it is necessary to wait until the paper is actually given, send me one as soon as you can.

Your father says that probably you cannot authorize this to appear in La Hacienda until after the proceedings of the conference are published. It might very well be that there will be no objection to it being published in Spanish in advance and since there will no doubt be a lengthy delay in the appearance of the proceedings, I hope you will ask them if it can be reproduced in Spanish in the advance of their publication.

We have just finished a sales conference at Clearwater at which I invited my old friend W. K. McPherson to give our sales people a little information on the economics of Florida from a cattle standpoint and on the agricultural economics of Central and South America. Somewhere along the line he told me of your work at Gainesville in connection with their Latin American program and suggested that I spend some time with you getting background material. So, . . . you can expect a call from me when I am next in Gainesville.

Sincerely yours,

Robert S. Cody,
Editor

LA HACIENDA

RSC:ll
cc:Dr. Wilson Popanoe

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12 August 1963 KISSIMMEE, FLORIDA, U.S.A.

Dr. Wilson Poponoe
Antigua
GUATEMALA

Dear Dr. Poponoe:

Thanks very much for the critique of the julio issue. These are very helpful, so please do not pull your punches if you think we do a poor job on something. Needless to say, however, your enthusiasm at our approach helps bolster our confidence. I cannot but believe that La Hacienda is a livelier, more interesting magazine now than a year ago, and that at the same time it remains accurate and honest. Hope I'm right.

We have just finished having a sales conference, and I invited Prof. W. K. McPherson of the University to attend, because too often our sales people aren't educated as to the economics of the industries they are serving. He knows a lot about cattle, which was helpful to our Florida Cattleman staffers, and has a good working understanding of the Latin countries, which helped the La Hacienda folks. He advised me to cultivate Hugh as well as you! So you'll receive a copy of a recent letter to him in a few days if you haven't already. Mac is very enthusiastic about Hugh's abilities.

Your "company" list meets with my approval. While I don't know Dr. Ziegler, Wayne Reitz is an old friend: I used to help him with his Boy Scout troop at Gainesville back when I was an undergraduate! Tell him "Hello" for me. And I've known Nixon Smiley for years, too, though not so well.

The rest of this letter is completely unrelated, but I'd like your ideas on it:

As you know, I'm interested in farming. But my business is printing, so I have a pretty good idea of the economics of small business.

After coming back from Central America I was impressed with how much know-how in all fields--agriculture, industry, etc.--is present in Florida which could be adapted to Central America. Our economy is now fairly strong, but only 20 years ago it was the same size as the Central American economies. So we have the kind of know-how which is needed there. This applies also to agriculture, of course.

I would like to see Florida work hard to establish close and constant
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page ~~two~~ --Dr. Popnnoe

contact with the Central American countries: tourism back and forth, industrial tours in both directions, etc. I suspect that many Florida businessmen would see opportunities for sound businesses, and many Central Americans would grasp the know-how availability here.

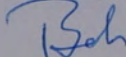
For example, I talked with the manager of Weyerhaeuser's new plant in Costa Rica, employing 200. Biggest employer in Costa Rica. Yet this is by far Weyerhaeuser's smallest plant. They hardly know how to operate such a small operation! In Florida, most business is this size now.

At any rate, I broached this idea to Governor Bryant by letter when I returned from my trip. He turned it over to the Florida Development Commission, which means it would be a promotion job--and that's not what I'd like to see. What I want is a study in depth of how Florida can cooperate with the Central American republics. Then a definite program could be set up to get in action. The U of F could conduct such a survey easily, and (if encouraging) a top-level effort could then be launched to:

- 1) Promote financial interchange.
 - 2) Promote light industrial interchange.
 - 3) Promote educational interchange.
- etc.

What do you think? Is my analysis sound? Would it be helpful both to Central America and to Florida?

Sincerely,



Bob Cody.

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KISSIMMEE, FLORIDA, U.S.A.

20 August 1963

Dr. Wilson Poponoe
Calle do la Noblesa # 2
Antigua, Guatemala

Dear Dr. Poponoe:

We are trying out a new type of plastic wrapper which we may use in mailing La Hacienda, so you should receive very shortly a copy of the Agosto issue in this new wrapping.

We would appreciate it if you would air mail back to us this information:

1. Would you say this issue is in (excellent) (good) (cross out one) condition?
2. Is it in any better condition than the usual copy you receive?
3. Are the edges bent or wrinkled?
4. Is the cover clean, or is ink smeared or rubbed off in places?
5. Any other comments you may care to make.

In addition, we'd appreciate it if you would mail back this copy to us by surface mail. Thanks very much.

Sincerely,

Robert S. Cody,
Editor

LA HACIENDA

RSC:bs

P. S. - Since this letter was drafted, we have experimentally varnished the covers of several thousand copies of the Septiembre number. We would appreciate your comments on this method of protection also. Thanks.

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24 September 1963 KISSIMMEE, FLORIDA, U.S.A.

Dr. Wilson Popenoe
Escuela Agrícola Panamericana
Tegucigalpa, Honduras

Dear Dr. Popenoe:

Thanks for your letter of September 10. As to the issue in the plastic cover, it's not too important. I've already heard from Dr. Leon-Garre, who said his arrived in excellent condition. And I'm sure yours has too. If we can do this economically, I hope we can mail all magazines to Latin America in these envelopes, as rough handling in the mails results in a steady trickle of complaints about the condition of the magazine on arrival.

I also appreciate your comments on cooperation with Central America. Hope I can interest the UF in a feasibility study which would be a necessary preliminary to any real coordinated effort involving Florida and the Central American republics.

We are in the critical period when the advertising agencies decide their 1964 contracts, now, so we're holding our breath as to their acceptance of La Hacienda's changes. So far this year, there has been constant improvement compared to a year ago in advertising volume, since July. That seems to imply acceptance. I hope it's true! My job of course is primarily to turn out a good editorial product and a good printing product, but in addition I'm working hard on building circulation. This is a constant job.

Keep the critiques coming as you get time. I'm particularly interested in your comments on September which was our biggest issue yet published here.

I've written Hugh, and he's promised me some article after he gets back from Africa. I myself plan to visit Argentina, Chile, Bolivia, Paraguay and Uruguay, leaving about November 8. If you can suggest any contacts--or hotels--please do.

Sincerely,

Bob Cody, Editor.

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KISSIMMEE, FLORIDA, 32741

Dr. Wilson Popenoe
Escuela Agrícola Panamericana
Tegucigalpa, Honduras

November 8, 1963

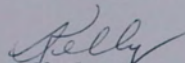
Dear Dr. Popenoe:

We have had in this office a request for information available on the size of truck farm operations, something on the types of crops grown, source of seed supply, and any other information which might be pertinent to truck crop farming.

We would appreciate hearing from you very quickly since this information is important to one of our clients, and will have bearing on future marketing plans of the client.

Thanking you in advance for your cooperation, I remain

Sincerely yours,


Kelly Lyons,
Associate Editor

LA HACIENDA

KL:11

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KISSIMMEE, FLORIDA, 32741

Dr. Wilson Popenoe
Antigua
Guatemala

November 9, 1963

Dear Dr. Popenoe:

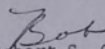
I am leaving today for five more weeks in South America, this time spending most of my time in Paraguay, Uruguay, Argentina, Chile, and Bolivia. I will also make overnight stops in Caracas, Quito, Cali and Panama. I expect to return about December 15.

I was very interested in reading the brochure "Learning by Doing" which told about your Escuela Agricola Panamericana. Dr. Reitz gave me a copy of it and asked that I send him names of Florida cattle people that I knew were interested in Latin America so he could write them for possible donations to the school. It certainly looks as though you spent your year's money profitably down there in Honduras!

Also, I had a very pleasant conversation with Hugh in which he gave me several good ideas for La Hacienda.

Thanks again for all of your interest and assistance.

Sincerely,


Robert S. Cody,
Editor

LA HACIENDA

RSC:11

(dictated 11-8-63)

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Antigua, Guatemala, 2 December 1963

Mr Kelly Lyons,
La Hacienda,
Kissimmee, Florida;

Dear Kelly:

Your letter of 8 November has caught up with me here. I have come over from Honduras and expect to remain in Antigua until about the 20th of December, then back to Honduras.

Truck farming in Guatemala is almost wholly in the hands of the Indians, who operate principally at elevations between 5000 and 7500 feet. There is, however, a new development. I have seen considerable areas of tomatoes over in the Zacapa valley, toward Puerto Barrios, to supply fruit for the manufacture of canned tomato juice. A firm known here as "Kerns" is in this and I believe doing well. The Indian truck farmers, who operate on a small scale individually, are mostly in the Quetzaltenango region (whence they ship several truckloads of fresh vegetables to El Salvador every week). There is a similar development near here on the upper slopes of the Volcan de Agua, 6000 to 7500 feet, to supply the Guatemala City market, as well as markets in other large towns of Central Guatemala. The region around Panajachel, around Lake Atitlan, is famous as the onion center. From this region the Indians carry onions all over the country and to El Salvador.

There is not a great deal of truck gardening in El Salvador. This is probably due to the lack of good lands at the high elevations which are best for vegetables. In recent years an attempt has been made to produce melons for shipment to the US in the lowlands. I hear varying reports regarding the success of this venture, which in any case is still in its infancy.

There is very little truck gardening in Honduras, due primarily to the lack of markets. A couple of years ago an extensive effort was made to grow cucumbers in the Jamastran valley and ship them by plane to the U.S. This went on the rocks last year, not from any lack of cucumbers I am told, but for economic reasons.

There is not much truck gardening in Nicaragua.

In Costa Rica there is an area in the highlands around Cartago - and a few others elsewhere - which produce truck crops for the San José market and I believe for shipment to the Canal Zone.

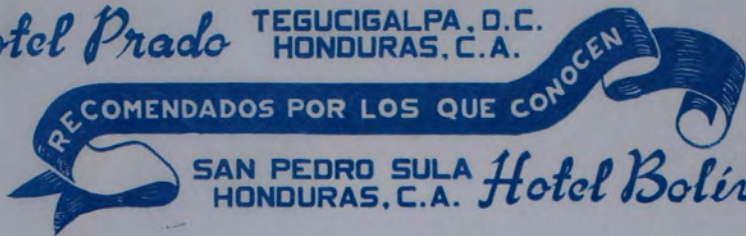
There is a strong probability that several processing plants in addition to Kerns will go up within the next few years. I believe there is one already in Costa Rica and one planned for El Salvador. They will need tomatoes especially, also pineapples, probably citrus, and other fruits.

Sincerely,

William Popenoe

Hotel Prado

TEGUCIGALPA, D.C.
HONDURAS, C.A.



SAN PEDRO SULA *Hotel Bolivar*
HONDURAS, C.A.

2/13/64

Dear Dr. Popouce:-

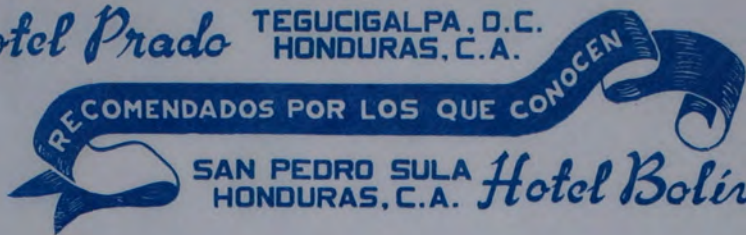
Have just returned from the day spent at your wonderful school. I want to write you immediately to let you know what a thrill it was to me. You have certainly done the most marvelous piece of work there and a lasting credit to your genius and ability. You may well be proud of it and I cannot be too thankful that you made it possible for me to see it with my own eyes. It is something that has to be seen to be believed.

Dr. Müller was most kind and a fine guide and delightful host. He insisted I have lunch with him at his home - which reminded me so much of your lovely place in Antigua and the wonderful visit I had with you there. The afternoon with you in Antigua and the day here at your school in Honduras have been the highlights of my Central American trip!

I told Dr. Müller about our talk on the

Hotel Prado

TEGUCIGALPA, D.C.
HONDURAS, C.A.



SAN PEDRO SULA
HONDURAS, C.A.

Hotel Bolivar

circulation problems we are having with La Hacienda and about your brilliant idea of perhaps being able to get some of your graduates to help us as subscription agents. He thought also that it was an excellent idea and said he would be glad to help in any way he could - getting names and addresses etc. He also gave me a list of the graduates living in Guatemala which I have sent on to Bob Cody to have him send subscription promotion to. They should all be potential La Hacienda subscribers! Altogether I was thrilled with the whole day and everything I saw and heard.

I wrote Bob Cody the dates you will be in Florida and told him to get in touch with your son, as you suggested. I do hope you can get down to Kissimmee while you are in Florida to see our operation there. Bob would be so proud and happy to have you see it, I know. Again let me say how much I

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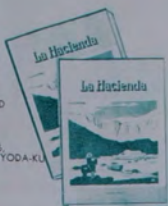
have enjoyed meeting you and seeing
the fine results of some of your work.
It is a great privilege to have you as
a part of our family and we certainly
appreciate more than we can say your
work and devotion to La Hacienda.
With all our combined efforts may we
really get it rolling in the right direction
once more!

Again many thanks for everything
and I do hope that we may meet
again sometime soon.

Best cordially,

Beatrice

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KISSIMMEE, FLORIDA, U.S.A.

E-23AA

February 20, 1964

Dr. Wilson Popenoe
 Director Emeritus
 Escuela Agrícola Panamericana
 Tegucigalpa, Honduras

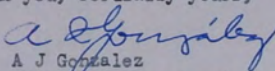
Dear Dr. Popenoe:

Thank you very much for the copy of the letter you sent to Don Francisco de Sola, San Salvador, and list of corrections and additions for the glossary on useful plants. I will include the valuable information you sent in the event La Hacienda make a new issue or printing of the glossary.

We have received a letter from Professor José Angel Lagos, Calle 3a. Ave. 10/12 No. 1059, San José, Costa Rica, and this gentleman says: "In the city of Esparta there is an avocado tree that produces seedless fruits. ¿How is possible to get seedless avocados? This question confused me, so I will appreciate very much you send us a few lines on the matter to be included in the section of letters.

Attached is a copy of the translation of the article about the Andes Berry you sent us sometime ago. This translation was made by our friend Dr. Louis Siegle, and I check.

With our best wishes for you and coworkers in the Escuela Agrícola, I salute and thank you, cordially yours,


 A J Gonzalez
 Editorial Department
 La Hacienda

AJG

Encl.

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LA MORA DE LOS ANDES ES FRUTA IMPORTANTE

Por

Dr. Wilson Popenoe

Miembro de la Junta Consultiva de la Hacienda

La especie Rubus glaucus está al fin alcanzando el reconocimiento que merece. Lo extraño es, ¿ por qué ha sido pasada por alto por tantos horticultores durante tantas generaciones? Desde luego, la zarzamora no alcanza en ningún lugar la importancia comercial que alcanza la fresa. Además, existen muchas otras variedades de zarzas o moras silvestres en las alturas tropicales. Frutas de numerosas especies llegan a los mercados de las ciudades y mayores centros de población. Estas moras silvestres resultan satisfactorias para la fabricación de jaleas y a veces de vino, pero la mayoría de ellas son ácidas en extremo (aunque algunas caen en el extremo opuesto) y tienen semillas duras. No es probable que alcancen popularidad para ser comidas frescas con azúcar y crema.

Consideremos específicamente ahora al Rubus glaucus. Su hogar natural parece ser las frescas alturas desde Méjico hasta el Perú. En Guatemala, donde su cultivo es escaso, se encuentra generalmente a elevaciones de 1200 a 1900 metros. En Colombia y Ecuador aparece hasta a 2700 y 3000 metros. Y debemos mencionar que en los citados países y en algunos otros, ha gozado de limitada importancia comercial, siendo utilizado para la fabricación de jaleas y mermeladas, así como "Jarope", un jarabe espeso del cual a su vez se confeccionan deliciosos refrescos.

En Ecuador y Colombia se conoce a esta fruta no sencillamente como mora, sino como mora de Castilla, que constituye el mayor elogio que pueda otorgarse a un producto local. La relación resulta evidente: en los tiempos coloniales se suponía que lo mejor de cada cosa procedía de la madre patria. En la América Tropical las zarzamoras silvestres son conocidas simplemente como moras, y esto ocasiona otra pregunta: ¿ cuál es la palabra inglesa para "mora"? Todos saben que es el término "blackberry", pero las hojuelas y tallos plateados de la Rubus glaucus

recuerdan a los "raspberries" o frambuesas del norte, no a los "blackberries" x estadounidenses.

Ello nos coloca en un dilema. ¿Qué hacer? Acudamos a George N. Barrow, el viejo maestro en el cultivo de las frutas pequeñas americanas. ¿Qué nos dice? Si recogemos una fruta, helándola de la planta y se suelta libremente del receptáculo o toro, es una verdadera frambuesa (raspberry). Posiblemente no toda persona lega en la materia conoce el significado de las palabras "receptáculo" y "toro", y probablemente le llamen al "corazón".

Por otro lado, si Ud. va a arrancar una zarzamora en vez de una frambuesa, la fruta no se desprenderá del toro o corazón, pues se pegan fuertemente la una al otro.

Sobre esta base técnica (y no encontramos ninguna otra satisfactoria) la especie Rubus glaucus tiene derecho al nombre "nora de los Andes" que fue utilizado por el Dr. Barrow. En un artículo publicado en el "Journal of Heredity", en diciembre de 1921, se llegó a una especie de transacción: se le llamó "zarza de los Andes", pues los nombres deban ser cortos y sencillos para fines comerciales.

Tal vez el nombre "nora" resulte suficiente en inglés; no existe peligro de que dicho nombre produzca confusión en Los Estados Unidos. Pero en los países de habla hispana resulta necesario evitar la confusión de esta excelente zarza y sus productos con las zarzamoras silvestres corrientes.

Hagamos ahora algunas observaciones sobre su cultivo: en Guatemala, El Salvador, Costa Rica, Colombia y Panamá se ha visto que la planta prospera muy bien en terrenos de varios tipos, desde arcillosos hasta tierras franco-arenosas de origen volcánico, pero, ¿qué plantas no prosperan en tierras francas de origen volcánico, si disfrutan de humedad y nitrógeno?

Las condiciones climatológicas resultan de mucha importancia. No se ha logrado el crecimiento y fructificación de la especie en Homestead, Florida. Parece recurrir a las alturas y la temperatura acompañante, o sea, las elevaciones de no menos de 1200 *metros* en que crece en la América Central. La zona que parece favorecerle mayormente es de

1200 a 2250 metros de altura.

Las prácticas culturales desarrolladas con la interesante siembra existente en la finca "Los Andes", cerca de Santa Ana, en El Salvador, probablemente nos suministran mayor información de valor en relación con las posibilidades comerciales que todos los otros experimentos realizados hasta ahora en la América Tropical. Don Francisco de Sola, propietario de "Los Andes" ha dedicado en tiempos recientes mucho tiempo y dinero en la experimentación con aguacates, malacotones, ciruelos, fresas y otras frutas prometedoras que no han recibido hasta el presente suficiente atención de los horticultores profesionales.

Al comprar "Los Andes" hace unos ocho años, él descubrió que el anterior dueño había hecho una pequeña siembra comercial de Viburnum plicatum en esparrados. Las posibilidades lo intrigaron y puso el proyecto en manos de su horticultor, Robert P. Armour, adiestrado en el Jardín Botánico de Edimburgo, en Escocia, quien había venido a Honduras, donde tuvo a su cargo la Estación Experimental de Lanestilla durante ocho años.

El Sr. Armour se dedicó a cultivar las moras comercialmente, con vista a la obtención de una producción máxima de fruta buena. El cambió las espaldaras aéreas o esparrados, que resultaban incómodas, al tipo de tres alambres horizontales, utilizado para las uvas en el Este de los Estados Unidos. A ambos lados del tronco o tallo principal de la planta, él colocó una rama larga y la amarró al alambre. Los espollones productores de frutos que surgen después de la poda fueron tratados como en el caso de los sarmientos de la vid, y se obtuvieron espléndidas cosechas con este sistema.

Las plantas que crecen en patios a través de la América Latina (y todo el mundo conoce que los patios constituyen la principal fuente productora de frutas para consumo local) rara vez reciben una poda sistemática, y en consecuencia, estas moras de los patios con el tiempo desarrollan troncos o ramas pegados a la tierra.

Parece apropiado terminar este trabajo con un párrafo tomado del artículo

en inglés "Frutales de Hojas Caedizas en la América Central, Colombia y Ecuador", por George N. Harrow, "Ceiba", V, 1953: ".....esta fruta tiene un alto valor como postre y a menudo es la sarcosora más común en el mercado. Aunque se encontraba en muchos jardines, la mora de los Andes no se veía en plantaciones comerciales. Debido a su gran tamaño y exquisito sabor de su fruta, por su gran fructificación, vigor y ausencia de enfermedades, la mora de los Andes es una fruta deseable en todas estas zonas, y debe ser amayada en cuanto a sus posibilidades comerciales."

Esa, debemos recordar, es la opinión autorizada de un experto. Poco queda por añadir. El Dr. Harrow envió semillas de dos plantas de los Andes, que le parecieran superiores. La progenie creció y fructificó en la Escuela Agrícola Panamericana en Honduras y en la finca "Los Andes" en El Salvador. Existía gran variedad en el sabor de las frutas lo que hace pensar que valdría la pena realigar extensas pruebas con las distintas variedades.

Las características botánicas de la especie Rubus glaucos son las siguientes: Tallos rastreros o suberectos, hasta de 5 metros de largo. Ramas, penoñas y pecíolos lisos, glauco-grainoso, con espinas torcidas. Hojas trifoliadas pinadas, hojuelas ovada-lanceoladas, acuminadas, largas y lisas por arriba y tomentosas y blancas por debajo. Flores de dos centímetros de ancho, en penoñas de pocas flores; sépalos acuminados y largos, pétalos blancos, casi tan largos como los sépalos. Frutas oblongas a cordiformes, de 2 a 4 centímetros de largo, de color claro a morado rojizo oscuro, compuestas de numerosas drupas que son pilosas antes de la madurez.

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KISSIMMEE, FLORIDA, 32741

March 24, 1964

Dr. Wilson Poponoe
 1722 N. W. Second Avenue
 Apartment A
 Gainesville, Florida

Dear Dr. Poponoe:

It was certainly a pleasure to see you again Saturday morning and to know that you are again in A-1 health.

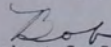
I think our discussion was worthwhile, and I was particularly pleased with your willingness to go ahead and try to secure for us the series of short "monografias" which we hope to run in eight magazine pages, published four times a year in La Hacienda. In this connection, I am enclosing herewith 40 sheets of stationery and 120 carbon papers with second sheet attached for use in your correspondence. If you need more, it is available on request! I would appreciate it very much if you would send me carbon copies of all correspondence to Box 891, Kissimmee, and if convenient a carbon copy also to Mr. Stuyvesant Bayard, 25 Hillview Avenue, Madison, New Jersey.

Probably you will be at Winter Park when this letter arrives but I do hope you will call me up if you have any spare time there and let me bring you down to Kissimmee to meet with the rest of the crew and to see Mr. Gonzalez.

As you know, I plan to leave on April 4 for a month in Mexico, returning to Kissimmee on Saturday, May 2. If it is possible, you and Hugh could come by on your way to Homestead after my return, or perhaps you could come down a day or two early by train and we could meet you at Winter Haven and bring you over so he could pick you up if he doesn't have time to stay over.

Thanks again for your continued interest and aid to La Hacienda.

Sincerely yours,


 Robert S. Cody, Editor

LA HACIENDA

RSC:11

Enc. (separate cover)

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KISSIMMEE, FLORIDA, 32741

7 April 1964

Dr. Wilson Poponoe
1722 N. W. Second Avenue
Apartment A
Gainesville, Florida

Dear Dr. Poponoe:

Sorry that you could not visit Kissimmee while on your visit to Winter Park but I understand how busy you get. Perhaps it will be possible after my return from Mexico.

I am glad that you have started on the short monographs. However, I would like to offer a suggestion: I do not think they ought to be specifically located in one geographical area, such as "Citrus Growing in Florida." It should be on citrus growing in general.

Naturally we will have to go to other parts of the country besides Florida and perhaps to some foreign scientist for some of these monographs.

I will probably see you in Guatemala when I come down this fall.

Sincerely,

Robert S. Cody,
Editor

LA HACIENDA

RSC:11

P. S. Please resume as you can the critiques of each of
La Hacienda.

DICTATED BUT NOT READ

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KISSIMMEE, FLORIDA, 32741

21 May 1964

Dr. Wilson Poponoe
Calle de la Noblesa #2
Antigua, Guatemala

Dear Dr. Poponoe:

Sorry that we didn't get more chance to visit while you were here in the United States, and I assume that now you are back in Guatemala for the summer.

I had a very good visit to Mexico, including a brief visit with Dr. Rodriguez Adame, the Secretary of Agriculture and also a member of the consulting board. He was most helpful and complimentary as to the progress of the magazine.

This letter is to ask for two things:

1. I wonder if you could again do a detailed criticism of La Hacienda versus the current issue of Agricultura.
2. I am wondering how you are progressing on the monographs. I think this is an excellent idea and would appreciate hearing from you as soon as possible as to how your effort is coming along.

In this connection I have a note from Dr. Acosta-Solis--who suggested the monograph idea to begin with--expressing willingness to write two or three monographs over a period of several years on the following subjects: Soil Conservation in Arid Soils, Soil Conservation in Tropical Soils, and Propagating Forest Trees for the American Tropics or the Andean Region.

Since he has been such a good co-operator for so many years I would like to use him somewhere in the monograph program and perhaps you could select which one of these you would prefer for him to work on.

Incidentally, our travel program calls for me to make a trip to Central America this coming fall. I would say that it is likely that this trip would be made the latter part of November and the early part of December so you might be thinking about places that I should go.

Hope you are still in good health.

Sincerely,

Robert S. Cody, Editor

LA HACIENDA

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La Hacienda

... Trusted Source
 of Agricultural Information
 for Three Generations of Latin American Agriculturists

KISSIMMEE, FLORIDA, 32741

November 6, 1964

Dr. Wilson Poponoe
 Calle de la Noblesa #2
 Antigua, Guatemala

Dear Dr. Poponoe:

As you know, LA HACIENDA methodically visits all Spanish-speaking countries once every year or two for two purposes:

- (1) We are after GOOD articles about agricultores o ganaderos who are doing exceptional work.
- (2) We work to increase our circulation.

To date, the writer has spent three weeks in Central America, and my assistant, Mr. Lyons, has spent an equal time by automobile, plus a trip to the Central American cattle show at Nicaragua last February. (He will attend the show in El Salvador this coming winter.)

My plans are to arrive in Guatemala and will be staying, if there is room, at the Hotel Mayan Excelsior. Contact with me can be made best, however, by writing me Care the Agricultural Attache, at the U. S. Embassy in Guatemala City. In all I will have four days in your country, arriving November 22 and departing November 27.

If you can help me secure a good story, or have any other matter which you would like to discuss with me, please leave word at the Embassy, giving your telephone or other easy contact method.

Sincerely,

Robert S. Cody, Editor

LA HACIENDA

RSC:11

P.S. I discovered you'll probably be in the U.S. - and Kelly hopes to see you at West Palm Beach

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Noviembre 9, 1964

Sr. Juan J. Leiva M., Jefe
Dpto. de Horticultura
ESCUELA AGRICOLA PANAMERICANA
Apartado 93
Tegucigalpa, HONDURAS, C. A.

Muy señor mío:

Acuso recibo y le doy las gracias por su atta. del 6 ppdo. solicitando información con respecto a unas suscripciones para los alumnos de la Escuela Agrícola Panamericana.

Para nosotros sería un placer poder ofrecerles precios reducidos, pero las reglas del Departamento Postal de este país no permiten que cobremos menos de US\$2.00 para una suscripción de un año, o sea menos de la mitad del precio regular de US\$4.00. Sin embargo, si el curso escolar de ese Centro es limitado, o sea de nueve a diez meses, quizás los alumnos interesen una suscripción por un término corto. En ese caso, nosotros con mucho gusto podemos ofrecerles un precio especial de US\$.17 por cada número, o sea una suscripción de nueve meses, que vendría resultando a US\$1.53. Naturalmente, si prefieren pueden tomar una suscripción por 12 meses a US\$2.00.

A propósito, yo pienso visitar su escuela bien pronto pues voy a estar en Centro América entre Noviembre 15 y Diciembre 15. Hare todo lo posible por comunicarme con usted.

Esperando que estos precios sean de su satisfacción y dándole las gracias por su interés, me reitero de Ud. atto. y Ss. Ss.,

Robert S. Cody
Director
LA HACIENDA

✓ RSC/ym
cc/Dr. Wilson Poponoe



ESCUELA AGRÍCOLA PANAMERICANA
TEGUCIGALPA HONDURAS

Octubre 6, 1964.

Mr. Robert S. Cody, Director
La Hacienda.
Livestock Exchange Building
Kissimmee, Fla.
E.U.A.

Estimado señor Director:

He recibido su propuesta de suscripción para la acreditada revista La Hacienda. Lo agradezco su finaza y desde luego, conozco bien la revista así que se de los beneficios que se pueden derivar de recibirla. Yo la consulto muy a menudo en la biblioteca de la Escuela. He estado hablando con un grupo de alumnos míos y ellos me han preguntado cuáles son las posibilidades de conseguir precio especial para ellos. Yo me he comprometido a escribirle a Ud. para formularle la pregunta en forma directa. No obstante, quiero informarle a Ud., que en esta escuela, única en su género en toda Latinoamérica tenemos normalmente entre 150 y 160 estudiantes de la mayoría de los países de habla española. Anualmente ingresan a este plantel, entre 60 y 75 nuevos estudiantes. Ellos ingresan al primer año y al Departamento de Horticultura, del cual soy el jefe y me toca entrenarlos en cuatro de los diversos campos de la Horticultura: producción de hortalizas y legumbres, producción de frutales, producción de algunos ornamentales de la región y cosecha, selección y distribución de legumbres y frutales.

La mayoría de los estudiantes se encuentran interesados en recibir la revista, pero me han manifestado que debido a su condición de estudiantes, la suscripción les parece un gasto que no le habían considerado. Es por eso que le estoy escribiendo para preguntarle si existe alguna posibilidad de conseguir para un grupo de estudiantes interesados en La Hacienda, precios especiales de suscripción.

Agradeciendo la atención que le sirva brindar a la presente, y esperando recibir noticias suyas a la brevedad que sus ocupaciones le permitan me suscribo de Ud. con su

Atte. S.S.

Juan J. Leiva M., Jefe
Departamento de Horticultura.

Antigua, Guatemala, 14 November 1964

Mr Robert S. Cody
Kissimmee, Florida.

Dear Bob:

Just back from long sessions in Honduras and Venezuela. I am glad to have your letter of the 6th and to learn that you are coming down this way. But I am afraid I will miss you here, as I am booked to fly to Miami on AVIATECA (Guatemalan National Airlines) at 8 a.m. on the 23rd. I want to spend a few days in South Dade, then I am scheduled to take an active part in the meeting of the Florida Soil and Crop Science Society at Palm Beach, December 1-2-3. After that I may run up to Gainesville for a couple of weeks, then come back here to take care of the Christmas rush.

For some time I have been intending to write some comments on La Hacienda vs. Agricultura de las Americas. Really not much to say, however. The October issue of La Hacienda has just come and I think it is an excellent one. I don't suppose many of your readers are going to be interested in what the Indians do to increase their corn production; but to have an original article by Henry A Wallace is really something. In general, the material is fine and will interest many people. I still go along with the idea of having an article each month about a Latin American agriculturist who has done something worth while. This, Agricultura de las Americas is not doing. But what they are doing - based on some of the comments down here, is put in more material than La Hacienda which is sort of text book or bulletin stuff, useful for future reference. Sometimes they choose poor subjects, such as the lengthy paper on olives, which has no value from Mexico City to Lima Peru. But they made a killing with Krug's material on coffee. Perhaps Hugh was right in thinking we should aim to publish each month, a leader by some authority which would be kept for reference by many readers. Without scissors and paste this is a pretty tough job. Agricultura de las Americas has landed an excellent and lengthy paper on avocados - I wish we had landed it. If I had known in advance, I feel sure I could have talked my friend George Zentmyer into giving it to La Hacienda - unless Agricultura pays. What do you know about that feature?

I suppose you are already booked at the Maya Excelsior. If not, I advise the Palace Hotel, where the old-timers go - you might meet a few interesting ones. And I suggest you get in touch with Milton Lau, thru the Embassy - he Agr'l Advisor to the A I D; is handling the Wallace corn program, knows tropical agriculture well, and is a good friend of mine. Dalton Wilson, the Agr'l Attache, is also a good friend of mine and is strictly allright, but not closely in touch with the field, as Lau is. See if you can get an article out of Dr Carlos Enrique Fernandez on problems of coffee cultivation in Guatemala. He is a good man.

Faithfully yours,

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Febrero 22, 1965

KISSIMMEE, FLORIDA, 32741

Dr. Wilson Popenoe
Calle de la Noblesa # 2
Antigua, GUATEMALA, C. A.

Estimado Dr. Popenoe:

Nuestra Junta Consultiva, compuesta de personas sobresalientes como Ud., resultaría de muy poco valor para nosotros a menos que no tomemos ventajas de sus valiosos conocimientos de vez en cuando. Por la presente le envío los Comentarios publicado en los últimos tres números de LA HACIENDA. Como podrá ver, los Comentarios de las ediciones de diciembre y enero, se refieren a los futuros planes para LA HACIENDA, mientras que el Comentario de la edición de Febrero trata ligeramente de asuntos políticos.

Mucho le agradeceré sus observaciones y opiniones sobre estos tres editoriales:

- 1) Bajo el punto de vista del interés para el lector
- 2) Bajo el punto de vista de la adecuación o propósito de los mismos.

Tenga la bondad de facilitarme toda otra opinión que crea necesaria, además de cualquier información o ideas que Ud. crea sean apropiadas como temas en esas columnas, para futura publicación.

Igualmente, tengo muchos deseos de publicar un artículo sobre la Junta Consultiva con el fin de que nuestros lectores se familiaricen con las personas que nos ayudan a rendir el mejor servicio posible, dándole el mayor valor a LA HACIENDA para todos los agricultores de la América Latina. Mucho le agradeceré que me suministre la siguiente información:

- 1) Su país natal, y por cuanto tiempo su familia residió en el mismo antes de Ud. nacer.
- 2) Su educación, incluyendo sus títulos y honores otorgados a usted al igual que una breve historia de sus trabajos.
- 3) Su presente ocupación u ocupaciones, y honores que ha recibido en los últimos años, y que usted crea de importancia.
- 4) Una fotografía reciente suya.

Mis más sinceras gracias por su pronta contestación en estos asuntos, y al mismo tiempo le agradeceré su franca opinión sobre el contenido de LA HACIENDA en general, en los últimos meses.

Atentamente,

Robert S. Cody, Director

Adjuntos: Comentarios

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comentario

El Director visita a Centroamérica

Cuando usted lea esto, el Director de LA HACIENDA habrá terminado otro viaje a la América Central—región que mucho le interesa.

A fines de noviembre y primera quincena de diciembre, él visitó diversas fincas en Guatemala, Costa Rica, Panamá, Honduras y El Salvador, y además pasó varios días, a su regreso, en Ciudad de México. (No visitó Nicaragua debido a que el Subdirector, Sr. Kelly Lyons, ha visitado tres veces ese país en los últimos dos años).

Estos viajes son la fuente—como todos los lectores saben—de los artículos que se vienen publicando sobre lo que están haciendo los agricultores de la América Latina, información que ha demostrado ser de mucho interés para todos los lectores.

Para el próximo año esperamos viajar a El Salvador (al celebrarse la Exposición Ganadera Panamericana), Perú, Ecuador, República Dominicana y Puerto Rico. Probablemente al final de 1965 también visitaremos Uruguay, Argentina, Chile, Bolivia y Paraguay.

Nos agradaría recibir sugerencias de nuestros lectores en cuanto a zonas que deben visitarse, así como sobre fincas o haciendas que merezcan ser dadas a conocer.

Nuestra edición sobre ganadería

Esta es la edición anual de LA HACIENDA dedicada casi exclusivamente a la industria ganadera. Generalmente esta edición y la que sigue, dedicada principalmente a la avicultura, producen una enorme cantidad de solicitudes de información dirigidas a los anunciantes, lo que indica el gran interés que existe en la América Latina por el mejoramiento de la producción ganadera y avícola.

Como escribió en LA HACIENDA el Dr. A. León Garre hace poco más de un año, una cantidad adecuada de proteína animal es importante para el desarrollo de las modernas naciones. Por tanto, no sorprende que exista tanto interés en conseguir una mayor producción de ganado y aves en todos los países de la América.

También verá usted en esta edición diversos anuncios de criadores de la Florida y de Texas que ofrecen ganado de pura raza. Con esos criadores nuestros directores se encuentran personalmente relacionados, debido a nuestra asociación con la *International Brahman Review-Revista Cebú*, la publicación bilingüe que nosotros editamos, dedicada a la raza Brahman, junto con otra importante revista denominada *The Florida Cattleman*.

Tendremos mucho gusto en poner a cualquier lector de LA HACIENDA en contacto con criadores de ganado de pura raza, tan pronto se nos indique la clase de ganado que se desea. Muchos criadores ofrecen medios de transporte hasta sus haciendas desde los aeropuertos locales.

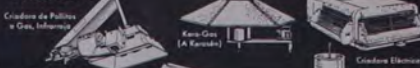
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Muchas veces no es fácil conseguir dólares para el pago de las suscripciones a LA HACIENDA. Por ello aceptamos el pago en cualquier moneda nacional. En esta edición—página 70—encontrará usted un anuncio donde aparecen los nombres de nuestros bancos en la América Latina. Puede hacer el depósito en cualquiera de esos bancos, enviándonos el correspondiente comprobante para hacer efectiva la suscripción.

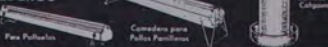
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GLOSARIO DE PLANTAS ÚTILES ALIMENTICIAS

La única lista completa de plantas útiles alimenticias existente en español, cientos de ellas. Se publicó por primera vez en la edición de julio 1963 de La Hacienda.

Sr. Director de LA HACIENDA
P.O. Drawer 891, Kissimmee, Florida, E.U.A.

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portada de diciembre

Este hermoso clisé que engalana la portada navideña de LA HACIENDA, cortesía de la revista "The Sign", evoca el dulce recuerdo del nacimiento de Nuestro Señor.

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comentario

¡Planes para el año nuevo!

Según se acerca la terminación del año, y dirigimos nuestra mirada al año nuevo, es natural que tratemos de examinar el pasado y reconocer los errores cometidos, buscando el beneficio que deriva de la experiencia.

Esto es bueno. Debemos aprovechar toda oportunidad para sacar provecho de las experiencias pasadas, y si podemos aprender de nuestros errores, ellos no resultarán tan costosos. Sin embargo, no debemos cometer el error de gastar demasiado tiempo en el examen retrospectivo. El progreso demanda planes energéticos para el futuro—planes para mejoramiento y planes para expansión.

En LA HACIENDA nos encontramos orgullosos del progreso realizado durante el pasado año. Los directores han viajado muchos miles de kilómetros, reuniendo información para artículos donde se describe cómo se realizan las tareas en las fincas de muchos países latinoamericanos. También se han mantenido en contacto estrecho con muchos investigadores de estaciones agronómicas y universidades, para llevar a los lectores los últimos progresos en agricultura. Se han hecho cambios de forma y tipográficos, para hacer a LA HACIENDA más atractiva.

Hemos proporcionado servicios especiales, como las guías de compradores y los glosarios de plantas alimenticias y de insectos, para ayudar al agricultor latinoamericano en su trabajo. Nos proponemos continuar estos trabajos progresivos para beneficio de todos.

¿Cuáles son nuestros planes para el futuro? Continuaremos desarrollando el amplio programa de viajes. ¿Cómo podemos servir mejor al agricultor de la América Latina que conociendo de primera mano sus problemas y después ayudándole a encontrar la solución de los mismos?

Varios viajes ya están proyectados. En febrero y marzo, el señor Subdirector visitará El Salvador, para asistir a la Exposición Ganadera Centroamericana, y después continuará su viaje para pasar un mes en Perú y Ecuador, visitando fincas, ranchos y plantaciones frutales.

¡Nos agradecería recibir noticias de usted!

Cualquier plan que podamos hacer para el futuro incluye beneficio para todos los lectores. El objeto de LA HACIENDA es favorecer la causa de la agricultura en todos los países de habla española. Aun cuando viajemos mucho, visitando fincas en todos los países, hay numerosas regiones a donde nos es imposible llegar. Le pedimos su ayuda—¿tiene usted alguna sugerencia en cuanto a modos en que LA HACIENDA pueda serle útil como agricultor o ganadero?

Nos agrada recibir sus cartas con sugerencias y críticas. Admitimos que incurrimos en errores, y su crítica constructiva será de mucho valor en nuestro propósito de servirle mejor. O también se nos puede informar sobre importantes actividades agrícolas que pudieran servir de ejemplo para otros agricultores. Nos agradecería igualmente recibir noticias de esta clase, de modo que en nuestra próxima visita a su zona podamos considerar la preparación de un artículo sobre el asunto.

Por supuesto, nos encantan las cartas donde se nos dice que estamos realizando un buen trabajo en LA HACIENDA. Comuníquese con nosotros, ya sea criticando, felicitando o haciendo una sugerencia.



EN AMERICA LATINA

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portada de enero

La fotografía que aparece en la portada, donde se ve un grupo de pollitos de alta calidad, recién incubados, se obtuvo por cortesía de "Rohm and Haas Reporter".

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comentario

La Alianza para el Progreso

Un joven economista italiano y el director de LA HACIENDA platicando recientemente en el Gran Hotel de San Salvador, hablaban en español acerca del gran progreso que se observa en esa capital, y en otras ciudades centroamericanas.

La ayuda norteamericana entró en la conversación, y el italiano expresó (de manera amistosa) su creencia que los EE. UU. regalan su dinero con miras a incrementar su comercio exterior.

Nosotros no estuvimos de acuerdo con su opinión.

Opinamos que la ayuda de los Estados Unidos, que contribuye de manera significativa a los programas de mejoramiento planeados por los mismos países bajo el patrocinio de la Alianza para el Progreso, está diseñada para realizar exactamente lo que expresa el documento oficial.

La Alianza para el Progreso fue creada para acelerar el desarrollo económico de los países latinoamericanos, porque a medida que ellos se hagan más fuertes se sentirán menos dependientes de la política interna estadounidense.

¿Cuáles son los progresos logrados?

En su última visita el que escribe observó un manifiesto aceleramiento en la vida económica de Centro América, en comparación a lo visto hace dos años cuando por primera vez visitó esos países.

Un factor de mayor importancia han sido las actividades de los Bancos de Fomento, o Desarrollo, el capital de muchos de los cuales a menudo se obtiene en la forma de préstamos a bajo interés, ya sea del gobierno nacional o de otras fuentes o de ambos. Esto ha alentado las inversiones privadas y los préstamos, y ha creado más trabajo e incrementado la producción nacional total en casi todos estos países.

Hace apenas 30 años que el que escribe era un estudiante en las escuelas del Estado de Florida, EE. UU., cuya ciudad mejor conocida es Miami.

En aquel entonces la economía estaba estancada como resultado de una gran especulación en tierras, que luego fue seguida por la gran depresión económica mundial.

En aquella época Florida dependía del capital procedente del noreste estadounidense. No era una situación muy agradable. No controlábamos nuestro propio destino suficientemente para alcanzar la independencia (con responsabilidad) que caracteriza al hombre libre en cualquier parte.

Un factor primordial de la prosperidad actual fue el desarrollo del capital local, acuciado por nuevos bancos de fomento—que fueron financiados por préstamos baratos del gobierno—lo mismo que con los bancos Centroamericanos.

Esperamos los mismos resultados en América Latina: un rápido fortalecimiento de la estructura financiera, desarrollo en todos los campos, y eventualmente, un mayor grado de independencia de los efectos de sucesos inevitables en los países hoy en mayor desarrollo.

Más importante el ayudarse a sí mismo

Aunque de gran importancia, la ayuda de los Estados Unidos no es ni remotamente el único factor en el rápido resurgimiento del comercio en Centro América. Los gobiernos mismos, mediante la ampliación de las bases contributivas, están proporcionando una considerable parte del capital que se está invirtiendo, ya sea para edificar bancos, carreteras o escuelas.

Y la institución de la empresa privada, ese "gigante" que nos incluye a todos los que trabajamos con la cabeza o con las manos, es otro factor primordial en el mecanismo que coadyuva en la formación de un "pastel más grande" para ser repartido, más bien que repartir el "pastel" existente, que es más pequeño, en tantos pedazos que apenas queda algo para cada uno.

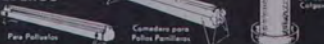
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por cada de febrero

Esta fotografía fue tomada en diciembre pasado por La Hacienda, durante la visita del Director-Gerente a la finca propia del señor Francisco de Sola, en El Salvador.

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1722 NW 2nd Avenue
Gainesville, Florida
April 4 1965

Mr Robert S Cody, Director
La Hacienda
Kissimmee, Fla.

Dear Bob:

Your letter of 22 February reached me in Antigua but I was so busy taking care of people - and making a short visit to Zamorano - that I didn't have time to answer it until I got up here. I have just returned from a few days in New York where I tried to help the folks at the N Y Botanical Garden organize a big tour of Guatemala for this coming autumn. Perhaps a hundred people. Wow!

I enclose the information you requested about members of your Junta Consultiva. It is probably much longer than you want, but you can pick out any items you think suitable. Photo also enclosed.

About comments on your "Comentarios". I don't really have much to say, except that I think perhaps the title is not the best, and I sure think you ought to steer clear of politics. The Alianza para el Progreso is a hot subject in Latin America. There are people who are for it and plenty who don't think much of it. You don't want to take sides. The same would be true on an editorial on agrarian reform. A fine thing in principle. Working well in a few instances, much abused in others. I would do it unless I could get a brief note from some big shot in Latin America, and in that case it wouldn't fit into your comentarios, anyway, as the latter are your own, and you would be presumed to have a gringo bias.

Offhand, I think what I would do would be to change the title - make it something like "From the Editor's Desk", and then talk about plans for the future of the magazine, special editions, and so on.

I am working here with Dr Wolfe on a book on Tropical American Fruit Culture. I will probably stay here all of April. I just called up Greyhound and they say they have buses to Kissimmee via Orlando. Maybe I could come via that route and stop over a day at Kissimmee if you would be interested, and if it is clear that I could be of any help.

Or maybe you will be in Gainesville some time this month. If so, don't fail to look me up. I am greatly encouraged by the progress of La Hacienda - based in part on what Kelly told me at Zamorano, in part on what I can see by looking over the pages every month. I believe you are really going to town.

Faithfully yours,

Wilson Popenoe

WILSON POPENOE was born in Topeka, Kansas, where his parents had lived for a generation. His paternal ancestors had been among the Huguenot immigrants from France who came to the New World about 1690. While still a boy, he was taken to California by his family, where he grew up in a nursery operated by his father (it was called The West India Gardens) and obtained his academic education at Pasadena High School and Pomona College.

While he was attending school and working as propagator in the nursery, the West India Gardens introduced from Mexico the Fuerte avocado (1911) which still remains one of the worlds leading commercial varieties. In the summer of 1912 he left with his brother Paul for Arabia, Mesopotamia (now Iraq) and North Africa, whence they brought to the United States 16,000 young date palms. These were planted in California and Arizona and provided a great impetus to the slowly developing date industry - slowly developing because of the problem of propagation, for good varieties of the date can only be reproduced by suckers from older plants.

On his return from this long voyage, Wilson Popenoe entered the service of the Office of Foreign Seed and Plant Introduction of the United States Department of Agriculture, which was then under the direction of one of the great leaders on North American horticulture, Doctor David Fairchild. He was given the title of "Agricultural Explorer", and in 1916 was sent to Guatemala to hunt for avocados worthy of introduction into world horticulture, as well as other economic and ornamental plants. This work occupied 18 months, after which he travelled for ten years, with the same objectives and with the instructions of the Secretary of Agriculture "to establish an exchange of useful plants between the United States and Latin America,

all the way from Mexico to Chile.

In 1925 he entered the service of the United Fruit Company, and was sent to Tela, Honduras, to establish an experiment station for the introduction and trial of economic plants - fruit and timber trees and many others - which might help to diversify agricultural production in tropical America. Here was developed under his direction, and later under that of Dr. V.C. Dunlap, the most comprehensive collection of economic plants in all tropical America. The African oil palm, now assuming considerable commercial importance, was one of the results of this work.

In 1940, after having spent some years supervising, in addition to the work at the Lancetilla Experiment Station (as it is called) the plantations of the United Fruit Company in several countries (so far as agricultural techniques were concerned) he was detached by the Company to undertake the development of an agricultural school, vocational in nature, near Tegucigalpa, Honduras. This was called the Escuela Agricola Panamericana, and here have been trained along modern lines nearly a thousand young Latin Americans, practically without cost to themselves.

Wilson Popenoe has completed half a century of professional work in tropical America, which commenced with a voyage to Brasil in 1913, where he assisted colleagues from the U.S. Department of Agriculture in a study of the Bahia navel orange. He has published the "Manual of Tropical and Subtropical Fruits" (1920 and subsequent editions; "Fruticultura Centroamericana" (1950) and more than a hundred papers in agricultural and horticultural journals. He has been the recipient of many honors, among which may be mentioned; the Doctorate of Science from the University of San Marcos (Lima, Peru); the same degree from the University of Florida, Estado Unidos, and

Pomona College, California. He is an Honorary Professor in the Universidad de San Carlos (Guatemala). He is a Comendador of the Orden del Quetzal (Guatemala), the Order de Morazán (Honduras), the Orden de Mérito Agrícola (Ecuador) and the Orden de Ruben Dario (Nicaragua). He also has the following decorations: Orden al Mérito, Chile; Orden de Vasco Nuñez de Balboa, Panama; and the Orden al Mérito Agrícola y Comercial, Cuba. In the United States, he was awarded the George Robert White Medal of Honor of the Massachusetts Horticultural Society; ~~and~~ the Wilder Medal of the American Pomological Society; and the Award of Honor of the California Avocado Society. Since his official retirement in 1957, Dr Popenoe holds the title of Director Emeritus, Escuela Agricola Panamericana, and maintains his home in Antigua, Guatemala, where he devotes his time to furthering the development of tropical and temperate zone fruit crops in Latin America.

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KISSIMMEE, FLORIDA, 32741

April 9, 1965

Dr. Wilson Popenoe
1722 N. W. 2nd Avenue
Gainesville, Florida

Dear Dr. Popenoe:

Thanks for your letter of the 4th, which arrived yesterday. Also thanks for sending the photograph and biographical information.

Kelly told me about your meeting at the Escuela Agricola. He said that you were just as enthusiastic as ever! I guess that means you are in good health.

I'd like very much for you to come down for a day or two if you can work it in and it does not look like my schedule will take me to Gainesville this month. Why don't you call me collect after you receive this letter and we'll work out a date.

I'm particularly interested in getting to work on the series of monographs, about which we spoke. As you know, we have gone to shorter stories throughout in La Hacienda, but I would like to supplement these short, punchy articles by occasional longer articles which would make good reprints, also.

We talked about topics last time but to refresh you: corn, wheat, cotton, sugar cane, bananas, other tropical fruits, etc. These articles would have to be complete, including illustrations, in 8 pages in order to lend themselves to reprinting economically. However, 20 to 25 pages of typewritten, double spaced material would be alright.

I'll be looking to hear from you.

Sincerely,

Bob Cody
Bob Cody, Editor

BC/tr

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1722 NW 2nd Avenue
Gainesville, Florida
12 April 1965

Mr Robert S Cody
La Hacienda,
Kissimmee, Fla.

Dear Bob:

Thanks for your letter of the 9th. I am not carrying out immediately your suggestion to call you on the phone, because I will not be moving southward until the first of May or perhaps a few days later. So what we will do is this: you keep in mind the first of May and I will call you two or three days before I will leave here. If you are not going to be in Kissimmee around the first of May I will change my program and take the Seaboard from here to Miami.

I would like to see you, to talk about the very thing you mention - the series of monographs. Hugh and I feel that this is the only thing needed to make La Hacienda the ideal magazine. Once a month, treatment of some major or promising new crop, on a fundamental basis - like Krug handled coffee in *Agricultural de las Americas*, the I am not quite clear about that. But the idea is, take a copy which is important and get a real authority to cover it. I wonder if *Agricultura de las Americas* pays well for such articles? I hope you know for we will have to find some way of getting around this. It occurs to me that perhaps the big shots who write comprehensive monographs might be happy if they could be given, say 500, separates put out in neat shape? This wouldnt involve you in great expense, I would think, and I know from plenty of experience that an article of importance is always wanted by the author for private distribution.

In the last couple of days I have knocked out the enclosed article on Temperate Zone Fruits in Tropical America, which I feel, if published in *La Hacienda*, do quite a bit to stimulate interest in this subject. The time is ripe for something of this sort, because of the interest which derived from the Antigua meeting in 1962. I have not attempted to polish this article, because Ing. Gonzales will do that when he translates it. I would not want to publish it in English without going over it once.

Faithfully yours,

Wilson Popenoe

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KISSIMMEE, FLORIDA, 32741
April 13, 1965

Dr. Wilson Popenoe
1122 N. W. 2nd Avenue
Gainesville, Florida

Dear Dr. Popenoe:

Thanks for your prompt answer of April 12.

Since you plan to be coming down this way shortly after the first of May, could you arrange to be here at noon on Monday? I think you would make an excellent speaker for our Rotary meeting at that time and very probably I can arrange it if it would be convenient for you to make that schedule. Even if connections from Gainesville to Kissimmee are not available within those hours Monday morning, perhaps there is something to Orlando and with advance notice we would send up and pick you up in Orlando.

Glad you have been giving some thought to the monographs. I think we're on the right track in including a great deal more variety and information in La Hacienda than Agricultura is, but I believe we need some lengthy articles, at least once every quarter. What I have in mind, is an article which will run 8 pages long in the magazine and can be reprinted for readers who would like to have extra copies. This would make it simple to provide the author with 500 or 1000 extra copies and I would prefer to do this rather than pay for the article. It is never possible to pay enough for articles to compensate for the amount of work involved in them and I hesitate to get started at it because you never know where to stop. It is my understanding that Agricultura pays \$150 for some of their better articles: this comes from Dr. Acosta-Solis who was approached by them a couple of years ago and decided to stick with La Hacienda at no salary!

I'm not sure that Hugh get La Hacienda, so I am sending you under separate cover copies of the last two issues. If you can find time to go over these carefully and critique them I would be most appreciative. We could then go over them when you are here early during the week of May 3rd.

Sincerely,

Bob

Bob Cody, Editor

BC/tr

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KISSIMMEE, FLORIDA, 32741

April 26, 1965

Dr. Wilson Popenoe
1722 N. W. 2nd Avenue
Gainesville, Florida

Dear Dr. Popenoe:

This is to answer your letter of April 19th telling me that you may go directly to Miami with Nixon Smiley.

In view of this possibility, it is just as well to forget about a talk at the Rotary Club inasmuch as it is pretty necessary to have a firm commitment in advance.

However, I certainly hope that you will be able to break your trip here as I think it is important that we talk together about these special monograph stories.

I will be in Washington, D. C. all of this week, but will be back in Friday evening. Anytime after that, we can get together very easily.

Sincerely,

Bob Cody.

BC/tr

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Gainesville, Florida, 28 April 1965

Mr Bob Cody,
Drawer 891,
Kissimmee, Fla.

Dear Bob:

Referring to your note of the 26th, I am sorry I will not be able to see you in Kissimmee, as I am leaving for Miami Friday morning. But I think with the present letter there is nothing that we need to take up personally at the moment. I assume you received the rough draft of a short article I sent you on Temperate Zone Fruits for Tropical America. And before I take up the major question - those monographs - I will mention the two last issues of La Hacienda which you sent for comment. And as usual, my comments are frank and may not be correct in all respects.

The March issue, Good. I myself would go a bit easier on mechanization but I probably ^{am} wrong. It is the trend of the times, and of course it helps you from the standpoint of getting advertising. I like to see major attention devoted to how to grow crops and how to raise animals - but ^{you} can of course come back at me (rightfully); Machinery is coming more and more into the picture. And most of your subscribers are in the class which can afford machinery. I guess that is the real point. I am always thinking of the small farmer, just as Henry Wallace is. This matter came up in talks I had with the folks at the Rockefeller Foundation in New York a few weeks ago. They argued that national economies can be boosted more rapidly and in greater measure by giving the big farmers hybrid corn, and fertilizer, and machinery, than by giving those Indians on the mountainsides better seed which they can save year after year and helping them to realise what tremendous ^{grains} they can make with a little fertilizer.

I guess there is no argument, except on what you might call the missionary basis. But the Indians do raise 50% of the corn produced in Guatemala, and in the long run if their production can be increased by 100 or 200 percent it will have a great effect on the national well-being. So Mr Wallace and I don't argue against the hybrid corn for the big fellows, but we think something can be done for the little fellows at the same time. No one can rightly argue that there is not money to do both. It isn't really a matter of money, it is a matter of work.

For reasons which you will have gathered from the above paragraphs I like the April issue even better than the March issue. In the first place I want to mention those letters from subscribers, under what you call "Escritorio del Director". These are of great interest and value - to the great majority of readers. I would encourage them, and in some instances I would get experts in the given field to write the answers. You have most of the necessary experts right here in Florida. They are too busy to write long articles but I think almost invariably they would stop long enough to dictate 50 or 100 words which you could play up as being opinions of a recognized authority. Because the necessary authorities are right here in Florida there would not be much delay in getting their comments, and because there is so much interest right now, here at the University - through the newly established Center for Tropical Agriculture, I think you will find willingness to help. I advise that you maintain close contact with these folks, which I believe you can do, in part, through Hugh.

To continue re the April issue. Your section on "Libros" is great, and you have been building it up. The only trouble is, books are getting so darn costly. Perhaps, therefore, you could do something by publishing more extensive reviews - summaries - of some of the more important books.

"Los Suelos y Como Mejorarlos" . Impossible to print too much about

fertilizers. It is the "plato del dia" in tropical America. Two fertilizer factories now in operation in Central America, - Costa Rica and El Salvador. I would try to have an article on soils and fertilizers every two or three months. And try to have it based on tropical America. Soils here in Florida (Dr Webber used to say they are 95% sand and the rest pure silica - dont quote me on this!) are so different from those of tropical America that recommendations here are likely to lead us astray in tropical America. I have just been going over bulletins regarding avocado and mango culture in Florida. They give fertilizer programs. I dont believe it would be economically sound for a man in Mexico or Costa Rica or Colombia to follow them to the letter.

Kelly's article on pineapples in Colombia very interesting. But this brings up a point. You will remember that I was strong for your idea of publishing accounts of ^{what} progressive farmers in Latin America have done and are doing. I am strong for it still. But I dont think both you and Kelly should have ^{articles} articles of this nature in one and the same issue of La Hacienda. One at a time.

"Tres granos de maiz" is right down my alley. I cant say how correct the author may be, but it is a very important topic and hits big farmers and small. That's why I like it. Very practical. And "Las Bacterias del Suelo" another good subject, also "Conozca los Suelos Mejores" - and these three all by chaps with Spanish names. I like this feature. There are two sides to it, of course. Sometimes people dont think the Latin American (or Spanish) scientists know as much as the gringos, and on the other hand they sometimes think the gringos think they are the only ones who know anything. Both approaches are wrong, of course. I would try hard to publish good material from Latin writers and to do so I would evaluate the material carefully so that gradually I would build up more reader respect for them.

"Nuevos Mercados para el Banano" quite worth while, and here is an example of good use of scissors and paste. You know I have always argued that you should not follow *Agricultur@ de las Americas* too much, but there are plenty of occasions when translations are allright and should be used. What I have wanted to see, was that La Hacienda should have as much original material as possible, and I believe you have gone along with me on that.

Well, I think that's enough. Perhaps too much. You may get the idea that I am trying to dictate the editorial policy of La Hacienda. I aint. You are doing a good job as I believe is proved by the increase in your list of subscribers and your advertising. I really believe La Hacienda is going places. And I think your idea of the monograph series will push it still father ahead. And now to that:

Hugh and I have just been discussing this. I think he can help by getting some of the monographs from people here in Gainesville. I may be able to help by getting a few elsewhere. We have the following very tentative suggestions:

COFFEE. Fred Wellman, who is now at North Carolina, published in 1961, in the "World's Crop Series" the book "Coffee" a very complete and comprehensive treatment. Fred's first job when he came out of college was with me in Honduras. I know him well; he likes to write; and I believe he could do a swell monograph on this crop. And he is one of the kind - I believe, - who would ^{not} ask for money, because he is dedicated and like myself something of a missionairy, in the non-religious sense.

CORN. I dont know just who could best do this, but I suspect one of the men of the Rockefeller Foundation might do it - they have had so many workers in that field in Mexico, Colombia, and Chile. And this

brings up an important point: we must get a real authority to do each of the monographs. This will not only give them maximum value but will enhance the prestige of La Hacienda. I dont recall just what was the background of Krug's paper on coffee in Agricultura de las Americas, whether it was a translation or copied from something or original, but it was a ten-strike, because Krug has, and rightly so, a magnificent reputation in his field.

SUGER CANE. I cant think, offhand, just who could do this but it should of course be included, and I feel sure we can find the right man for the job.

BANANAS. N W Simmonds who was in Trinidad for a long time, and who wrote an excellent book on this subject, might be talked into doing this and I cannot imagine anyone better. I could have done it 20 years ago but I am still living in the horse and buggy days, so far as bananas are concerned, and you want a guy on a D-8 Caterpillar with a helicopter overhead spraying for control of Sigatoka.

CACAO. The Cadbury Company over in England issues a bulletin which I receive from time to time and which is tops. Hugh says this a commercial concern but they got out a bulletin on Cacao Culture not long ago, written by a man who had worked with cacao in the tropics and was not interested exclusively in selling chocolate bon-bons. If he would do one along the same lines I think it would be fine. Or one of the men who has worked on cacao at Turrialba might do it. They have a fine man there - seems to me his name is Havard.

CITRUS FRUITS. Dr Herbert Wolfe who retired here at Gainesville last year, who isnt very busy now, and who is collaborating with me on a book, could do this well and I believe he would do it. His former colleague Dr Ziegler, who is here, could do it but I dont believe he could take the time. You will remember he gave you a brief

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KISSIMMEE, FLORIDA, 32741

June 21, 1965

Dr. Wilson Popenoe
Antigua, Guatemala

Dear Dr. Popenoe:

Thanks for sending us the Cocoa Growers Bulletin.

We are writing to Cadbury Brothers asking for exclusive permission to reprint.

Sincerely,

Bob Cody
Editor

BC/tr

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KISSIMMEE, FLORIDA, 32741

July 9, 1965

Dr. Wilson Popenoe
Antigua, GUATEMALA

Dear Dr. Popenoe:

Thanks for your letter of July 4th regarding your checks which were over 90 days old.

These were reissued by check on June 14th, and were mailed to you at that time by surface mail, since our bookkeeping department did not realize the importance of sending correspondence by airmail to South America. They should be arriving in due course, as should your June check which was sent by surface mail on June 25.

I am very anxious that something get started on these good long articles. I wonder if you could devote the next few days to getting off letters to your acquaintances who may be able to write the proper kind of articles for us. What we are after are something in the nature of 10,000 words, which can be printed in 8 pages of La Hacienda and easily reprinted for distribution separately. We prefer to have illustrations, and are willing to pay a modest amount for this class of articles. By "modest", I would say something like \$100.

However, there is no need to start on the program unless we have three or four of these ahead all the time. They need to be specially written for the South American reader and you would be a good man to do the necessary editing. What I mean by this, is that a writer for U.S. publications might overly stress machinery in instances where Latin Americans would invariably use hand labor, *for example*.

What could you get moving on this? If you do write some letters about it, please send me carbons for my records.

Sincerely,

Bob
Bob Cody.

BC/tr

(The "monografía")

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KISSIMMEE, FLORIDA, 32741

September 27, 1965

Dr. Wilson Popenoe
Antigua
Guatemala

Dear Dr. Popenoe:

I thought you would be particularly interested in having an advance copy of the October 60th Anniversary issue of *La Hacienda*. In addition to the story on the members of the "Junta Consultiva" there is a congratulatory telegram from President Johnson, and a brief article hitting some of the historical high points of *La Hacienda's* sixty-year history.

We would have liked to run more details on the members of the "Junta" but from actual impact we decided that all should be on a single page and consequently the biographical information simply hits the high points of your life. However, we think they are sufficient to show the very high quality of you and the other members of the "Junta" which is the purpose of the article.

Please accept from myself and Mr. Bayard our personal "thank you" for your interest and help to this publication.

Sincerely,

Robert S. Cody,
Director

LA HACIENDA

RSC:11
Encl. - October 1965 Issue
AIR MAIL

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KISSIMMEE, FLORIDA, 32741

October 14, 1965

Dr. Wilson Popenoe
Antigua, Guatemala

Dear Dr. Popenoe:

I was just going through some pending material and I noticed your letter of July 16 which you said, "I have to leave tomorrow for Honduras and El Salvador to be gone about three weeks. As soon as I return I will see what I can do about monografias." I know you are about the busiest retired fellow that there is, but I also think you are the best qualified to decide on monograph subjects and arrange for the right person to prepare them.

Perhaps you have already made some initial contacts on these and just have not advised me. However, if you feel that you won't be able to do this job, let me know and I will see if I can find someone else to work on it, or work on it myself.

I am hoping to have some time to spend with Hugh when I get a little chance to do a little traveling in Florida. I am thinking that his new position at the University ought to even better equip him to know about things which we ought to know about. I expect to be cultivating him as much as possible when my schedule permits. Right now, however, I am preparing to leave for Argentina and Chile--November 6 - December 6--and thereafter for two weeks in Europe around the first of the year to work with our European advertising representative.

We are all very pleased with the progress of La Hacienda: advertising has been steadily increasing and this provides the wherewithal to do a better editorial job. In addition--and much more important really--is the fact that direct paid circulation has been steadily moving upward, and fairly spectacularly for 15 straight months now. This would seem to reflect reader approval of the magazine. Certainly this increase is noted by the advertiser. You might be interested to know that alumni of Escuela Agricola have sold enough subscriptions so we have sent something like \$750.00 to Dr. Muller. As you know, we send to Escuela Agricola exactly what is sent to us by the alumnus of the school: he is authorized to keep 50% as his sales commission if he so desires, or he can send the entire amount in and we will forward the entire amount to the school. I think this also ought to help Dr. Muller's job of trying to establish a close relationship with the alumni in the same way in which this loyalty is developed by U. S. colleges.

Thanks again for all of your help, past, present, and future. Hope you can get me those monographs!

Sincerely,

Robert S. Cody, Editor

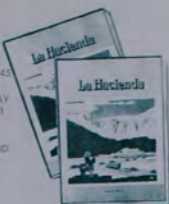
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E-32AC

Mayo 31, 1966

Dr. Wilson Popenoe
 1722 NW 2nd Avenue
 Gainesville, Florida

Muy estimado Dr. Popenoe:

Le quedo sumamente agradecido por su fina carta del día 27, relacionada con su artículo- TRIBUTE TO FLORIDA. He pasado las mismas al original, de modo que el trabajo queda ahora listo para publicar, tan pronto sea señalado por el señor Director. Creo que el término multiplicación es apropiado y al efecto recuerdo el título de un libro, publicado allá por 1919, que seguramente usted conocerá: LA MULTIPLICACION DE LAS PLANTAS, por Dr. Mario Calvino; en esa obra se hacía la división: vía gámica o sexual (multiplicación por semilla) y vía agámica o asexual (multiplicación vegetativa).

correcciones de

Este artículo sobre el desarrollo de la horticultura en la Florida y su influencia en los países antillanos y centroamericanos me ha gustado mucho y considero que también habrá de interesar a los lectores que no siempre se dan cuenta de lo que ha significado el desarrollo agrícola y la investigación floridanos para el progreso en sus propios países. Quizás por ello LA HACIENDA ha venido a estas tierras sureñas, para servir en mayor grado de canal que transporta en español lo mucho bueno que se ha hecho y está haciéndose por aquí.

Pasé la semana pasada en una traducción de mucho interés: un estudio sobre abonamiento de pastos en Costa Rica, por el Dr. William G. Blue. Es un trabajo excelente y que estimo de gran valor en este importante problema de los pastos en el clima tropical. Se publicará como monografía (monografita según Mr. Cody).

Sobre otros aspectos de su carta: en primer lugar me encuentro contento de que los aguacates hayan prosperado en Málaga, y en cuanto a su libro sobre fruticultura tropical, es muy grata la noticia de que será publicado por Florida University Press. Se necesita también una edición en español, pues no se dispone de libro sobre ese asunto en nuestro idioma, exceptuando la obra de Chandler, que usted también menciona, traducida por UTEHA. Este libro lo tenemos aquí hace tiempo, y también los dos en inglés; me parecen excelentes, y con la recomendación suya, me propongo

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Dr. Popenoe, pág. 2

usar algún material del libro "FRUTALES DE HOJA PERENNE", aprovechándome también que recientemente esa editorial me autorizó para tomar algunos párrafos de los libros publicados por ellos, para insertar en forma de Caja (Box). Tenemos la primera edición española, que apareció en 1962, y el tomo en inglés es de la 2a. edición, publicada por Febiger en 1958. Son dos libros muy buenos.

Gracias también por su información sobre el libro "LE BANANIER", par Jean Champion. Como estoy en relaciones con esa importante casa G. P. Maisenneuve et Larose, espero recibir oportunamente este y otros libros de la hermosa colección sobre agricultura tropical que ellos vienen publicando. Hace poco se publicó también en español, por Acribia, de Zaragoza, por PRODUCCION MODERNA DE BANANAS, por A.E. Haarer; es un libro pequeño, pero muy práctico y autorizado, como todos los de este magnífico horticultor. Un libro más extenso, también traducido al español, de este mismo autor es: "PRODUCCION MODERNA DE CAFE". No tenemos la edición española, pero sí la 2a. edición en inglés, publicada por Leonard Hill.

Hablando de libros, me es grato comunicarle que, cumpliendo la sugestión suya, tuve el gusto de enviar a su hijo Hugh el volumen sobre FRUTICULTURA, por Martínez Zaporta, publicado en España. Fue en uno de los dos cartones que llevó personalmente Mr. Cody hace unos dos meses. Estoy preparando más cartones para remitirle oportunamente, pues como usted se fijaría, el espacio de que disponemos es pequeño y es necesario sacar los libros menos usados en el trabajo diario para no aglomerar mucho.

Reitero a usted mi agradecimiento por su fina carta y correcciones, y aprovecho la oportunidad para suscribirme muy cordialmente suyo,

A. J. González
A. J. González
Departamento Editorial
LA HACIENDA

AJG.

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ART. 1472, FLORIDA:

Referente a Mr. George B. Cellon, de Miami, el texto en inglés dice: He was a true plantsman and a most picturesque character.

He traducido: Era un verdadero "hombre de plantas" y tenía un carácter muy alegre.

Con esto se quiere decir que Mr. Cellon era un hombre de buen genio, jocosos, de esas personas que da gusto establecer trato con ellas.

¿Estaré en lo cierto?

Gainesville, Florida, 4 June 1866

Memo for Mr Cody

I have not been in Guatemala since last December. I believe my housekeeper, old Maria, has forwarded to me some of the \$25 checks YOU send me, but for the past several months she has not done so because she was expecting me back in Guatemala. I dont know just what checks I have cashed and you have that 90 day limit on your checks.

I dont know just what to do. If it suits you, I would suggest that we just let ~~the~~ matter ride until I go back to Guatemala again, when I can return to you any checks on which the 90-day limit has expired. Have you any better suggestion?

Dear Dr. P. — Wilson Popenoe
That sounds like the best bet. ~~Use that~~
~~Use a 90 day~~ Didn't know you were back in
Guille, so will now try to dig by some day.
We are now printing the ~~copy~~ of Hays' "New profiles"
This is by Mr. Blue. Regards.
Bl



1722 NW 2nd Avenue, Gainesville, Fla.
5 June 1966

Sr. Ing. A.J. González,
La Hacienda,
Kissimmee, Florida.

Muy estimado colega:

Many thanks for your good letter of 31 May. You mention the work of my old friend, Mario Calvino: MULTIPLICACION DE LAS PLANTAS, in connection with our discussion of multiplicación and propagación. I really dont know just what we should do. Personally I am inclined to use multiplicación, when we are writing about commercial production of fruit trees. I wish we could look up this word in some of the older Spanish books; I have a sneaking suspición that the use of propagación may have come in rather recently, adapted from propagation which is standard use in English. Look what has been done with irrigation here in the New World. The Real Academia says irrigar means to "rociar o regar con un líquido alguna parte del cuerpo" (they delicately do not mention just which part, but we understand!). I think perhaps the Mexicans have been the chief ones to take over the North American use of the word irrigate. I feel pretty sure they still use regar in Spain, an irrigated plot is a regadio. I am still going to use these good old Spanish terms instead of the modern agriggado ones.

You attached a note about George B. Cellon - "a most picturesque character". I dont know just how you can best translate this: he was not a jolly character, rather serious, in fact; but with what we call a dry humor, enthusiastic, always interesting in his conversation, critical of some of his contemporaries, en fin, I think the best term is our good old Spanish word "simpático". It is hard to translate our term "plantsman". I think perhaps "verdadero aficionado a las plantas".

I was much interested in your mention of Dr Blue's paper on "abonamiento de pastos en Costa Rica". This was prepared under the direction of Doctor Alleger (his first job after graduating in Pennsylvania was with me in Central America, almost five years!). Yesterday evening I asked him to come over and talk with me about the possibility of reprinting in La Hacienda some of the other reports which were prepared under his direction. He was in charge of the University of Florida project in Costa Rica, as you know, and they got out a book "Fertile Lands of Friendship" (neither he nor I like that title!) and it seemed to me there might be other material in it which you should use. We went into this thoroughly. In the first place, some of the papers were translated into Spanish and distributed in Costa Rica. Dr. Blue's paper was one of these. He thinks these papers can be used without permission of the Florida University Press (but you better check this). Two or three others were not- as far as he can recall - translated and distributed in mimeographed form in Costa Rica, and because of the copyright on the book he thinks you would need to be careful about getting permission from the Florida University Press (Dr Lewis Haines, with whom I work closely here; I might be able to help you) I am sure you must have on hand "Fertile Lands of Friendship" (again, I don't like that title!) so I will refer you to page 65, R E L Greene, "Irish Potatos". I believe with a little editing this would make a good publication for La Hacienda. Then "Gordon B Killinger" page 197: "Firage, Pasture and Field Crops". I have here the Spanish translation of this paper, which means that it was distributed in Costa Rica before publication in the book, so I assume you could use it, and it is good, in my opinion. I also have the Spanish translation, in mimeographed form like the others, of Ralph W Kidder, Animal Feeds and Feeding. You might be interested in this.

Niw to other matters: I note that you have Chandler's "Frutales de Hoja Perenne" in Spanish. On comparing it with the English edition, which I have here, I do not find too many improvements in this 2nd edition. But it is a good book - and I would like to add, I think a very fine translation. I think you will do well to put in "Box" some interesting paragraphs. As for "Le Bananier" of Champinn, I have been reading this during spare time here and I still think it is the very best book which has appeared on banana culture and if I were you I would give it a good review; the only unfortunate part is that it is in French and not all Latin Americans read this language easily. But anyone who is really interested could get help!

As for Haarer, Produccion Moderna de Bananas, I would advise you to go easy: I do not find the cultural recommendations applicable to tropical America in many instances. I believe the author got his experience in Africa and conditions are different from ours. Champion, on the other hands, covers tropical America and Africa, with most of his material based on the West Indies.

When I got back here I found the copy of Martínez Zaporta, "FRUTICULTURA" and I greatly appreciate your sending it to us. It will not be very useful in tropical America, as it is limited to the temperate zone fruits, and is very theoretical - that is, lots of scientific detail which the average fruit grower can not absorb nor needs to absorb. Undoubtedly a good text book for advanced students in pomology.

I am leaving in a few days for Boston, to attend the annual meeting of the Board of Trustees of Escuela Agricola Panamericana. Then I am flying ut to California for a month or so. I then hope to come back here to finish "Fruit Growing in Tropical America", and then go back to Guatemala and never leave the tropics again!

Siempre su afmo y SS,

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KISSIMMEE, FLORIDA, 32741

Diciembre 17, 1966

E-27AP

Dr. Wilson Popenoe
Calle de la Nobleza
Antigua, Guatemala

Distinguido Dr. Popenoe:

Perdone demora en contestar su grata del 14 de noviembre. Estamos muy atareados. Con mucho gusto le envío copia de la traducción de su reseña sobre el libro BANANAS por N. W. Simmonds. Creo que está bien, sin restar mérito al de Champion, reseñado en la edición de octubre.

Reciba nuestra felicitación por el merecido homenaje que usted ha recibido en la Escuela Agrícola Panamericana. La nota que recibimos del Dr. Armour está lista para insertar en una de las secciones de LA HACIENDA, y hemos escrito a dicho doctor para ver si es posible utilizar algunos de los trabajos presentados, después que se imprima la memoria correspondiente del Simposio.

Sobre el asunto del artículo del Ing. Jalil, oportunamente recibí carta de este distinguido técnico y él considera que el nombre de usted debe aparecer en primer lugar. Me parece que es correcto, pues usted fue el asesor y ello es una cortesía que no debe omitirse.

Todavía no he podido escribir a la UNICEF pidiendo la autorización que el señor Jalil recomienda, pero lo haré tan pronto me sea posible.

Deseando a usted muy felices navidades en ese clima tropical y acojedor, aprovecho esta oportunidad para saludarle muy cordialmente,

A. J. Gonzalez
A. J. Gonzalez
Departamento Editorial
LA HACIENDA

AJG.

encl.



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OF THE UNITED NATIONS

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Estimado Sr. Gonzalez,

En mi poder se atenta carta con fecha 5 de Noviembre en la que adjuntaba el artículo sobre la propagación de virusales frutales que usted desea reproducir en la revista "La Hacienda".

En lo que a mí se corresponde decir, no tengo ninguna objeción en permitir tal publicación pero me gustaría en verdad cambiar el orden de los autores en tal forma que el Dr. Eugene aparezca como autor principal ya que en verdad los dos prepararon el documento. Considero que es necesario pedir también la autorización a UNICEF porque ellos publicaron el libro. La dirección es:

UNICEF

United Nations
New York, N.Y.
U.S.A.

La forma como debe presentarse y ciertas observaciones adicionales le adjunto con la presente.

Por ejemplo, en página 4 después del primer párrafo y donde he marcado con la flecha, debe incluirse el párrafo que le adjunto y que corresponde a la importancia del virusado en el injerto.

Saludo a usted muy atentamente,

Mario Jalil

Dirección de Fitopatología y Protección Fitosanitaria

Dr. A.J. Gonzalez
Redactor Técnico y Traductor
La Hacienda
P.O. Box 1030
410 West Verona Street
Kissimmee
Florida 32741
U.S.A.

JAG
JJG

L I B R O S

Nueva edición de obra
importante sobre banano

Bananas (texto en inglés), por N. W. Simmonds, 2a. edición 1966, Serie de Obras sobre Agricultura Tropical, editadas por Longmans Green, Londres, Distribuidor en los Estados Unidos: David Mackay Co., Inc. 119 W 40th St., New York 18, N. Y.

Los siguientes comentarios, que debemos a la cortesía del Dr. Wilson Popenoe, bien conocida autoridad en horticultura tropical, miembro de la Junta Consultiva de La Hacienda, sirven para dar una idea del valor de este libro:

"El excelente libro Le Bananier por Jean Champion, que reseñamos en la edición de octubre de 1966 de La Hacienda, pág. 16, fue escrito basándose el autor principalmente en el cultivo del banano en las Antillas Francesas y Africa Occidental y también en parte en el cultivo de dicha especie según se practica en las Antillas Inglesas y en la América Central. No quiere esto decir que la obra deje de tener importancia para la América Central; al contrario, los principios, tanto de ésta como del libro que ahora reseñamos, son de aplicación en cualquiera de las regiones bananeras.

La nueva edición de la obra de Simmonds está basada principalmente en los puntos de vista del agricultor bananero en las dos últimas regiones. Esto significa una notable mejora sobre la primera edición del mismo libro, pues contiene muchos detalles de cultivo y nueva información sobre el importante asunto de los abonos químicos, sobre nematodos y sobre la enfermedad conocida por "mancha bacteriana", mal que últimamente se ha presentado en forma mucho más seria, en ciertas regiones, que lo que era hace 10 años.

El primer capítulo, dedicado a fundamentos botánicos, posición sistemática y morfología vegetativa, tiene gran importancia técnica; pero no de tanto i

interés para el agricultor que no se encuentra generalmente versado en los detalles de esas materias.

Lo mismo puede decirse de los capítulos II, III, IV y V, los cuales han sido revisados y puestos al día, de modo que serán de inestimable valor para los técnicos.

El capítulo VI, climas y suelos será de mucha utilidad para todo cosechero de banano, grande o pequeño. Lo mismo sucede con el capítulo VII, siembra y administración.

La selección del terreno para la siembra es uno de los más importantes problemas que encuentra el agricultor que se propone cultivar el banano. Después viene la selección del material para la siembra, donde hay diferentes opiniones de un país a otro y hasta en una misma zona.

El espaciamiento y la poda son asuntos complejos a los cuales el agricultor debe ~~de~~ prestar mucha atención, pues varían de acuerdo con el clima, suelo y tiempo que se desee dure la plantación. ¿ Se desea que los platanales duren solamente el tiempo necesario para recoger de una a tres cosechas antes de sembrar de nuevo, o se busca que el sembrado produzca durante muchos años?

El uso de los abonos químicos, es materia que se estudia a fondo en este libro. Es asunto que en los últimos años ha adquirido gran importancia y que probablemente requiere estudios continuos para conseguir los mejores resultados, ya que varía de acuerdo con los diferentes tipos y condiciones de los suelos donde se cultiva el banano.

Los capítulos XII y XIII, sobre plagas y enfermedades, son de gran valor para el cosechero, porque describen todo lo relacionado con las plagas y males que atacan al bananero y aconsejan los métodos de control que deben seguirse en cada caso, según los últimos métodos.

En general, este es un libro que no debe faltar en la biblioteca de ningún agricultor que se dedique al cultivo del banano en la América Tropical.³

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October 16, 1969

KISSIMMEE, FLORIDA 32741

Dr. Wilson Popenoe
Calle de la Noblesa 2
Antigua, GUATEMALA

Dear Dr. Popenoe:

My deep apologies for failure to consult with you for more than one year now. Pressure of work and uncertain business conditions during the past year were primarily responsible. Now, however, there is considerably less pressure, yet business conditions are good and LA HACIENDA continues progressing.

One measure is total pages of advertising. Due to inflation, we have been pushing our charges for advertising up rapidly. Yet during 1969 we expect to run more pages of advertising than in any year since we began keeping annual records in 1961.

At the same time, circulation keeps inching forward, little by little. We have had for some time more paid circulation than ever before in the history of LA HACIENDA, but there is somewhat more this year than there was last, as of the September issue on which we report to the U. S. Post Office.

Someone else's misfortune is no cause for elation on our part: yet we also expect during 1969 to carry more total pages of advertisements in LA HACIENDA and ANUARIO than will be carried by "Agricultura de las Americas". It was some 10 years ago that they first carried more pages of ads than LA HACIENDA, so this will be a milestone of considerable importance.

All of this means that we feel that our editorial policy must be basically sound, with its emphasis on variety of content, shorter articles (complete within the issue published), and Latin American travel. Still much remains to be done from an editorial standpoint and we are pleased to announce that business will justify the addition of another man within the next month, we expect.

We are enclosing a small token of our appreciation for your support and advice during many years. Please take time also to critique for us very thoroughly any two recent issues: take note of errors, and judge the articles, long and short, as to their value to agriculturists, cattlemen, and poultrymen. Thanks.

Sincerely,

Robert S. Cody, Publisher

LA HACIENDA

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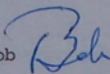
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La Hacienda

Dr. Wilson Popenoe
Page Two
October 16, 1969

P.S.--Mr. Bayard continues in good health and very active in sale of advertising in New York. He and Kelly Lyons, editor, send their greetings, as does our latest addition to the traveling staff, Hernan Diaz-Perera, now recently named associate editor.

Bob



RSC:ll
Encl.
cc:Dr. Hugh Popenoe w/enclosure

September 17, 1970

Miss Marjorie M. Bowes
Acting Director
Regional Technical Aids Center
American Embassy
Mexico DF, Mexico

Dear Miss Bowes:

Mr. Gonzalez passed on to me your letter of July 13th, which we may have already answered. However, we have had one of our key men on La Hacienda out with blood clot troubles and it may not have been answered. Hence, this letter.

Mr. Gonzalez and ourselves would be delighted to have the Glosarios reprinted. They are, however, the property of La Hacienda and we do not have full authority as to what royalty agreements should be reached.

My own thought is that one-third of the royalties should go to La Hacienda, one-third to Ing. Agr. Gonzalez, and perhaps one-third to the Escuela Agricola Pan-americana located near Zamorano, Honduras. Whether this would be satisfactory to the owners of La Hacienda and to Mr. Gonzalez, I do not know.

Please write directly to me in the future regarding this, and if this idea sounds feasible to you, I will take it up with Mr. Gonzalez and the others involved.

We are flattered that you are interested in re-publishing this material. It has certainly been extremely valuable to Latin American readers of La Hacienda, and in the case of Glosario No. 7 on farm machinery, we were very pleased that John Deere and other tractor manufacturers saw fit to place additional copies in the hands of all their dealers and distributors.

Editing might be worth doing, but would have to be done at your expense and subject to the approval of Mr. Gonzalez. In any case, he has not had sufficient time to do the perfect job he would like to do and is capable of doing.

It should be pointed out to any person trying to edit these things that Mr. Gonzalez is speaking a language which is understood in all of the Latin American countries. Thus, since you are in Mexico, the person handling things there should know the usage that is understood not only in Mexico but in Argentina as well. I am sure you understand this as you have this trouble with all your translations.

(continued)

Miss Marjorie M. Bowes
Acting Director
Regional Technical Aids Center
American Embassy, Mexico DF, Mexico
Page 2
September 17, 1970

By separate cover I am sending you copies of all the Anuarios published by La Hacienda to date. There may be other material which you would like to reproduce under a similar agreement. If so, please write.

Sincerely,

Robert S. Cody
Publisher

LA HACIENDA

cc: Dr. Wilson Popenoe ✓
Antigua, Guatemala

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Inst. for Tropical Agriculture
University of Fla., Dan Mc Carty Hall
Gainesville, Fla. 32601

Ing Agr Gonzalez
P.O. Box 1030
Kissimmee, Fla. 32749

Mr. Stuyvesant Bayard
Pres. La Hacienda
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RSC/my

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KISSIMMEE, FLORIDA 32741

October 29, 1970

Dr. Hugh Popenoe, Director
Center for Tropical Agriculture
McCarty Hall
University of Florida
Gainesville, Florida 32601

Dear Hugh:

Here is a letter from a farmer in Victoria, Mexico, who seems to be having trouble with production of avocados.

He gives a fairly complete rundown on the situation, so I thought I would send the letter to you and possibly you could recommend something to be of help to him. I would send this letter to Dr. George Ruele in Homestead, but I don't know how familiar he would be with conditions in Mexico and I know that you have a very wide knowledge of the area.

Anything that you can do to help this gentleman would be greatly appreciated.

I talked to Bob about the paper on tropical fruits that your father wrote and he said that he has told Mr. Gonzalez to send the paper to you. It had already been set in type so that what they will do is send you a proof.

I hope to be in touch with you soon about the next monographia.

Sincerely yours,

Kelly Lyons
Editor

LA HACIENDA

Encl.

KL/my

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