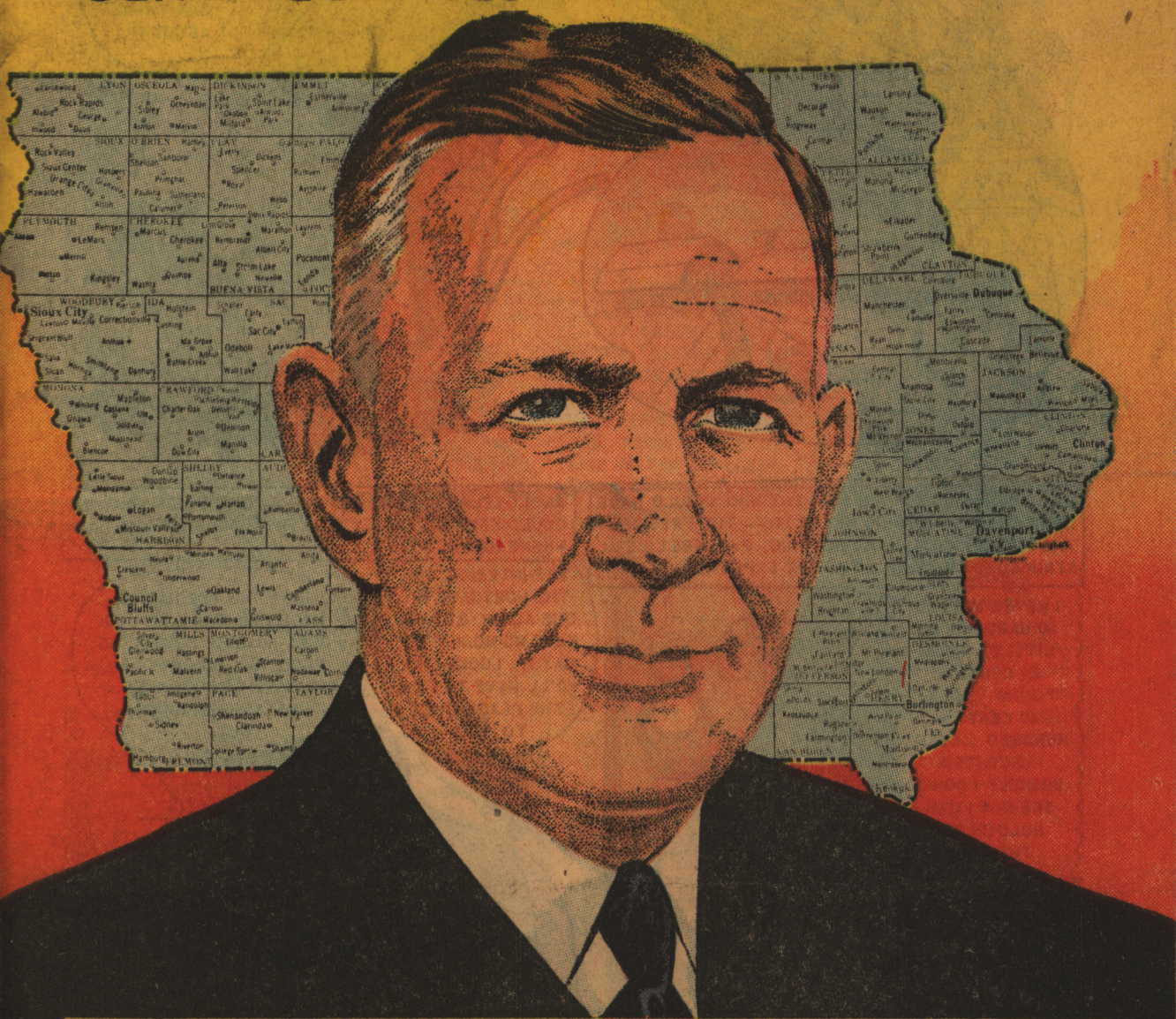
THE STORY OF

AL LOVELAND

Candidate for the U.S. Senate



A GOOD FARMER.....AN EXPERIENCED LEADER

COMBINING YEARS OF VALUABLE EXPERIENCE AS A FARMER AND AS A LEADER, AL LOVELAND QUALIFIES TO REPRESENT THE PEOPLE OF IOWA IN THE U. S. SENATE, THE MOST POWERFUL LAWMAKING BODY IN THE WORLD. FROM IOWA FARM BOY TO U. S. UNDER SECRETARY OF AGRICULTURE, AL HAS WON RESPECT AND ADMIRATION FOR HIS KNOWLEDGE OF FARM PROBLEMS AND HIS EFFORTS TO HELP ALL THE PEOPLE. THIS IS THE STORY OF IOWA'S FRIEND AND LEADER, AL LOVELAND...

IN THE EARLY 1930'S A CRIPPLING DEPRESSION BROUGHT THIS GREAT COUNTRY TO ITS KNEES. BANKS CLOSED. PEOPLE WERE JOBLESS AND HUNGRY. FARMS WERE FORECLOSED BY THE THOUSANDS...



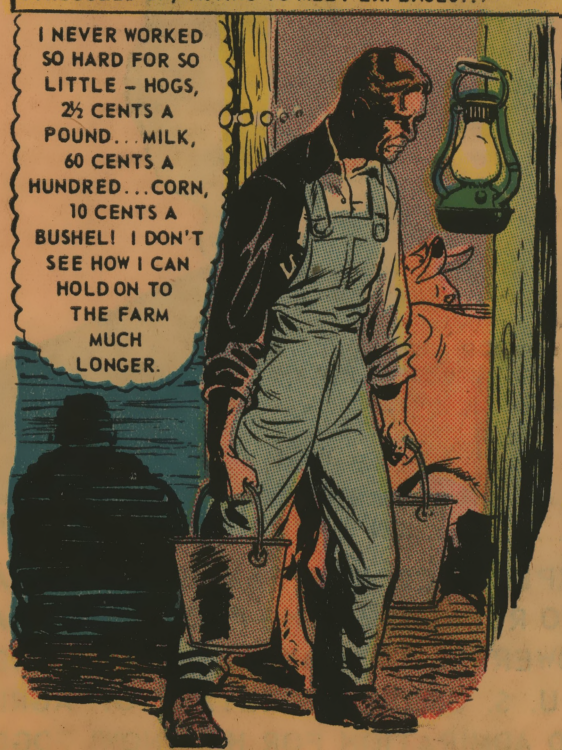
SURE IS HARD ON BROWN AND HIS FOLKS TO LOSE THEIR HOME. WE MIGHT BE NEXT AL.

THIS IS NOT RIGHT! WHILE CITY FOLKS ARE HUNGRY, WE HAVE SURPLUS CROPS THAT WON'T BRING A DECENT PRICE. LOOKS LIKE SOMEONE WOULD DO SOMETHING ABOUT IT.



BUT THE PEOPLE IN GOVERNMENT WHO SHOULD HAVE BEEN DOING SOMETHING ABOUT IT -- THE PRESIDENT AND HIS CONGRESS-- DID NOTHING. FARMERS LIKE AL STRUGGLED ON, TRYING TO MEET EXPENSES...

I NEVER WORKED SO HARD FOR SO LITTLE - HOGS, 2½ CENTS A POUND... MILK, 60 CENTS A HUNDRED... CORN, 10 CENTS A BUSHEL! I DON'T SEE HOW I CAN HOLD ON TO THE FARM MUCH LONGER.



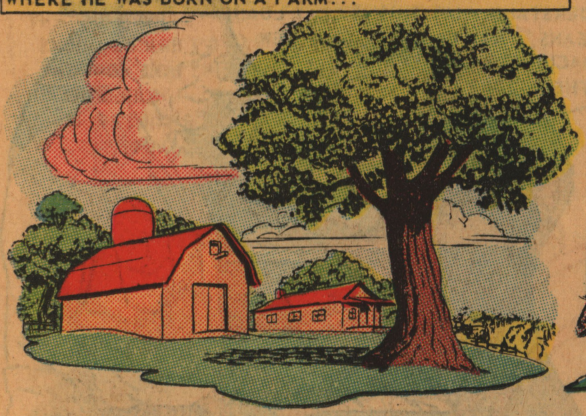
AL LOVELAND, LIKE ANYONE ELSE, HOPED THAT HE COULD KEEP HIS FAMILY TOGETHER AND HOLD THE FARM WHERE HE WAS BORN...

THE INTEREST ON THE MORTGAGE IS DUE AGAIN, BUT WE HAVE NO MONEY TO PAY IT. LOOKS LIKE WE'LL HAVE TO SIGN THE PLACE OVER TO YOU.

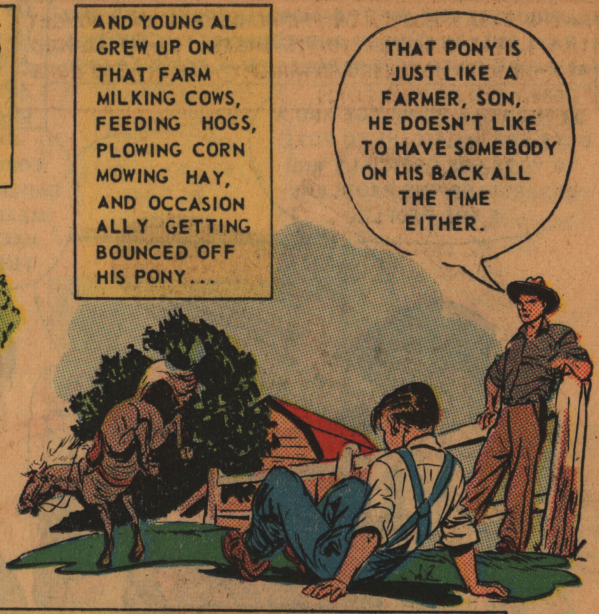
IOWA AND THE NATION NEED FARMERS LIKE YOU FOLKS TO KEEP PRODUCING FOOD, AL. GO ON HOME AND HAVE CONFIDENCE... SOMETHING WILL WORK OUT.



IT WAS THUS THAT HE KEPT HIS FARM, AND THE FIGHTING SPIRIT THAT SAW HIM THROUGH FINALLY ELEVATED HIM TO THE HIGH POSITION OF U. S. UNDER SECRETARY OF AGRICULTURE. BUT AL LOVELAND HAD LEARNED TO OVERCOME OBSTACLES LONG BEFORE THAT. HE HAD RISEN FROM THE SOIL OF BREMER COUNTY, IOWA, WHERE HE WAS BORN ON A FARM...

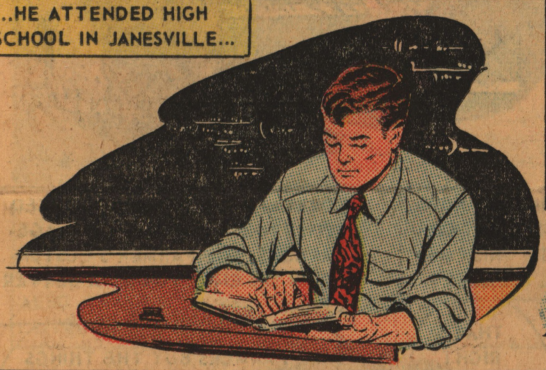


AND YOUNG AL GREW UP ON THAT FARM MILKING COWS, FEEDING HOGS, PLOWING CORN MOWING HAY, AND OCCASIONALLY GETTING BOUNCED OFF HIS PONY...

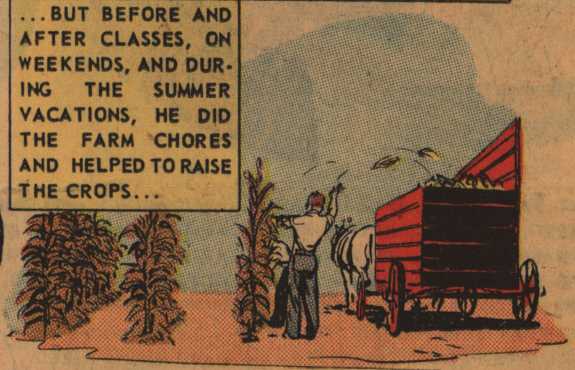


FROM EARLY MORNING UNTIL AFTER DARK, THE DAYS OF HIS YOUTH WERE KEPT BUSY...

...HE ATTENDED HIGH SCHOOL IN JANESVILLE...



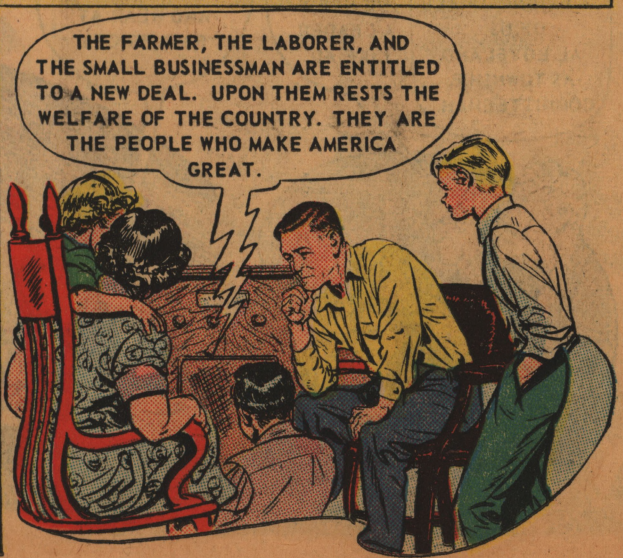
...BUT BEFORE AND AFTER CLASSES, ON WEEKENDS, AND DURING THE SUMMER VACATIONS, HE DID THE FARM CHORES AND HELPED TO RAISE THE CROPS...



SHORTLY AFTER AL GRADUATED FROM THE COLLEGE OF COMMERCE AT WATERLOO, HE MARRIED VIVIAN SLAUGHTER. IN 1914 THEY STARTED ON THEIR OWN BY RENTING A SMALL FARM...



FOR EVERY GOOD YEAR THAT FARMERS LIKE AL LOVELAND ENJOYED, THERE SEEMED TO BE TWO BAD ONES. IN 1932, ALMOST AT THE POINT OF COMPLETE RUIN, THESE PEOPLE HEARD A NEW VOICE OF HOPE, THE VOICE OF PRESIDENTIAL CANDIDATE FRANKLIN D. ROOSEVELT...



AL, WHO SERVED ON THE SCHOOL BOARD AND WAS ALWAYS BUSY IN CHURCH AND COMMUNITY ACTIVITIES, WAS EAGER TO GO TO THE POLLS ON ELECTION DAY...

IT IS BOTH A PRIVILEGE AND A DUTY FOR AMERICANS TO VOTE--TO VOTE FOR OFFICIALS WHO UNDERSTAND THE PROBLEMS OF THE PEOPLE!

ON MARCH 4, 1933, FRANKLIN D. ROOSEVELT WAS SWORN IN AS PRESIDENT OF THE UNITED STATES. THE NEW DEAL, A BETTER DEAL FOR ALL, WAS BEGINNING. ONE OF THE ADMINISTRATION'S FIRST MOVES WAS TO ADOPT A CORN LOAN PROGRAM...

ONLY A FARMER WHO HAS SOLD CORN FOR 10 CENTS A BUSHEL CAN UNDERSTAND WHAT THIS 45-CENT LOAN MEANS...NEW CLOTHES, SOME NEW MACHINERY, AND NEW HOPE FOR THE FUTURE.

CORN LOAN

THAT WAS THE YEAR LOVELAND'S OLDEST DAUGHTER, BETTY, WENT TO WASHINGTON AS IOWA'S DELEGATE TO THE NATIONAL 4-H CAMP. IT WAS ALSO ABOUT THE TIME HIS NEIGHBORS ELECTED HIM TO THE LOCAL TRIPLE-A COMMITTEE...

I NOMINATE A NEIGHBOR AND A FRIEND OF ALL OF US, AL LOVELAND, AS TOWNSHIP COMMITTEEMAN.

I SECOND THE NOMINATION. WE NEED A LEADER LIKE AL.

BESIDES DOING HIS OWN FARM WORK, AL FOUND TIME TO GIVE ENTHUSIASTIC ATTENTION TO HIS NEW DUTIES AS A LOCAL LEADER...

JUST WORKING HARD IN THE FIELD WON'T KEEP US FROM GOING BROKE. WE'D BETTER PULL TOGETHER SO EVERYBODY HAS PLENTY TO EAT AND WEAR AT FAIR PRICES.

THAT'S RIGHT, AL, FARMERS KNOW FARM PROBLEMS BEST.

LOVELAND ALSO SYMPATHIZED WITH THE EFFORTS OF WAGE-EARNERS, THE FARMER'S CUSTOMERS IN THE CITY, TO GET A BETTER LIVING...

WE FARMERS BUY THE THINGS YOU MAKE AND YOU WORKERS EAT THE FOOD WE GROW. WE NEED EACH OTHER, SO LET'S ALL WORK TOGETHER AND MAKE A BETTER LIVING FOR EVERYBODY.

AFTER THAT, AL'S LEADERSHIP AND SERVICE TO HIS COMMUNITY MOVED HIM RAPIDLY TO A MORE RESPONSIBLE POSITION. IN 1936, HE WAS ELECTED COUNTY AAA CHAIRMAN, AND LATER HE BECAME A TRIPLE-A FIELDMAN. THEN, IN 1941, AL WAS APPOINTED AAA CHAIRMAN FOR ALL OF IOWA...

WHEW! I'D RATHER PLOW CORN THAN THROUGH THESE PAPERS! BUT ONE THING IS SURE -- THE DEPRESSION NEVER WOULD HAVE WRECKED SO MANY HOMES IF WE'D HAD A PROGRAM LIKE THIS.

THEN, IN DECEMBER OF 1941, THE UNITED STATES WAS SUDDENLY PLUNGED INTO WAR...

THE PRESIDENT HAS ANNOUNCED THAT ALL THE NATION'S RESOURCES MUST BE MOBILIZED IMMEDIATELY.

WHAT A BLESSING THAT WE HAVE OUR CORN STORAGE PROGRAM. NOW THERE WILL BE FOOD ENOUGH FOR ALL IN THE COMING STRUGGLE.

AFTER THE ATTACK ON PEARL HARBOR, LOVELAND'S SON, RONALD, JOINED THE NAVY AS HIS OLDER SON, RUSSELL, HAD ALREADY DONE. HIS DAUGHTER, BETTY, ALSO ANXIOUS TO BE OF SERVICE IN THE WAR, ENLISTED IN THE RED CROSS...

AS AAA CHAIRMAN AND WAR FOOD ADMINISTRATOR IN IOWA, LOVELAND RALLIED FARMERS IN THE NO. 1 FARM STATE TO THEIR BIGGEST PRODUCTION JOB. THE AAA COMMITTEES ADVISED FARMERS ON FOOD NEEDS, AND AL HELPED THEM GET SCARCE SUPPLIES...

IOWA FARMERS ARE WORKING LONG HOURS, GENTLEMEN, BUT WE NEED MORE MACHINERY. GIVE US THE TOOLS AND WE'LL GIVE YOU ALL THE FOOD YOU NEED.

BUT THE POST-WAR YEARS WERE TO PRESENT GREATER RESPONSIBILITIES FOR AL LOVELAND. IN 1948, HE WENT TO WASHINGTON AS DIRECTOR OF THE AGRICULTURAL CONSERVATION PROGRAM. HIS MANY CONTACTS WITH LAWMAKERS WON HIM NEW FRIENDS AND GREATER RESPECT. BEFORE A CONGRESSIONAL COMMITTEE...

THE FOUNDATION OF THIS COUNTRY IS ITS FARMS. WE CAN MAKE THAT FOUNDATION STRONG AND FIGHT COMMUNISM THROUGHOUT THE WORLD WITH AMERICAN FOOD IF WE KEEP THE LAND FERTILE AND OUR FARMERS PROSPEROUS.

THANK YOU MR. LOVELAND. IT'S A PLEASURE TO HEAR TESTIMONY BY A REAL FARMER.

LOVELAND'S UNUSUAL ABILITY TO DEAL WITH HIGH OFFICIALS AND FARM MATTERS CAME TO THE ATTENTION OF THE PRESIDENT. SO, IN JUNE, 1948, THE FARMER FROM BREMER COUNTY, IOWA, WAS APPOINTED UNDER SECRETARY OF AGRICULTURE – SECOND HIGHEST POSITION IN THE AGRICULTURE DEPARTMENT...

AS UNDER SECRETARY, LOVELAND DISPLAYED UNUSUAL ABILITY IN DEALING WITH INTERNATIONAL AS WELL AS DOMESTIC FOOD PROBLEMS. IN THE SUMMER OF 1949 HE WAS SENT TO PARIS, FRANCE, AS CHIEF OF THE U. S. DELEGATION TO THE UNITED NATIONS FOOD CONFERENCE...

WE MUST BE PREPARED FOR THE WORST BUT NEVER GIVE UP STRIVING FOR THE BEST. IF WE ARE TO SUCCEED IN BUILDING THE WAR-TORN COUNTRIES OF THE WORLD ON DEMOCRATIC FOUNDATIONS, WE MUST BANISH HUNGER.

WHILE IN EUROPE, THE UNDER SECRETARY VISITED FARMS IN SEVERAL COUNTRIES TO LEARN FIRSTHAND THE PROBLEMS OF FOREIGN AGRICULTURE. IN GERMANY HE WAS CHALLENGED TO MILK A COW. THEY WERE IN FOR A SURPRISE...

AH, THOSE AMERICANS! EVEN A GOVERNMENT OFFICIAL CAN MILK A COW!

UPON HIS RETURN HOME, AL SAW NEW CLOUDS APPEAR ON THE HORIZON. THE FARMER'S LONG STRUGGLE FOR PARITY WAS BEING FORGOTTEN AS CROP SURPLUSES DEVELOPED. PRICE SUPPORTS AND CORN STORAGE PROGRAMS WERE BEING ATTACKED...

LOOKS LIKE SOME SENATORS ARE MAKING ANOTHER DRIVE TO WRECK THE PRICE SUPPORT AND CORN LOAN PROGRAM.

WE NEED MORE SENATORS WHO REALLY UNDERSTAND FARM PROBLEMS. WE NEED SOMEONE LIKE YOU, AL... A REAL DOWN-TO-EARTH FELLOW WHO KNOWS AND FIGHTS FOR THE INTERESTS OF ALL THE PEOPLE.


YOU'RE DOING A FINE JOB AS UNDER SECRETARY, AL, BUT IOWA NEEDS YOU BACK TO REPRESENT OUR PEOPLE IN THE SENATE.
HE'S RIGHT, AL... THAT'S WHERE YOU BELONG - IN THE SENATE WHERE YOU CAN LOOK OUT FOR THE FOLKS BACK HOME AND STILL DO YOUR PART FOR THE NATION.
FARM PRICES ARE HEADING DOWN AGAIN THIS SPRING -- JUST LIKE THEY DID BEFORE THE DEPRESSION. I CAN'T SIT BY AND WATCH. I'VE GOT TO GET INTO THIS FIGHT AND DO SOMETHING ABOUT IT.
March 27, 1950
Dear Mr. Loveland:
I accept with real regret your resignation as Under Secretary of Agriculture in your letter of this day.
Yours has been a distinguished service in behalf of the American farmer both in Washington and in your own state. Our entire agricultural economy has been the beneficiary of your wise counsels.
Your expression of continued interest is very gratifying and I thank you for it.
Very sincerely yours,
Harry S. Truman
GLAD TO SEE YOU HOME IN THE FIELD, AL, BUT WE INTEND TO SEND YOU RIGHT BACK TO WASHINGTON IN NOVEMBER.
WE KNOW YOU'LL MAKE A GOOD SENATOR, BUT TELL US, WHAT ARE SOME OF THE THINGS YOU'RE GOING TO WORK FOR IN WASHINGTON?
AS SENATOR FROM IOWA, I INTEND TO WORK FOR THE WELFARE OF ALL GROUPS WITH EMPHASIS UPON SOUND FARM POLICIES. IT IS WELL-KNOWN THAT UNLESS THE FARMER PROSPERS, NO ONE IN IOWA -- MERCHANTS, WAGE-EARNERS, OR MANUFACTURERS CAN PROSPER.



ELECT AL LOVELAND TO THE U. S. SENATE

A GOOD FARMER AN EXPERIENCED LEADER

DISTRIBUTED BY FARMERS FOR LOVELAND COMMITTEE

RALPH BELL, CHAIRMAN — GEORGE CHRISTENSEN, TREASURER