

July 29, 1964

Registered mail

Mr. Robert Huber
Technical Editor
STEEL Weekly
Penton Building
Cleveland 13, Ohio

Dear Bob:

The following will record the idea for a book, or book series, which I disclosed to you on July 27, 1964. I am writing this for the record and to make a fuller description.

1. The basic idea is to make field guides available covering cultivated crops - crops grown in each section of the country and described at all important stages of their cultivation. These guides to be written on every level, from children's books to advanced adult texts. (The idea could be extended to include domesticated mammals, I suppose.)

The purpose of the book, or books, will be: to make it possible for any interested passer-by to identify the crop being grown on the farms and ranches of the country; to be useful for car-window identification or for firsthand inspection identification; to be useful at every important stage of growth of the crops - field preparation, early growth, maturity, in storage; to be useful to identify grains, fodders, vegetables, fruits, staples, money crops (cotton, flax), cover crops, etc.

2. Explanation: Fewer and fewer Americans know what a farm is or does, or how it works. Fewer know where vegetables or grains come from, or fruit, or beef. (Working farms are even now being converted into living museums! - I dunno whether to be horrified or grateful. Without these preservations too many will never see one!!)

Most of these Americans pass farms and orchards and the like at some time or another in their cars or on public transportation, and many of them and their kids would like to know what it is they are looking at. This holds true in one's own area but especially when touring. There is, it seems, a need and a market

for a clear, readable guide to these cultivated growing things.

3. Format? Not atypical. The guide can be similar to a number of guides now on the bookstands - to the stars, rocks, birds, insects. Illustrated, convenient to carry and use, informative, and a good introduction to the subject.

Introduction. Breakdown into classes: grains, fodders, money crops, vegetables, fruits, below-above-on the ground harvesting, covering fruit trees and shrubs. Requirements for growth (climate, soil, growing season.) General maps showing where generally found. Pictures and illustrations of fields, close-ups, etc. Idea of how much grown; where it mostly goes.

(For the adult versions, we may have to include some pictures of handsome, buxom farm girls out doing typical things - gamboling nude but for bluejeans; bending over stiff-kneed to pull out one lousy weed on a 4800 acre ranch; picking cherries and dropping them into the open bosoms of their simple farm dresses by Dior; and all like of that. I may have to leave that to cooler heads.)

There can be one book for the conterminous states, or several books, with each covering a region.

Thanks again for your interest. One thrives upon enthusiastic listeners and appreciative comprehenders.

Sincerely,

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