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Reporting Agriculture

Reporting Agriculture

Through NEWSPAPERS, MAGAZINES, RADIO, TELEVISION

William B. Ward

Professor of Agricultural Journalism and
Head of the Department of Extension Teaching
and Information at Cornell University

Comstock Publishing Associates

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TO MY FATHER, a farmer for many years in Idaho, who helped me gain a sympathetic understanding of farm people and who encouraged me to start my professional career at eighteen on a small-town newspaper.

Preface

IN AGRICULTURE—America's number one industry—the fast succession of new and exciting facts, the ever-expanding exploration and discovery make fiction seem almost old-fashioned. With so much happening in an industry the value of which exceeds that of iron and steel and all transportation combined, the agricultural journalist never has to worry about the lack of important, interesting, timely, and factual information.

Two things, though, are of vital concern: to find out what editors and radio and television program directors want and to prepare the material in the way they want it. These are the principal themes of *Reporting Agriculture.*

The book is a sort of primer that may be valuable to two kinds of persons: those who are anxious to enter one of the fields of agricultural journalism, but who first want to find out more about it; and those who are now beginners and want to progress faster. It describes the opportunities open to you and then presents principles and techniques of writing agricultural information for the major mediums of communication—daily and weekly newspapers, farm magazines, radio, and television. The roles of pictorial journalism, public relations, and advertising also get brief recognition.

Without discounting the importance of the historical study of agricultural journalism, *Reporting Agriculture* deals mainly with the present. Other books provide an interesting and useful historical background.

The author, recognizing some, at least, of the limitations of his knowledge, sought the views of a good many capable persons. Facts and opinions were obtained from prominent publishers, from the top men in the press associations and farm organizations, from editors of dailies, weeklies, and state and national farm magazines, from radio farm directors and television executives, from agricultural extension and experiment station editors in many states, from information personnel in the United States Department of Agriculture, from advertising agencies, and from heads of departments of agricultural journalism in colleges and universities. Naturally, the author got all types of responses, some conflicting views. But the significant things were the kindness, the interest, the intelligent reactions. The author is filled with respect for these men who have the highest degree of professional skill.

With sincere thanks the author acknowledges the special encouragement and assistance of these persons:

Mrs. Thora B. Ward, the author's wife, and Miss Eugenia Mitchell, the author's secretary, both of whom helped in many ways with the entire manuscript.

W. A. Sumner, professor of agricultural journalism at the University of Wisconsin, who reviewed the manuscript and made many constructive suggestions for improvement.

James H. Roe, a classmate at the University of Wisconsin and now managing editor of *Successful Farming*, who contributed extensively to the chapters dealing with farm magazines and feature writing.

W. W. Waymack, former editor of the Des Moines *Register and Tribune*, who contributed to the first part of Chapter III.

Vincent S. Jones, news and editorial director of the Gannett newspapers, who contributed part of the material on readability in Chapter VI.

Richard Hanson, associate editor, *Successful Farming*.

Vernon Vine, associate editor, *Farm Journal*, who prepared the description of *Farm Journal*'s organization in Chapter IX.

Claude Gifford, associate editor, *Farm Journal,* who contributed to the section on ethics in Chapter X.

John W. Darr, partner in the public relations firm of Selvage & Lee, who contributed to Chapter XVII.

Bristow Adams, professor emeritus, Cornell University, who advised the author on many matters pertaining to this book.

L. A. Schlup, chief, Division of Extension Information, United States Department of Agriculture.

F. J. Keilholz, associate editor, *Country Gentleman.*

Buckley Maits, associate editor, *Country Gentleman.*

Phil Alampi, radio farm director, WJZ, American Broadcasting Company.

Frank Jeter, agricultural editor, North Carolina State College.

Merl Galusha, supervisor of WRGB television productions, Schenectady, New York.

E. J. Rowell, United States Department of Agriculture.

Albert Aumuller, staff photographer, New York *World-Telegram and Sun,* for part of the information on story-telling pictures in Chapter XIII.

Bruce Gervan, director of information, Grange League Federation Exchange, Inc.

Dr. Carlton Culmsee, dean of the School of Arts and Sciences, Utah State Agricultural College.

Roy H. Park, president, Agricultural Advertising and Research, Inc., and Hines-Park Foods, Inc.

J. S. Russell, farm editor, Des Moines *Register and Tribune.*

Kenneth Gapen, associate director of information, United States Department of Agriculture.

Robert Kenyon, Jr., advertising director, *Printers' Ink.*

Douglas Cornette, the *Courier-Journal* and the Louisville *Times.*

Professors J. S. Knapp, E. S. Phillips, and L. W. Kaiser, Miss Nell Leonard, Miss Dorothy Chase, T. D. Richards, Jr., and Mrs. Ellen Gabriel, all of whom are the author's associates in

the Department of Extension Teaching and Information at Cornell University.

Agricultural news stories, feature articles, radio and television scripts, advertising copy, and photographs, some of them notable for content, others for style, appear in *Reporting Agriculture* through the courtesy of newspapers, radio and television stations, press associations, farm magazines, trade papers, and other media.

WILLIAM B. WARD

May 1, 1952

Credits for Illustrations

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International Harvester Company. Figure 2 (*right*).
Caterpillar Tractor Company. Figure 2 (*left*).
College of Agriculture, Cornell University. Figures 3, 6, 16, 18, 19, 36, 37, 41.
WJZ, American Broadcasting Company. Figure 4 (*left*).
North Carolina State College. Figure 5 (*right*).
Utah State Agricultural College. Figure 7.
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Reporting Agriculture

CHAPTER I

Communications and Agricultural Progress

IN HALF a lifetime means for the communication of ideas have increased tremendously, almost miraculously, both in quality and in quantity.

Approximately fifty years ago newspapers had about reached the limit of speed at which they could be pulled through the press without tearing. This handicap was overcome during World War I when a press was built that carried instead of pulled the paper. In 1915 the transcontinental telephone line was opened, and three years later the multiplex telephone system was announced, permitting five simultaneous conversations over the same circuit. Since then, this has been perfected to such an extent that scores of separate telephone conversations are now possible at the same time over the same cable.

Newspaper reporting and publishing have been greatly facilitated by the teletype and by wirephotos. Facsimile has been developed and improved. The new teletypesetter system is changing many newspaper practices. Revolutionary strides have been made in the use of color in photography and in printing; in perfecting presses, inks, and engraving methods; in improving skills in all fields of mass communication. Direct-mail, magazine, newspaper, radio, television, outdoor, and other forms of advertising have been greatly expanded and improved.

Circulation facilities have been aided through the speed-up

in express deliveries, commercial aviation, automobile distribution, and better roads. These improvements make it possible for powerful urban publications to greatly extend their influence in rural areas.

Radio, Sound Movies, TV Added

Late in 1920, Station KDKA at Pittsburgh began to send out regularly scheduled radio programs, and the following year radio license Number One was granted to Station WBZA at Springfield, Massachusetts. Now there are about 2,300 AM stations and 105,000,000 radio sets. In 1926 sound was added to the hitherto silent motion picture, which itself had made great progress since 1914.

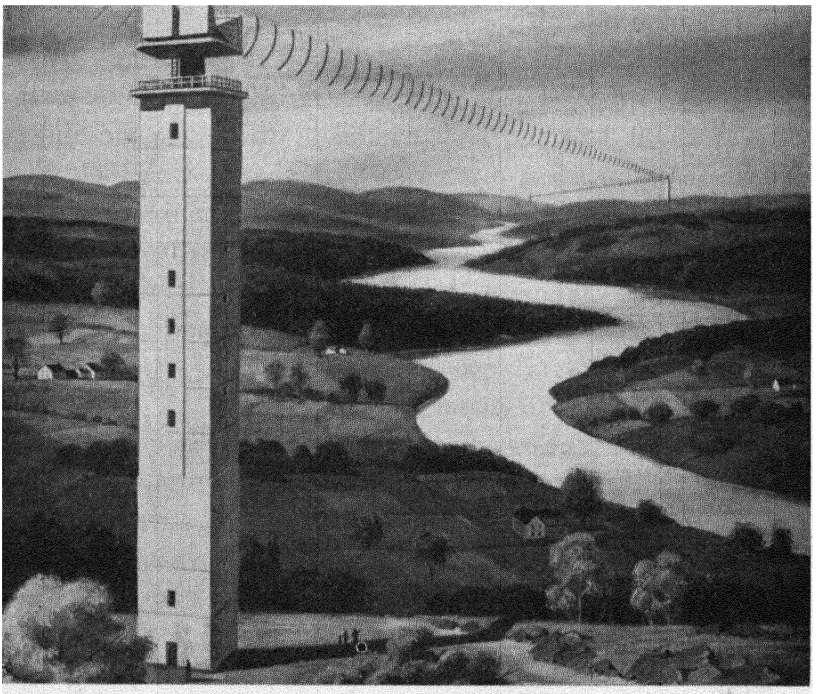


Figure 1. Today communications ride on radio microwaves, flashed through the air from tower to tower every thirty miles across the nation. This new system for telephone service and coast-to-coast television began operation late in 1951.

A coaxial cable for the transmission of televised messages was completed in 1937 between New York and Philadelphia, and in the fall of 1951 a coast-to-coast microwave relay system was put into operation for television. Currently there is every reason to believe that television, when its facilities become nationwide, when telecasts are in color, and when the number of receiving sets has doubled, will become the nation's most powerful single instrument for the mass transmission of ideas and entertainment.

This does not in any sense mean, however, that radio, newspapers, farm magazines, and other media generally are destined to dwindle into unimportance. Certain types of newspapers, and other publications and some AM and FM radio stations will find the economic road ahead rough, too rough for their survival. Most publications, particularly those in the agricultural field, if they are well operated, can look forward with confidence to continuing prosperity; and there may be even deeper satisfaction in writing and editing for such publications in the period ahead than there has ever been in the past.

Magazine and Book Publishing

Unless you stretch the definition to include the old *Literary Digest,* there were no news magazines of importance thirty years ago. Today such news weeklies as *Time, Quick, Newsweek,* and *U.S. News* bring news to, and help shape the opinions of, millions of people. There were no picture magazines of the type of *Life* and *Look* until about two decades ago. Likewise, several new farm magazines, including the *Farm Quarterly,* have been born in recent years and are steadily gaining increased circulation.

Book publishing has also expanded enormously in recent years, particularly in the popular-price, paperbound field. The news letters—Fred Bailey's *Washington Farm Reporter,* Kiplinger's, and a dozen others—also have come to play a sizable role in informing and influencing rural and urban people.

The Surveys

The methods and problems of reaching and influencing farmers and others are now being given more and more attention. Greater reliance is being placed upon survey methods and opinion polls to appraise what farmers and other groups of the public are thinking about new farm machinery, government farm programs, politics, or other pertinent subjects. Intensive research is being conducted in the effectiveness of the various types of appeals that influence behavior and in the techniques of presenting those appeals.

More Responsible Journalism

As a result of better education, the public's tastes and interests in reading matter have steadily changed. Many newspapers, magazines, and Sunday supplements that had wide popular appeal twenty or thirty years ago have either altered their editorial techniques or succumbed. Still others will die during the years immediately ahead if they don't change their formulas.

"As the average American became better educated and also acquired access to far more numerous sources of information and opinion than before, most newspapers put increased emphasis on making their news columns objective and unbiased," explains John Cowles, president and publisher of the Minneapolis *Star and Tribune.* "Newspapers generally ceased being mouthpieces for a political party or an economic group. The public responded to this better journalism by giving to those papers that tried to present the news honestly and fully and accurately and impartially increased circulation and increased advertising patronage."

There are, of course, still a few outstanding exceptions. These, says Mr. Cowles, fall into two classes:

> The first are newspapers owned by vigorous egotists who sincerely believe that their own peculiar prejudices are divinely revealed

truth, and who consequently feel justified in slanting the news to conform to their convictions. The second group of exceptions are newspapers operated by cynics who believe that there is more circulation and consequently more profit, in inflaming passions and pandering to the ignorant than in issuing responsible publications.

It is regrettable that most of the critics of the press cite papers in one of these two groups and then generalize and indict the whole press for the sins of a small minority. It is significant, however, that most of the papers in these two classes are currently doing less well in circulation than many of their editorially more responsible contemporaries. In any event, standards of editorial objectivity and fairness and integrity are immeasurably higher than they were a generation ago.

AGRICULTURE KEEPS PACE

The progress of agriculture is equally as striking and dramatic as that of communications. Over the past fifty years farmers have shifted from muscles to machines and more scientific farming. Fifty years ago there were no automobiles, tractors, trucks, combines, field balers, loaders, side delivery rakes, corn pickers, milking machines, or rural electricity. There were no paved highways (there are enough now to circle the globe fifty-six times), busses, central schools, radios, television sets, air transport, rural credit agencies, or oil heat.

During this fifty-year period, agricultural production per worker has increased 85 per cent. Today there are about four million tractors on U.S. farms—more than double the number at the beginning of World War II. Their value is nine times that of work animals.

Productivity in the United States has increased one-fifth every ten years since 1850. Engineers have determined that because of the increasing use of machine power, the average United States worker has the equivalent of ninety-nine slaves working for him. And the end is not yet. It is estimated that by 1960 about 96 per cent of the energy for work will be supplied by machines, 1 per cent by horses, and 3 per cent by men. The

average worker will then turn out six times as much per man hour of work as he did in 1850. Each farm worker now produces enough to support himself and fourteen others—a century ago only himself and three others.

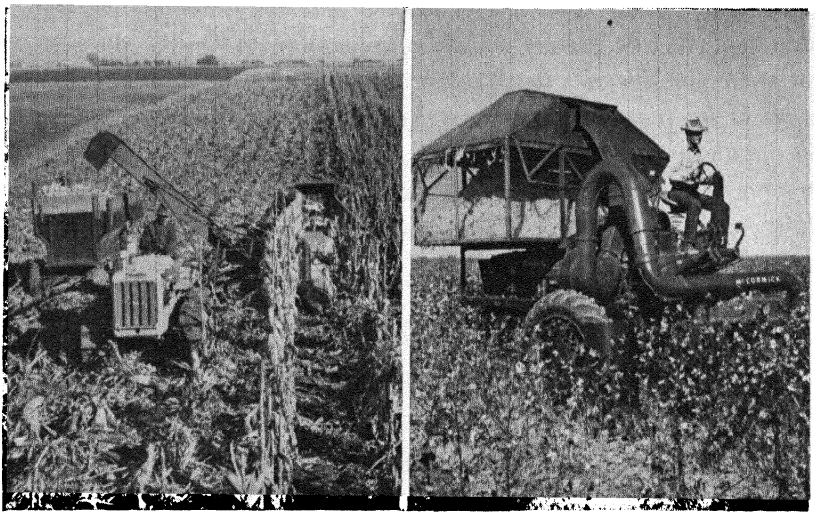


Figure 2. Farm machinery has revolutionized American agriculture so that each farm worker now produces enough to support himself and fourteen others —a century ago only himself and three others. The mechanical corn picker (*left*) replaces from fifteen to twenty-five men a day, the cotton picker (*right*), forty to fifty.

There are now about 5,400,000 farms in the United States—the great bulk of which are family-operated. Their average size is approximately 200 acres, a third larger than in 1900. This size increase has resulted largely from the extensive replacement of horses and mules by machine power.

The past few years have been agriculture's Golden Age—a period without parallel in our history. Agricultural economists at Cornell say recent times have "brought opportunity, dignity, and heightened self-respect to rural America." They point out, however, that there is one catch to this Golden Age for farmers. All the advances in prices, efficiency, and yields did not pyramid

into profits. Farmers have borne sharply increased operating costs. Nevertheless, there has been a remarkable improvement in farmers' physical plants and standards of living, and their prosperity is the prosperity of America.

CHAPTER II

Your Opportunities and the Measuring Sticks

THE PROGRESS of communications and agriculture indicates that agricultural journalism is a fast-moving, challenging profession.

If, by any chance, you or your city cousin should think that it might be poky and overquaint, Hugh Curtis, former managing editor of *Successful Farming* and now managing editor of *Better Homes and Gardens,* says you should change your mind. He points out, "You can ulcerate just as frantically on seasonal deadlines, experiment station announcement deadlines, and Washington and national agricultural news as you can pushing local politics and hit-and-run coverage to a city desk. Farm staffs of all communications media are alert and interesting people. Cynical, earthy, well-read and fun. As for your own possibilities in this field, let me say finally, Come on in; the water's stinging cold, but fine!"

College Training

Most of the prominent agricultural colleges are offering courses in agricultural journalism. Moreover, many of the leading schools of journalism offer special training in agricultural writing, not as separate schools or courses, but as part of well-rounded journalistic training. The best students from these colleges find no difficulty in obtaining good positions, not only with

the hundreds of agricultural magazines and trade papers, but with daily and weekly newspapers, and radio and television stations, which are more and more stressing the importance of agricultural news; with information departments of state colleges and state departments of agriculture, with the United States Department of Agriculture, and with scores of farm cooperatives and companies whose work depends largely upon their ability to present facts clearly and interestingly to farmer clients who they hope will buy their goods or services.

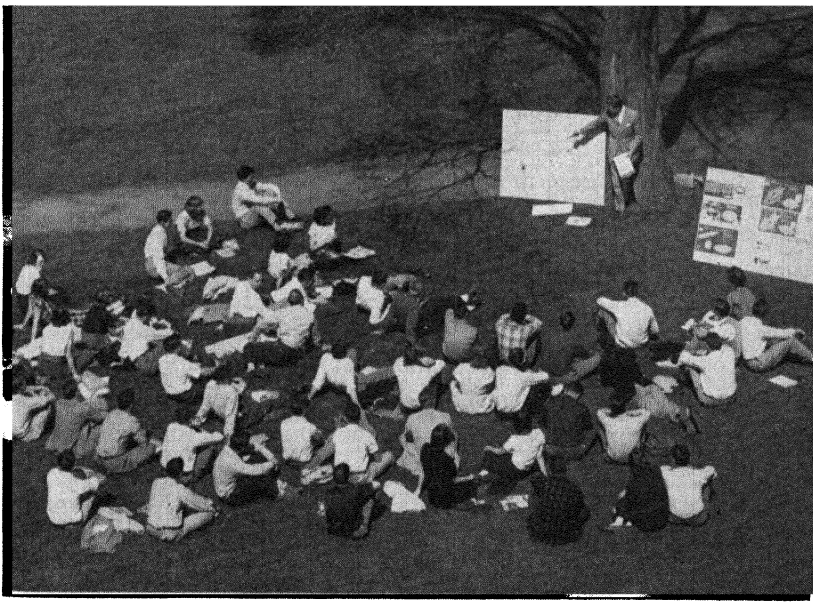


Figure 3. Employers today ask for agricultural college graduates who have had training both in journalism and in agricultural subjects. The instructor in this photograph is discussing layouts before a class in agricultural advertising and promotion.

THE DEMAND

The field of agricultural journalism is "wide open" for you. In fact, the demand far exceeds the supply. Look at just a few random samples of excerpts from letters written recently to the author. Note the opportunities and the requirements:

From a national farm organization:

We are seeking a young man who can plan and write the organization's literature, do some speech writing, radio, and TV work.

He must be tops in character, dependable, ambitious, and able to write and work under pressure. He should understand agriculture and have a practical understanding of public relations. We prefer a young man with a few years of practical experience but will consider a man just out of college.

From a feed company:

We need a man in our Promotion Department who can write advertising copy, consumer interest stories, and poultry program books. We prefer someone with two or three years of experience, but would be interested in an outstanding young graduate. His ability and circumstances would determine the salary.

From the editor of a poultry magazine:

We are looking for someone to fill the position of Associate Editor on *Everybody's Poultry Magazine* and the *National Poultry Digest.*

This position would include the writing of feature articles and news, covering of poultry meetings, visits to farms for story material and pictures, condensing and re-writing material for the *Poultry Digest.*

We offer a real opportunity for a young man who likes to write, and who has the knack of digging up good story material.

From a farm cooperative:

We have an opening that offers a job opportunity for the right young man. He should be someone with a farm background, an agricultural journalism interest, and some experience.

The job offers unusual opportunity to write creatively, to develop original stories, and to pioneer in presenting information to our members. It is not limited to our operations in this area alone, but regular trips would be made each month to our farm stores and plants in other areas to gather news there.

I would prefer an agricultural college graduate, with reportorial experience a must. We are quite willing to take a great deal of time familiarizing our man with all the intricacies of the business, but we want him to be able to write properly, vigorously, and with color.

From the editor of Prairie Farmer:

I am looking over one of your agricultural journalism graduates as a possibility for a field editor's job on *Prairie Farmer.* . . .

We need a young fellow with plenty of get-up-and-go who can talk the Midwest farmer's language and really get a lot of fun out of field contacts. He would need to spend at least 60 per cent of his time on the road, and his abilities should be fairly evenly divided between writing and public contacts.

From the New England Radio News Service:

This organization needs a young man to fill a position which requires ability to write agricultural news for distribution to radio stations. To do this satisfactorily, he should have a sufficient agricultural background to interpret farm information for the benefit of both farmers and consumers.

He also should have ability to get along with people because much of the success of his activities depends upon pleasant cooperative relations being maintained between his office and other public and private agricultural agencies.

From a radio station:

The management has decided to start a morning farm program and would appreciate it if you could recommend a young man who is a graduate of the College of Agriculture to become radio farm director. He also may be expected to develop into TV farm show programming.

Although we would like to get a man with some radio experience, we would be willing to take, upon your recommendation, someone who will graduate this month. He should have a good farm background and desirable personal characteristics, as well as training in agricultural radio writing and announcing.

From an advertising agency:

This agency needs an agricultural copywriter who can work with our account men on feed, poultry equipment, and farm supply accounts. We would like to find someone with an agricultural background, agricultural training in college if possible, combined with training in journalism or advertising.

Some experience would be desirable, although it is not absolutely essential. We can use someone relatively inexperienced, although he should be familiar enough with advertising copywriting to make himself useful right away.

From a dairy company:

I am writing to ask your assistance in locating an editor for our external company publications. These are distributed monthly among our milk and egg producers, providing an opportunity for the exchange of ideas and to maintain good will and friendly relations.

We need a man who can do a complete job from planning through copy, layout, and printer contact. His initial responsibility will be the editing of the two publications. The position offers excellent opportunities for advancement not only in the field of agricultural journalism, but also in a most important phase of public relations.

From a weekly newspaper editor:

One of our young men has moved to greener financial pastures, and so we are in the market for a capable agricultural journalist. Our largest circulation is among farmers and so this young man should not only be a capable writer but also have a farm background. We also would expect him to do other types of writing and occasionally help in the advertising department.

From an editor of a daily newspaper:

Several years ago this paper, as you know, ran a regular farm page, but dropped it for various reasons. Now we want to inaugurate it again and need a young man to become farm editor.

We would prefer a person from this area, or at least from this state, and an agricultural college graduate who has had enough journalistic training so he could step right into the spot. Experience on the college paper or agricultural magazine would be to his credit. Moreover, if he has had some actual newspaper experience he would, of course, receive the nod over someone who did not have this training.

From an experiment station editor:

If we can find an acceptable young man, another member will be added to our experiment station information staff within a few months. He will meet visitors and show them around the station, conduct tours, arrange and help carry out special programs, and prepare press stories in connection with the events which he helps conduct.

This job of public relations promises to expand in accordance with how well it is performed.

From an agricultural college:

We are looking for a man trained in agriculture and journalism to edit bulletins of the agricultural experiment station. He needs to be more than a graduate in agriculture with a little training in writing. He should have basic agricultural training, be a master of English, and have had experience in editing bulletin material.

This man is needed to edit our research bulletins and annual reports, then follow them through the printing plant.

From an agricultural extension editor:

We intend to hire an additional writer to help the county agents and to dig up research stories at the college. We are asking you to recommend a young man whom you think would fit in well with the extension service and would do a capable writing job.

We plan to have this writer spend a good share of his time in the counties helping the agents with their informational programs and writing stories that make good newspaper and farm magazine copy.

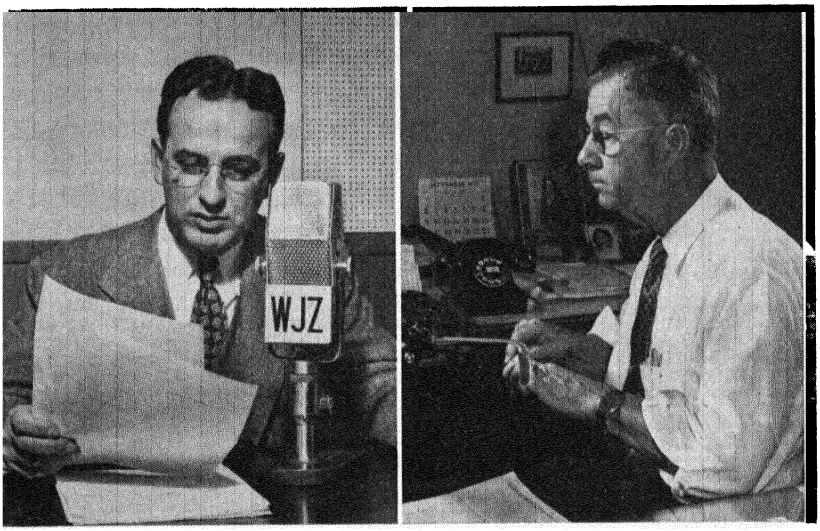


Figure 4 (*left*). Radio Farm Director Phil Alampi broadcasts his excellent early-morning show. Many stations hire young men with a farm-agricultural college background to handle farm programs.

Figure 5 (*right*). Editorial work in land grant colleges in forty-eight states offers opportunities to you. Here Frank Jeter, veteran agricultural editor at North Carolina State College, prepares some of his outstanding copy. Since being graduated from Clemson Agricultural College, he has been ferreting out facts helpful to farm people for more than forty years.

From the United States Department of Agriculture:

Since several positions are available in the various information divisions of the Department, I thought perhaps some of your graduates would be interested in taking a Civil Service examination that has just been announced.

So that you and they will have the details I am enclosing the announcement.

[The following is a portion of that announcement which describes the various types of positions:]

Information Specialists are employed by the Federal Government to present facts about the work of the several executive departments and agencies and about life in the United States to the people of other nations. The duties of the positions in the various fields are:

Press: Information Specialists in the press field search out and write material about actions taken by Federal agencies for distribution to newspapers. They may also be required to rewrite or edit the work of others. Often they may have to deal directly with newspapermen, either in person or by telephone.

Periodicals and Publications: Information Specialists in the magazine and publications field write or rewrite and edit material for feature articles for newspapers, general circulation magazines, trade and technical publications; or for bulletins, pamphlets, leaflets and manuscripts dealing with one or with several subjects, such as farmers' bulletins of the Department of Agriculture. . . . Often the specialists are required to assist special writers who represent magazines and other publications, in obtaining or preparing factual material about the work of a Federal agency.

Radio: These Information Specialists write material for news, feature, or dramatic radio broadcasts which may sometimes be voiced by the specialists themselves. Often the specialists are required to assist radio commentators and representatives of networks and independent stations in obtaining or preparing factual material about the work of a Federal agency and in getting agency officials as participants on radio forums and other programs.

Visual: Persons with positions in this field determine the kind and direct the preparation of pictorial material—still photos, posters, line drawings, slide films, and the like. They are required to know the resources, both in and out of the Government, for obtaining picture material. Often they write captions, arrange layouts and designs, and assemble picture stories to be used separately or in conjunction with a narrative account, for distribution to domestic or foreign media.

Motion Pictures: Specialists for this medium write, edit, or rewrite scripts for scenarios. Often they prepare suitable material for the production of documentary films for foreign or domestic presentation, and direct arrangement and sequence of the material as well as the necessary action, photography, and sound synchronization. They may also be required to edit film; to handle its distribution; to review

and summarize film content and quality; to prepare film guides; and to assist producers, exhibitors, and distributors of films in obtaining or preparing factual material about the work of a Federal agency.

Figure 6. Demands for capable motion picture and press photographers, who also know agriculture, are much greater than the supply.

Campaigns: There is only a limited need in the Federal service for Information Specialists in the campaigns field. However, during times of stress, wars, or depressions, or for particular campaigns (the sale of United States Treasury Savings Bonds, the disposal of a surplus

agricultural commodity, etc.), the Federal service needs persons trained in sales and promotion methods. These persons serve as intermediaries between the Federal Government and the Advertising Council; prepare persuasive copy; and make decisions on the media to be used—radio, TV, outdoor displays, magazines (trade or general), and newspapers. They are often skilled in knowledge of layout, format, type sizes, and the like.

Television: TV specialists edit or rewrite scripts or scenarios for television use. Often they are required to prepare and direct the arrangement and sequence of action for live television, motion picture, and still sequence photography. This involves problems of synchronization, presentation, distribution, the review and summary of film content, and suitability of material for television transmission.

From this information you can readily see that opportunity knocks more than once for you, the beginner, and the more experienced agricultural journalist. And, remember, these are only a few examples. Hundreds of others are available in a profession that can top them all when it comes to variety and success through hard work.

HOW TO GET A POSITION

How can you get a position like one of these described in this chapter? The oversimplified answer is to sell yourself. Use a variety of media—personal calls, your friends, employment agencies, your college placement bureau, help-wanted ads. One of the best ways to get leads is to write personal letters to editors, program directors, and other appropriate persons in the field of journalism in which you are best qualified.

Letters That Sell

Every year agricultural college graduates looking for jobs send letters to their prospects, many of which are a waste of time. They are often handwritten on poor stationery. The applicants fail to be specific about the jobs they want and about

their qualifications. They fail to show an understanding of the qualities needed to do the job well and fail to demonstrate that they have those qualities. Furthermore, the letters show no evidence of creative ability, of ability to think through a problem or to write well; surely all of this can be shown in a single letter. So many job application letters look alike and read alike that none gets attention.

These comments from a farm magazine editor confirm this:

I have been studying many applications from young men in connection with an opening which we have on our magazine. Just Friday we had to send out a dozen letters to these applicants asking them for more information. It seems very strange to me that a young man would even bother to reply if he doesn't intend to sell himself.

The applicants don't seem to feel that the first letter is important other than to put their names in front of us. Of course we're not interested in their names. What we want is all the "dope" in the first letter. It seems to me rather foolish to say, "If you would be interested I can send samples," and so forth. Editors are fairly busy people, and they would like to be able to tell at one sitting whether or not a man should be considered. If they don't have enough information they may decide automatically not to consider him. I think an applicant has a much better chance of selling himself the first time than in a "trailer" letter.

In addition to not sending all the facts, the young men write rather formal, stilted letters. I think that's a mistake in applying for a writing job. Even a letter of application can be some indication of style. For example, we recently ran an ad for this opening in *Editor and Publisher* and one of the requirements we listed was the ability to write with sparkle. All the letters of application are stiff and formal and dead as a duck—a terrific mistake. I don't mean that a letter should go over the edge in taste and be over-breezy, but you can get an idea of the warmth of a person's personality or lack of it. Applicants seem to feel that a letter is just a formal vehicle, while I consider it a sample of the applicant's writing.

None of these letters of application enclosed pictures. The very first thing an editor wants to see is what the person looks like. Successful

job getters and employers attribute a great deal of an applicant's success in landing a job to personality and appearance. You don't have to be as handsome as an Arrow collar model, but your appearance should be rated as "very good" or "excellent."

In summary, I might just say that I should think an applicant would consider his first letter of contact with a prospective employer as requiring the ultimate in salesmanship. Instead, most of these letters merely seem to indicate, "Here I am."

HOW TO LOSE A JOB

Let's assume you have landed that first job. Now, why might you lose it? Probably more young men lose jobs because of personality difficulties than for any other reason. Various studies show that most of the persons released from positions failed because they were uncooperative, stubborn, dishonest in use of time or money, or showed little interest beyond doing an assigned job. Don't get the impression that this emphasis on personality traits underestimates the importance of journalistic skills. They are vital to your success.

CHAPTER III

Agriculture and the Press

"A GENERAL press, functioning as a privately owned public service is the only kind America dare have," says W. W. Waymack, former editor of the Des Moines *Register and Tribune* and member of the U.S. Atomic Energy Commission. "It may not be supplanted by any form of government ownership, may not even safely be subjected to any significant degree of government regulation. It may not safely be supplanted by a fragmentalized press—a special business press, labor press, agricultural press, church press—for only a general press can hope to develop the broad view, reach the broad public, balance the pressure groups so as to approximate a recognition of the total social interest. It must be a capitalist press, financially strong enough to make the expenditures necessary for doing an adequate job. The American press has all these limitations. Its satisfactory functioning is a problem of democracy and a problem of capitalism."

SITUATION TODAY WITH DAILIES

How has a press of this kind, up to now, dealt with one broad class of political, social, and economic phenomena, the one called "agricultural news"? How is it doing it now? What are the principal complaints from sources that deserve respect? Do the complaints "stand up"? What can be done? Mr. Waymack answers these questions in the major portion of the copy that follows:

First, review the developments of recent years. Prior to Federal Farm Board days there was hardly any such thing as agricultural news, in the sense of being something that concerned everybody and that constituted a problem for the general daily press. Since then, and particularly since the 1932 election, the farm has been big news, at least politically. The Great Depression, complicated farm "programs," and problems during and after World War II and during the Korean War made it economic news.

So the daily press has given farm news much more attention, much more space. The press services have greatly increased their volume and tried in many ways, under pressure, to improve their handling. The Associated Press has experimented with a national farm editor, not too successfully, for the reason that it finds most farm news regional rather than national. In states with agricultural interests, Associated Press bureaus have wrestled with member demands constantly and stepped up their coverage greatly. The United Press has sought to educate its scattered bureau people, agriculturally speaking, and exhibits similar keen interest in improving this part of its service. International News Service reports a doubled wire volume of farm news in a few years, and other indicators of awareness that the subject is important.

Individual papers, broadly speaking, have reacted similarly in terms of quantity of farm news. At least 300 of them temporarily put on farm editors. "Temporarily" is stressed, for mortality has been heavy. Many papers have put on farm pages, weekly or oftener; others, farm columns. They have handled them with varying degrees of intelligence and success.

Motives of Campaigns

Some papers have gone in elaborately for farm crusades or "stunts," sometimes with a contest angle. Many thousands of Southern farm families have participated, for example, in the Memphis *Commercial Appeal's* "Plant to Prosper" campaign in

the past eighteen years. The management of the paper reports that the results are widespread. "Where the one cash crop prevailed, diversification has produced a stable economy; where erosion was eating into farm productivity, crop rotation and conservation of soil have revitalized farm lands. Where the farmer lived in insecurity and indebtedness, Plant to Prosper has helped to bring into his life self-sufficiency and community pride."

Throughout the great agricultural South, this newspaper's "Plant to Prosper" program has without doubt been one of the important forces behind a significant change in the lives and prosperity of its people. A sweepstakes champion is chosen each year, and he receives a fairly large cash prize and some farm equipment. Prizes also go to other winners. This is an outstanding example of a worthwhile venture for farm people and for the paper. You may be supercilious, however, about some types of contests and similar enterprises. Motives short of angelic can occasionally be attributed. But they are part of the picture of a developing, though spotty, recognition of agriculture's importance, and they have had in most cases direct and indirect effects unquestionably constructive.

Meantime, the number of strictly farm periodicals has decreased, the character of some of the survivors has changed. They have been squeezed on one side by more general magazines and a new variety of entertainments and on the other side by newspapers. What effect television will have on farm publications is still largely unknown, but its impact undoubtedly will be felt in many ways.

This quick review of the trends and the situation should include at least a reference to two other things; the creation or expansion of sources of agricultural news in the United States Department of Agriculture and in the agricultural colleges, involving some difficulties and problems, and the power of radio as a conveyer of both special and general news to farm and city areas.

There have been this remarkable expansion of agricultural news and this marked expansion of coverage.

THE CHIEF COMPLAINTS

What, now, are the chief complaints about the nature and the agencies of coverage? Mr. Waymack lists them as:

1. Too much emphasis by the daily press on purely political phases.
2. Outright political bias in news presentation as well as editorials.
3. Capitalistic bias of newspapers; big business leanings; advertiser influence; the processor point of view toward agricultural happenings.
4. Ignorance about agriculture on the part of news handlers.
5. Sensationalism and superficiality.
6. Lack of perspective and honest interpretation in agricultural news.
7. The stupid overlooking even of cash values inherent in genuinely serving agriculture in agricultural regions.
8. Lack of recognition of either the need or the possibility of making city people understand their relation to agriculture.
9. The paralyzing city-mindedness of newspaper men, involving traditional notions of urban superiority.

Warrant exists for each of these accusations, and opinions and evidence should be considered.

Political Overemphasis and Bias

The political aspect of farm news is by all odds the most adequately covered. Press associations and newspapers are equipped to deal with this. Many critics insist that it is overdone—that major national agricultural news and even regional and state news tend to be handled too exclusively in terms of political forces. Entirely apart from news distortion, this is so. If you should take account of newspaper editorials and of syndicated interpretative writings, it is more conspicuously so.

Logically, national farm policy making is primarily a political conflict, with economic and social facts buttressing the political

forces. Logically, farm program administration, while producing political reactions and, therefore, political news, should not be primarily political, and the emphasis should shift. Part of it is informational, educational, straight news plus nonpolitical interpretation. Sheer habit, without regard to partisan bias, leads to some political overemphasis. This is a fault inherent in America's newspaper background, but it is neither permanent nor major.

Distortion and Suppression

Very little will be presented here about the distortion and suppression that characterize the agricultural news handling of some daily papers—and some weeklies, for that matter. You know some of the horrible examples. Some critics suggest that prostitution of news to prejudice or self-interest is not limited to a few "great" newspapers but is chronic in some areas on the part of a good many. The partisan motive is most often stressed. But occasionally Mammon is suspected, as in a case reported by one state farm organization official. If he is accurate, no news of the farmers' side of a milk quarrel with the creameries could be got into any daily, while the creameries advertised heavily, and the farmers put out handbills at considerable cost to acquaint the public with their contentions. The many years of experience of top newspapermen have not supplied them with adjectives nasty enough to characterize such practices. Those practices are on the way out, though not with miraculous speed.

Pressure from Advertisers

As indicated, newspapers are sometimes accused of being subservient to the advertisers who provide the revenue upon which the newspaper exists. This generally, though not always, erroneous impression has been gathered because the average person knows that the newspaper must have advertising to exist, and, therefore, if he happens to be of a suspicious turn of

mind, he concludes that the advertiser must set the policy of the newspaper.

Not only is such a suggestion untrue in most instances, but it is unfair both to the newspaper and to the advertiser. Practically every publisher will tell you that few merchants ever attempt to dictate the policy of the newspaper. They may express opposition to some stand the newspaper has taken, but few would go so far as to threaten the newspaper with withdrawal of business, if that policy were not changed to conform with the wishes of the advertiser.

Urban Blind Spots

More fundamental than so-called advertising pressures is the fact that daily newspapers are city products and that inevitably they have shared the urban philosophy, prejudices, and blind spots. In other words, agriculture has to deal with the agelong chasm between people in the cities and people who work the soil. A two-way bridge is needed over that chasm. The urban press, with a few notable exceptions, has contributed little to the building of a bridge and is still handicapped enormously by its own background.

Basically, most executives of press associations and newspapers are not farm-minded. They do not think that the rather difficult, good farm news is worth the expense and spadework to obtain. Furthermore, some of them say that nothing ever happens to farmers worth much space when there is news available and easy to get at low cost from the police stations and courts. When a New England man writes that "the city slickers who comprise the staffs of certain important papers" are "interested in agricultural news only as it affects the price of milk," and that "a two-headed calf born in Skewhegan is more important" than are significant farm developments, he is hitting at not merely habits of sensationalism and superficiality but at the deeper cause—at the prevalent city notion that farm things

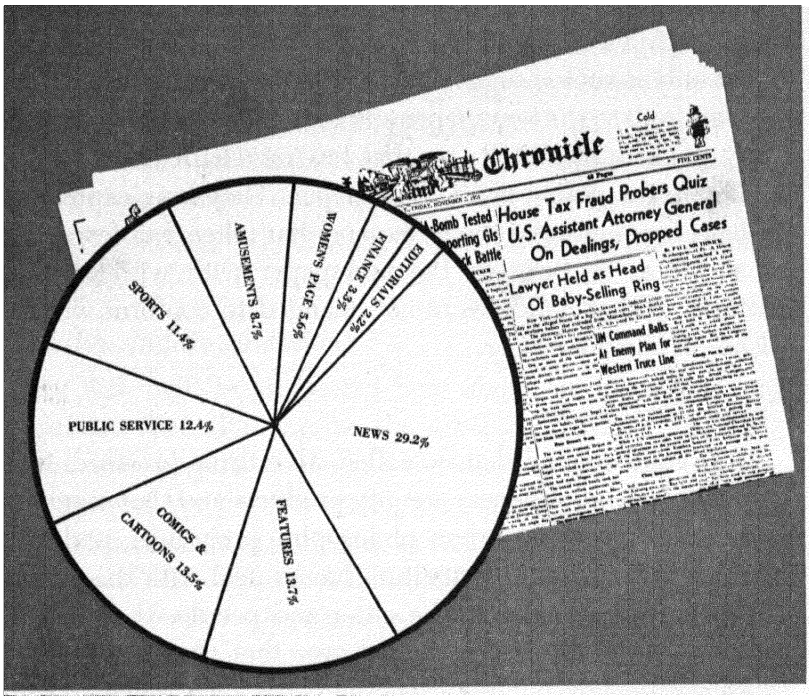


Figure 7. This chart shows what one large daily considers to be a balanced newspaper as far as editorial content is concerned. Agricultural information carried by the publication is listed primarily under the news classification.

simply can't make real news. City things are not so contemptuously handled.

Ask yourself these questions:

How many important city newspapers today get and examine regularly a single farm periodical, whether it be an outstanding survivor in the farm magazine field or an official organ of one of the major national farm organizations? How many get and give even sporadic attention to such sources of light on farm thinking and development? How many give a continental? Yet how few of these papers fail to get and give at least occasional scrutiny to special publications, ranging from the excellent *Wall Street Journal* to the pamphlets of the National Association of Manufacturers? This is not intended to condemn. It simply underlines

the point about the excessive city-mindedness natural and inevitable in a city press.

As mentioned, the two-way bridge of understanding should be built, and there have been plenty of demonstrations that newspaper help in building it is not incompatible with newspaper success. One of these successful demonstrations is in Utica, New York. Here's the circulation manager's own story:

In Utica, our morning newspaper, the Utica *Daily Press*, has been almost entirely converted to a suburban and rural newspaper. Since newspapers are normally geared to the urban life of the city in which they are published, it has been a slow and at times discouraging job to build a newspaper aimed at rural patronage. My own responsibility in this has ended with selling the philosophy back of this idea to the General Manager and Executive Editor. The details of its operation have been entirely in the hands of the Editorial Department.

From a readership viewpoint it is gratifying to report the morning *Press* has shown a 10 per cent increase in the last 18 months—the period we have been working on this policy. . . . The next step will be to try to develop the morning paper as a rural advertising medium.

While I know other daily newspapers carry farm news, I think we have now developed beyond most, if not all, of the newspapers in the state in serving the rural residents. Thus, we begin to feel that we are pioneers in shaping a daily newspaper built on rural patronage to bring the farmer the latest news in his industry and to bring to our urban readers the viewpoint of the farm producer.

The farm editor of another daily paper also says that farm news pays off in terms of circulation and advertising:

Other than pleasing rural readers, there seems to be some drawing power for advertising in the *Times-Herald*'s Farm Page which might or might not exist otherwise. There are frequent Wednesdays when I have to squabble with the ad department for enough room for news copy. Moreover, the paper's circulation is 6 per cent higher than last year, and the management is certain that the Farm Page has had a large part in the general editorial progressiveness which has brought this about.

Lack of Agricultural Knowledge

Associated with the general city-mindedness of many publishers and editors of dailies is the lack of knowledge about agricultural facts that, with happily increasing exceptions, marks the American press. Ignorance can be and often is as bad as bias in its effects. The press associations have done many things to try to provide know-how in the handling of agricultural news, and many individual papers have done likewise.

The improvement runs from Washington national stories to local coverage. Writers like Ovid Martin of the Associated Press (Washington, D.C.), J. S. Russell of the Des Moines *Register and Tribune,* and others have done magnificent work, and they have proved the value of interest and of being informed. But the lack on newspaper staffs of men who have "the smell of the barn"—reporters, desk men, editors—is simply glaring.

Given men who "knew," many daily newspapers would not, after they get a "hunch" and start a farm news department, fill it so unintelligently that the extension editors, experiment station editors, and others who gladly supply them stories smile behind their hands at the undiscriminating, sometimes space-extravagant way in which the stuff appears. Stories that have to be edited down would not so often be so edited, quite unintentionally, as to alter seriously the meaning. Headlines on agricultural news dispatches would not so often be inaccurate or even funny. Political aspects would not so commonly overwhelm other aspects in news presentation. Papers would not so helplessly rely on the press associations to do their sifting, their news recognizing, their news developing exclusively for them. There would not be so many newspapers, not from partisan bias but from ignorance, "falling for" exploded and re-exploded "atrocity stories" about farm price support programs.

Given men on daily papers who "knew," and whose knowledge was deferred to, there would be some taming down of

"*American Magazine* success stories" about farmers in the press —stories perhaps quite justified in themselves, but not in the implication that so often runs through them. Given men on the dailies who "knew," editors would know better where to go for significant farm news, instead of limiting themselves to nominal leaders either in Congress or outside. They would not be so dependent on or need to be so vaguely fearful about agricultural news handouts, whether these originate in a Washington department or in the offices of a national or state farm organization. How many men on the dailies have the faintest idea of the line-up of forces and ideas in the farm organizations, of the different attitudes by regions and states, or anything else about them, in the sense that many people do know at least a little about comparable organizations of urban groups?

The principle of specialized knowledge on newspapers is no novelty. In the past dailies have had it with respect to baseball, politics, and society. No editor would dream of having sports news written or edited by a man as blind as a bat as to "what it was all about." Editors are rapidly expanding the field of at least semispecialized knowledge. They are recognizing that there is news in fields previously considered "impossible"—in pure science, for example. While qualified newspaper men differ to some extent as to the places where special knowledge should be provided and used, as to agriculture there can be no question whatever that at strategic points it should be provided and used. The problem of knowing how to write popularly and of also knowing enough about the subject to avoid being inept or silly is no more insoluble as to agriculture than as to other things.

Reader Interest Not Always Served

The broad habits of newspaper superficiality and sensationalism that have affected all types of news are particularly damaging in the agricultural news field because of the prejudices

and the lack of knowledge cited. The average newspaper cannot be an *Atlantic Monthly* or a *New York Times.* You hear stock phrases about "giving readers what they want" and "holding a mirror up to life," and so on. But if dailies are going to hold a mirror up to American life, it may be quite as important, and not so inferior in potential interest as to be impossible, to hold it up to certain significant things within the broad rural movement, things with social and economic importance to everyone. What about migrant farm labor? What about industrialization and mechanization on the farm, with its consequences? What about farm electrification? What about farm co-ops? What about social programs of the farm groups, educational and others—the struggle to hold boys on the farm and create incentives for them there? What about the remarkable springing up of forums in rural areas for discussion of all kinds of issues?

And so on indefinitely. There was no news possibility not too many years ago in soil wastage, and now every dust storm moving in from the west means something concrete, something interesting, to the still "Dust Bowl-conscious" Atlantic coast. In this fertile field of agricultural news there are many examples of the interest possibilities. The *New York Times,* for example, did not let the recent Mexican "wetback" farm labor situation in the U.S. pass with a mere chronicling of the surface phenomenon. It sought to find out the "why." Such reader interest surveys as have been made among farm newspaper readers indicate a definite demand for interpretation—honest and objective, of course—as well as bald facts.

With reference to agriculture particularly, the economic and social implications of things should be studied. Daily papers which have, in part, rural circulations have readers who are interested in such things. Rural readers oftentimes know better than city readers that world developments are of great concern to them.

DEPARTMENTALIZATION VERSUS NONDEPARTMENTALIZATION

One of the controversial questions among farm editors of daily papers is whether farm news should be departmentalized. These statements present both sides:

From an agricultural editor of a New England daily:

Many years ago our publisher recognized that agriculture news in this State, although important and deserving, did not get a fair break in the news columns with live news, although the intentions of publisher and editors were the best. A farm story, important by comparison in early evening, always managed to get cut or left out by press time. Thus, he conceived the plan of a once a week farm page to be devoted exclusively to farm news and pictures, where farm news would compete with farm news for position and attention and not with three-alarm fires and the more spectacular items.

It was a complete solution to the problem. The success of the one page resulted in the two pages a week idea, and since that time the paper has in round numbers devoted 14 to 16 columns a week to farm news in these pages, with one man working full time with agriculture.

An agricultural editor in the Midwest:

There are some very good arguments on both sides of the question. It seems to me that the use of farm items of spot news or spontaneous origin is necessary as promptly as possible, whereas a feature story, of course, can be held for a segregated farm page. This depends somewhat on the frequency of issue of the farm page. I think that unless you do set aside a certain space and time for carrying farm news, it may get pretty badly kicked around; while, on the other hand, I don't believe that a metropolitan daily can justify the setting aside of a full page for farm news unless facilities for gathering and printing of timely farm news are stepped up considerably.

I realize that it is possible with a paste pot and scissors to get out a farm page every day and fill up the space without any difficulty. I

am not sure, however, whether the readers would find it very appetizing. It is my own personal belief that farm news will have to stand on its merits just as is the case with other departments in the newspaper.

A farm editor of a Southern daily:

I don't think agricultural news should be departmentalized. It is of general interest and should be treated as all other spot news. There are times when it should share the front page, the second page, and perhaps all other pages except the society and sport page. Perhaps I should not exempt the sport page since farm folks are great baseball fans.

A farm editor from the Pacific Coast:

In my opinion the modern trend on dailies is to let agricultural news compete with other news items. This has its advantages as well as disadvantages.

News that is of importance will find its way in the paper while news of less importance will be played down or lost in the big waste basket at the editor's desk. With this system one is forced to spend more time in writing the news copy and in research to get cardinal facts upon which to build stories.

Under the practice of devoting a page to agriculture, news writers and editors play to a laissez faire idea of getting news to fill the columns, consequently mediocre articles as well as good articles that would otherwise make page one are entered under the farm heading.

And so the debate goes on. If the newspaper has a capable, full-time farm editor, agricultural news may have a chance even if the policy of the newspaper is "let all news compete for space and position." But the story is different where the title of "farm editor" means a few dollars more a week, and the duties run from agricultural writing to sports reporting to legging.

There is every evidence to indicate that the daily newspapers of tomorrow, if they remain free, will develop as more complete, more intelligent, more interpretative news purveyors. They will have a wider concept of objectivity. They will have more com-

petent staffs and more specialization. Such astronomical blind spots as the one toward the farm will shrink, almost disappear.

THE WEEKLY PRESS

The rural newspaper holds a place close to the hearts of its readers and is content to be judged by its neighborly appeal, its service to the community, and its freedom from the extremes of some of the large dailies.

There has been widespread improvement in the news and editorial content of thousands of weeklies. These rural newspapers have had a great effect on attitudes and opinions, and many of their editors have notable records that shine brightly in the history of American journalism.

Commenting on the decline in the number of weeklies over the past decade, the editor of the Ontario County *Times Journal*

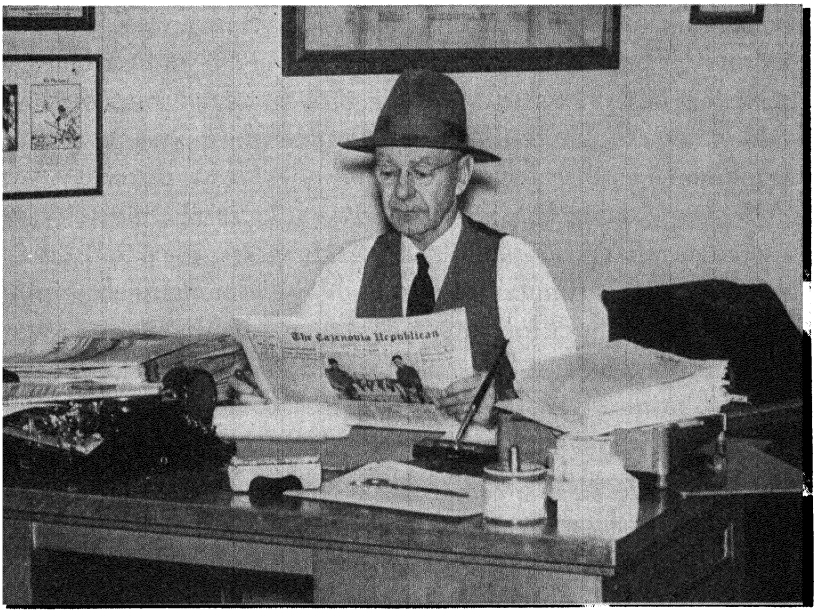


Figure 8. The record of Jess Peck, publisher-editor of the Cazenovia *Republican,* and of other weekly newspaper editors shines brightly in the history of American journalism. News, features, and editorials in the best weeklies have a great effect on attitudes and opinions.

of Canandaigua, N.Y., says the weekly faces one of its greatest challenges. "Because the world is moving so swiftly there is need of the intimate, grass-roots touch which the weekly can and must give. And because there are so many demands on our time today, there is desire for the weekly which can wrap up all the happenings of the week in a neat and newsy package. The average weekly struggles to get along these days with operating costs mounting steadily. It has to be interesting and worthwhile to exist. The weekly will never die, however. It is too much a part of the community, too necessary in the forward march of small town people, too valuable as the eyes and conscience of the area it serves."

Farm News Fundamental

The opportunity and the need of presenting local farm news to farm readers today gives the country weekly a chance for better service. Approximately half of the average weekly's circulation will be found in the country, but again, with a few outstanding exceptions as with the dailies, real farm news will seldom average more than 5 per cent of the space given to village news.

Bristow Adams, Professor Emeritus at Cornell University and a recognized authority on the weekly press, says that "if the weekly paper is simply a nonprofitable sideline to a job printing shop, or a medium for patent medicine advertising and syndicated propaganda, it does not make a great deal of difference what it prints. But if it is a public or community institution, the exponent and spokesman of the community, the recorder of the lives of its subscribers, a medium of acquaintance between the village and the surrounding country, then the question of the importance of farm news becomes fundamental."

Most country newspapers have their main interests in the country, but some of the editors do not seem to realize it; or at least that is the obvious lesson to be learned from going through their pages. Some weekly papers, with the major part

of their readers on farms outside the place of publication, have little news except of the village itself. For example, one weekly in the Midwest with a 1,450 circulation, enters 400 homes in the town, 1,050 in the country. It seems obvious that the proportion of rural to village news in this paper should be at least two to one, but it is only one to twenty.

The personal item—based on the rule that the most important news in the paper is your own name in print—still ranks as the backbone of the weekly's circulation. The country correspondent is the keystone of a great deal of the paper's success with its subscribers; but most of the country correspondence falls far short of the news values it might have, says Professor Adams. He adds that with the proper instruction of these correspondents, much more significant agricultural news would get into the paper; and the paper would have a bigger and better proportion of agricultural news.

There definitely is a place for the local weekly paper that neither the city paper nor the farm magazine can fill. The farm news in the city paper often is infrequent, scanty, and general. The farm magazine, too, is often general in its treatment of agricultural news, and methods described are not always suitable to the individual problem of the reader. This is especially true of farm magazines with nationwide circulation. One of the functions of the weekly paper is to present farm news that applies directly to local conditions.

The country paper needs and merits an agricultural editor. Just how large the paper must be to warrant this expense is difficult to say. Yet a country weekly which gains a reputation as a local farm paper ought to gain enough subscribers to more than pay for such an editor. Young men with rural backgrounds, farm experience, agricultural college education, or journalism school training would come to such work for a reasonable wage if they could see prospects of advancement as they advanced the prestige and the profits of the paper. All this might well lead to a new day when you and other young men would see in the

country weekly the opportunity for a career satisfying in material prosperity and in chances for service.

Gain Additional Revenue

Editors and publishers of weekly papers do not have to think of this effort toward more and better farm news as merely altruistic and Utopian. It means revenue. Advertising produces about 80 per cent of the revenue, subscriptions 20 per cent. The percentages vary, of course, according to the size of the paper. The farmer who realizes that his local paper knows and helps him is a satisfied subscriber. Hence, farm news, sympathetically and accurately presented, will aid circulation.

Additional farm subscribers and guaranteed farm readers will help to obtain national advertising, as well as the advertising of local merchants who want to reach out into the outlying farm homes. Daily newspapers, radio stations, and several television stations are seeking agricultural advertising with programs aimed at the country. It is up to the weeklies to get their share of the advertising pointed at farm incomes. The increased reader interest and circulation should help in soliciting advertising from sellers of products and services to the country. At the same time, the farmer is a potential advertiser of his own products. He may have seed, breeding stock, machinery, or a farm he wishes to sell.

The Monroe County *Appeal* in Paris, Missouri, for example, has carried for many years a farm column on its front page, as well as other local farm items throughout the paper. It is published in a town of 1,473 persons and has a circulation of more than 3,000, of which more than 80 per cent is outside town. In a recent normal issue the *Appeal* carried twenty-three farm display ads, the largest of which contained sixty-five column inches. Most of these ads would have been valueless without a country circulation. Some of the advertisers themselves were farmers advertising livestock, seed, farms, and the like.

Farm advertising dominated the issue. Besides the farm dis-

play advertising the *Appeal* contained more than a column of classified ads, the greater part of which were aimed at the country.

EDITORS' CREED

Regardless of the complaints previously described, the majority of weekly and daily newspaper editors live up to this creed, which is worth careful study:

We believe that journalism is an honorable profession, essential to the welfare of society.

We believe that the success of democratic government depends upon sound public opinion, and that the newspaper should aid in creating and maintaining sound public opinion by publishing significant news and editorial interpretation of news.

We believe that newspaper writers and editors should be adequately prepared for the great responsibilities placed upon them.

We believe that a newspaper should publish the truth, the whole truth and nothing but the truth concerning all matters of importance to readers as citizens of the community, the State, and the Nation.

We believe that a newspaper that goes into the home should publish nothing that cannot be read aloud in the family circle.

We believe that editorials should present the truth as the writer sees it, uncolored by bias, prejudice, or partisanship.

We believe that neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news or editorials.

We believe that no propaganda or publicity matter should be published unless it contains information to which readers are entitled, and that whenever such material is printed, its source should be plainly indicated.

We believe that all persons and all organizations are entitled to fair play in the columns of the newspapers.

We believe in the right of privacy of individuals in all matters not of public concern.

CHAPTER IV

The Story behind Today's Daily Paper

A KNOWLEDGE of how a daily newspaper is put together will be an aid to you, as the profession of journalism these days is a combination of many elements, of which writing is only one. The daily paper, in its inclusion of printing and publishing, is not alone a service in the sense that it puts "wings to words," but it is also a manufactured product. If you do not know the elements that go into making that product, you are at a distinct disadvantage.

On the daily paper, you have to contend with the conditions imposed by both time and space. If you know something of the speed with which the mechanical processes are performed, you can better understand how and why you must expedite your copy; if you understand, from actual practice and experience, the space limitations under which you have to write, you enhance your value to the paper. Daily newspapers, in the space of eighteen hours or less, build a product, completely tear it down, only to go through the same process of building and tearing down the next day and the next.

Following is the story of the main editorial and manufacturing processes of the *Courier-Journal* and the Louisville *Times*—two outstanding daily newspapers. Incidentally, for several years, the Farm Incentive Program of these two dailies has won a citation as "the best public relations or community service

program" in a nationwide contest sponsored by *Editor and Publisher.*

Where Policy Is Shaped

The editorial page is the only page in the *Courier-Journal* and the *Times* where the management expresses its own opinions. All other pages are devoted to factual news. Editorials each day seek to interpret that news as clearly, fairly, and vigorously as the editorial writers can present it.

The editors of both papers meet with the full editorial page staffs for a joint conference at 11 o'clock each morning. News

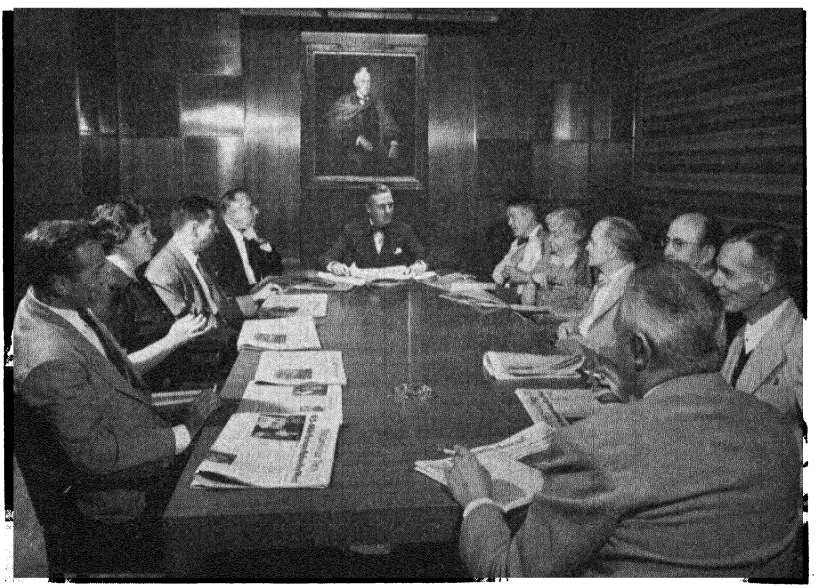


Figure 9. The next day's newspaper editorials are discussed fully each day by this group, and differing views are given full expression before "policy" is shaped.

is discussed and analyzed, topics are selected by each writer, and differing views are given full expression at these daily editorial conferences. The group's thinking is then merged and shaped into policy for the next day's editorials.

The editorial pages are especially designed by an expert in typography for easy reading. There is no reason why they should be the "bluestockings" of the press, intelligent but forbidding to the eye. Lively letter columns appear on both editorial pages where readers express every shade of opinion with all the gusto of American free speech. Both pages carry cartoons especially drawn by staff artists. Polls show that the letters and the editorial page cartoons attract more than 80 per cent of the papers' readers each day, running a close second to the popular comics.

Handling the News

A news room is actually a magnet—a magnet for fact and opinion and for rumors which must be checked. Approximately 2,000,000 words of news come to the news rooms daily. Every story is read for importance, accuracy, and interest. These words come from all over the world where a free exchange of news is still possible—by cable, wireless, telegraph, telephone, and word-of-mouth reporting. Experts in this vital commodity are the thousands of wire service editors, reporters, correspondents, and photographers who work in rotation a world-wide twenty-four hours a day.

The news staffs of the *Courier-Journal* and the Louisville *Times* differ in some respects, although general organization is basically the same. The managing editor has over-all supervision of all news—local, state, national, and foreign. Helping him are the assistant managing editor, news, city, state, telegraph, sports, and other subeditors.

City desks of the two newspapers have a staff of forty-two reporters and sixteen photographers to cover news in the Louisville area. Special bureaus are located in Washington, D.C.; Frankfort, Lexington, and Paducah, Kentucky; and Indianapolis, New Albany, and Jeffersonville, Indiana. Scores of county correspondents are strategically located in both states.

The newspapers subscribe to the best of the world news services. The Associated Press taps in a million words daily on

Figure 10. Into these newsrooms pour 2,000,000 words a day from all over the world.

sixteen teletype machines working twenty-four hours a day. Six other teletypes bring in about 175,000 words daily from United Press. The Associated Press, the largest world-wide, cooperative news-gathering agency, is composed of 1,700 member newspapers. Its staff includes 67,000 reporters and correspondents in this country and 22,800 overseas. AP uses nearly 300,000 miles of leased wire in the United States alone. Its mainspring is its "A" wire, a transcontinental trunk line circuit; there are also supplementary circuits. Its Wirephoto Service goes to 300 members.

United Press is the world's largest independent news-gathering agency. It has 3,027 subscribers and a staff of 6,000, two-thirds of whom are in this country and the rest overseas. It uses 235,000 miles of leased wire, including its postwar European setup, the first of its kind established to cover all major capitals.

Other wire services supplement these two giants and prove

of special value for feature material. News can come over the wires as quickly as this: A story starts from London for New York in thirty seconds after it's reported. In thirty seconds after reaching New York it starts to Louisville. It can appear in the paper within a half-hour after its arrival. In addition to the wire services, thousands of words come from the New York Times Service, Chicago Daily News Service, North American Newspaper Alliance, and other sources.

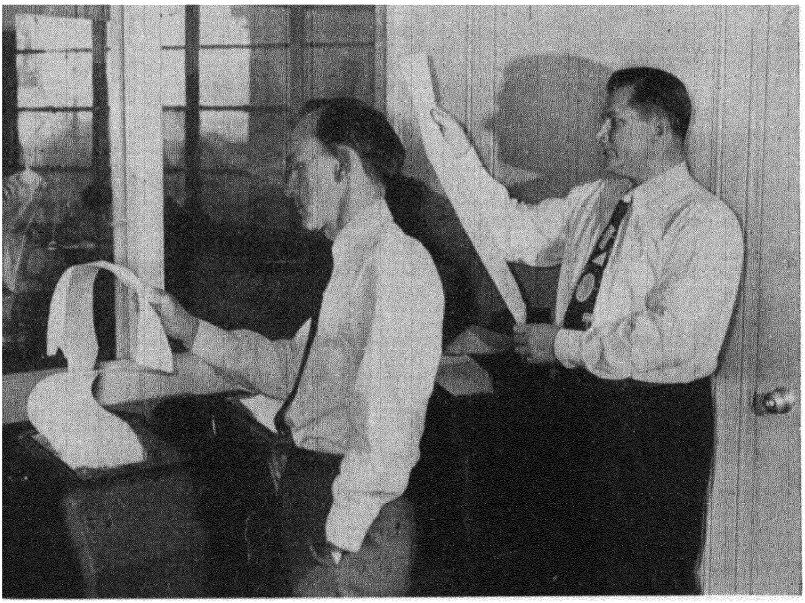


Figure 11. Telegraph editors look over the latest news as it comes in on teletype machines from AP, UP, INS, and other news services.

News copy which has been obtained by the city, state, and telegraph desks is channeled to a central copy desk, where stories once more are read for accuracy, punctuation, and readability. Headlines are written on stories, and they speed by pneumatic tubes to the composing room to be set in type. Also contributing to the day's news are the farm, sports, women's, and other special departments.

The Newspaper Library

Wherever a news event occurs, its background—the people or the location—is usually available in the newspaper files. Within a few seconds essential information can be located in the library (also referred to as the newspaper morgue). News stories and pictures which appear in the papers one day must be properly filed by the next day—available as follow-up material for editors, reporters, and rewrite men.

The filing cabinets of the library of the two newspapers hold approximately 500,000 clippings, 175,000 pictures, and 15,000 cuts or engravings. There are 4,000 carefully culled and catalogued reference books. There is a complete alphabetical classification of all clippings by biographical and subject matter. The photographic file catalogues pictures alphabetically by subject matter or by name, with identifying cut lines, dates, and photographers' names.

The reference facilities also are unusual. Microfilms are available of the *Courier-Journal* dating to 1868, the time of the merger of the *Courier* and the *Journal.* Contemporary pages are constantly being microfilmed. (Microfilming is the photographing of newspaper pages on 35-mm. film which is reeled to go on a projector. The film is blown up to actual size for reading. This is a space-saving method as there are 800 newspaper pages to one 100-foot roll of film, about three inches in circumference and one inch thick.) About forty magazines, also, are kept from one to five years in the library. A base map negative file has been established. It is especially indexed for finding complete maps and sections. These maps can be enlarged to any required size and are used by editors and staff artists.

The library is adjacent to the executive and editorial offices and is connected by a stairway to the *Times* news room directly above and by pneumatic tube to the *Courier-Journal* news room. It serves every department in the building, with emphasis on

editorial, news, advertising, promotion, public relations, and photography.

News Pictures

The sky is the limit for the photography department. Airplanes are used in line of duty as matter-of-factly as automobiles. The staff shoots aerial color and black and white for the *Courier-Journal Sunday Magazine* and the two newspapers. This is only one of the features of the department which fulfills, as a rule, more down-to-earth assignments.

Figure 12. Newspaper photographers use airplanes in line of duty as matter-of-factly as automobiles. News rooms have a priority on their time.

Requests for pictures come in from every department. News rooms, of course, have Number One priority. But important jobs must also be done for the *Sunday Magazine,* farm, sports, women's, society, promotion, and public relations departments. It is not unusual to handle sixty assignments daily. The staff is young —its average age, thirty. Photographers are able to take any kind

of picture—news, feature, portrait, commercial—and they develop their own work.

The newspaper photography department has the most modern equipment, much of it made according to staff specifications. There are ten darkrooms, three printing rooms with automatic kick doors, a 20- by 40-foot studio, an office, and lounge. Besides its special technical equipment, the department has acid-resistant, stainless steel sinks, with water thermostatically controlled at 68 degrees, staff-designed paper cabinets, and an original shadow box for commercial work. For actual picture taking, the photographers use Speed Graphics, Graflexes, Leicas, and 40-pound "Big Berthas" which bring faraway objects very near. There are also high-speed attachments—like the Strobolite which stops action at 1/10,000 of a second. It's always used at fast-moving games.

What happens when a picture is made and brought to the department? First, it goes to a darkroom, is removed from the film holder and immersed in developer and then in hypo (hardener), is rinsed in water and taken to one of the printing rooms. Here it is slipped into an enlarger to be reproduced on sensitized paper. An enlarger increases the size of the developed film to the exact proportions required for a particular picture. It works like this: a very strong light is thrown through condensers from behind the developed film through to the sensitized paper. After this exposure to light, the paper goes through three baths, and in a few seconds the entire picture emerges on the paper. For its finishing touch it goes to the print washing process, then on a dryer. The entire job of developing a print can be handled in three minutes.

Engraving Process

Where and how are photographs and drawings processed before they are printed in the newspapers? They are made into cuts in a modern engraving department. (A cut is an engraved reproduction of an illustration used in printing.) The engraving

department makes about 1,500 cuts weekly for the news rooms and advertisers.

Now follow a photograph through the five basic processes required to make a cut. (The same methods are also used for drawings.) After an artist has accented the picture's outlines and defined its size, it goes to the camera room. Three of the mammoth cameras are attached to built-in darkrooms so that films can be taken out and processed without loss of time. The photograph is first put upon an object board whose distance can be adjusted to the camera. Between the film and the object board is a screen contrived to break up the photograph into 4,225 tiny holes per square inch for light penetration. That is why, when you examine a newspaper picture closely, you will see that it is made up of a mass of close-packed, light-and-dark dots.

The camera makes a film of the photograph. This film is developed and sent to the stripping room. Here the film is laid beside other films upon a glass sheet 18 by 24 inches. Next, the films on glass are put into a printing frame with a sensitized zinc plate. The glass and the zinc plate are pressed tightly together in a frame and exposed to very strong light. The picture on the film is transferred to the zinc plate in a photographic process: the amount of light reaching the chemically treated zinc surface is controlled by the light and dark parts of the film. The zinc plate is then placed in a developer of blue aniline dye and alcohol. The chemicals on the zinc plate that the light hasn't touched are then washed off, whereas the chemicals touched by light are changed so that they won't wash away.

In the etching room the plate is given two nitric acid baths which eat away portions of the zinc. Metal around the dots in the light portions of the picture is eaten away more deeply than in those areas which compose the darker portions of the picture. The plate is taken out between baths and rolled with acid-resistant ink. This ink protects the metal beneath each little dot from overaction by the acid. After the second bath the plate is washed

and the ink removed. It is scrubbed with a weak acid solution until each dot has beneath it a perfect, tiny pyramid. (When, in actual printing, ink is rolled across the surface of a cut, it touches only the tip of each pyramid.) The routing room saws the plate into separate cuts and trims them. Necessary corrections are made in the finishing room.

Words into Print

The composing room is the "operating room" of the newspapers. It is here the papers are put together physically—where news is transferred from copy paper to metal forms. It takes 193 printers, working around the clock, to get out the two newspa-

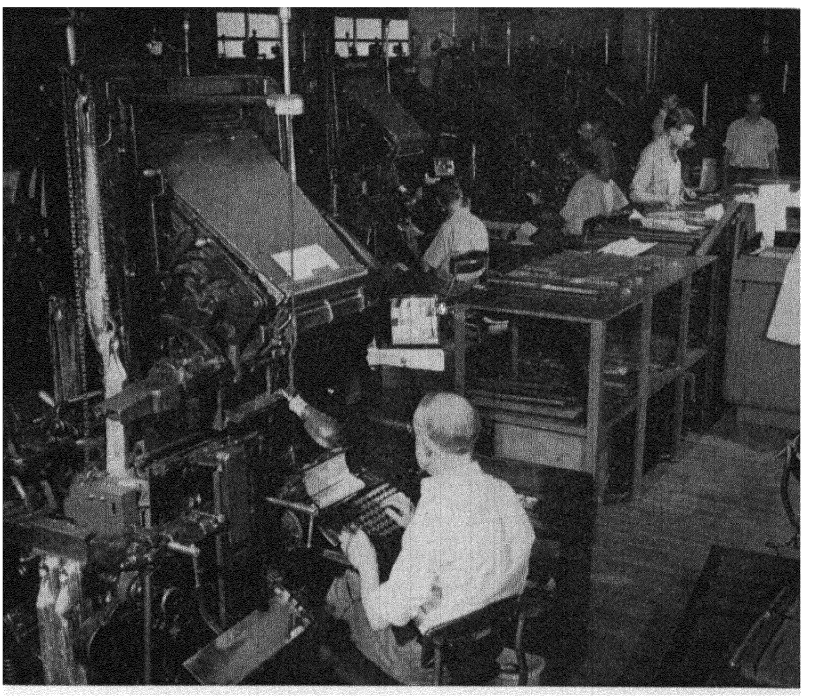


Figure 13. Linotype operators tap out words on a typewriterlike keyboard that is correlated with brass matrices. These matrices are housed in ninety slots or channels in a holder or magazine. When the operator touches a key the corresponding matrix falls into a holder usually set a column wide. From the assembled matrices a solid line of type is cast.

pers. The day shift starts at 7:30 A.M. and the last (or "lobster") shift takes off for home at 9 A.M. the next day. All during the twenty-four-hour span, copy comes by pneumatic tube and by bearer—from news and editorial departments, from advertisers. When news copy arrives in the composing room, the copy cutter parcels it out to linotype operators, cutting long stories into sections for speedier composition on several machines. Operators work a linotype keyboard similar to that of a typewriter. Molds of letters typed are gathered into a line of desired width. Molten metal is forced into the molds, and a "line of type" is formed. Thus, a story is set in type line by line. Headlines are set separately. Proofs are pulled of all so that readers can check for typographical errors.

The composing room has other smaller divisions, such as the monotype room, where spacing material is made, and the remelt room. An average of six tons of metal is made into type each day, with sixteen tons needed for the big Sunday *Courier-Journal.* Every day the old type is remelted to begin a new cycle of news.

Making Up Pages

Make-up is the connecting link between the composing room where type is set and the stereotype department where "type pages" are cast into solid, curved plates for the printing presses.

Make-up is the "jigsaw puzzle" section of the newspapers. It is here in one corner of the composing room next to stereotype that ads and type and cuts from the news and editorial departments are put together in the first semblance of a real newspaper page. They are assembled by printers, under the direction of make-up editors from the news departments who work against eleven deadlines each day for the two newspapers.

The advertising make-up man starts the ball rolling for pages which carry news and advertising. Top management sets the relative amount of space to be devoted to news and to ads. The ad make-up man lays out his dummies guided by this designated

percentage of news and ads. Each dummy is a miniature of a real newspaper, a page 9½ by 11 inches. It is marked off in columns and inches. The ad man then indicates space both for news and for ads. Copies of this dummy go to the news editors and the ad room. Complete information on the size of every paper also goes to the mechanical departments. (For example, the pressroom prepares a certain number of press units to accommodate a given number of pages.)

The ad room starts off the make-up job. Ads are put in their places in the form; then news stories are placed as indicated in

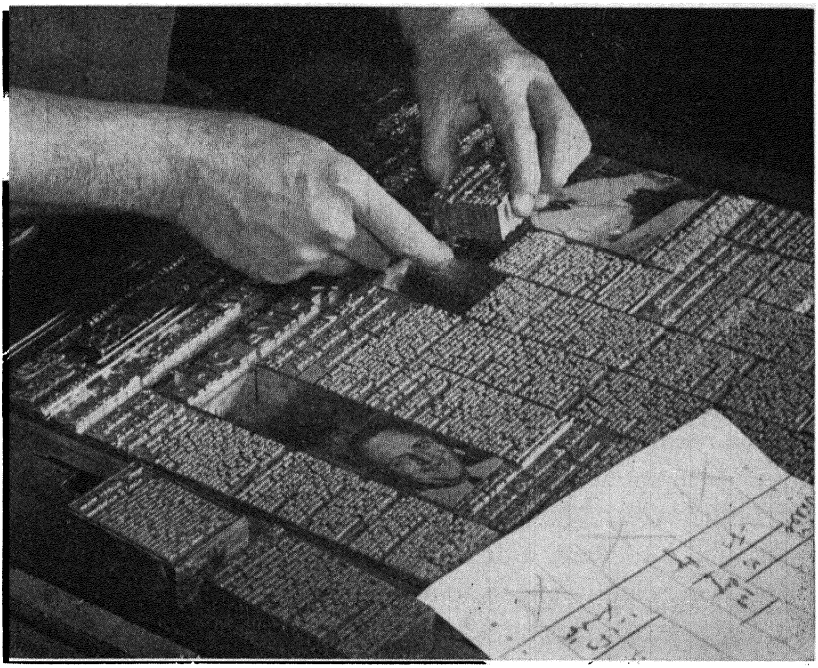


Figure 14. A make-up man sets a block of type into a "type page." He follows a make-up editor's layout, which is laid close by as a guide.

the news editor's dummy. Small stories are left to the discretion of the make-up man to insert in little spaces left on the page. Each edition that is printed calls for changes in that paper's make-up. Flash news alters the front page. Late stock market

returns and last-minute sport scores are placed in subsequent editions.

The editorial page is made up by a printer under the direction of the editorial chief, and its layout remains characteristically the same from day to day. Since all copy must be tailored to fit the page, the editor stands by to cut or to add a line or so of copy.

Technical skill is required to handle the make-up job. Printers and make-up editors form a swift-moving team that fits the copy into the eight columns of every newspaper page.

FROM FLAT TYPE TO CURVED PLATES

Today's modern, high-speed rotary presses require a curved printing surface. To convert the flat trays or "pages" of type made up in the composing room into solid, curved plates for the presses is the job of the stereotype department. Much new equipment has increased its efficiency. One new molder is capable of a pressure of 3,000 pounds to the square inch. There are three formers for shaping and drying mats, and three automatic casting machines operate from two 9½-ton melting pots. Three casting boxes on a two-ton melting pot are used for special flat casting for advertising. (These casts are then sent to the composing room to be set into pages with news copy and cuts.) The latest equipment has been installed for handling color printing for both dailies.

A superintendent, a day and a night foreman, and thirty-six stereotypers are qualified to handle every process and work on a rotating basis. There are both day and night shifts, each working on a 7½-hour basis, meeting those eleven deadlines every day.

Five basic processes are followed in the department. The type "page," rolled in from the composing room, is first placed in a molding machine. Here a page-size piece of matrix paper (processed wood pulp containing 18 per cent moisture and resembling

a blotter) is placed over the type. Type and matrix are blanketed with five layers of molding cloth before hydraulic pressure is exerted at an average of 1,600 to 1,800 pounds to the square inch. (This machine, as indicated, has a capacity of 3,000 pounds to the square inch.) After twenty-two seconds, pressure is released; every letter of type and image of engraving has been impressed upon the mat. Shallow spaces are re-enforced on the back of the mat with narrow strips of adhesive felt. The next operation is two-fold. The mat former, a rounded machine, shapes the mat in a curve to fit exactly one half of a press cylinder. It also exhausts the mat's moisture.

The dry mat then goes to the casting machine (autoplate). This device is attached to a melting pot which holds 9½ tons of molten compound (lead, antimony, and tin) kept bubbling at a heat of 600 degrees Fahrenheit. The mat is clamped into the casting machine, and an automatic lever releases molten metal from the melting pot. In fifteen seconds a new plate has been cast. Rough edges are sawed off, the plate is water-cooled, then grooved in the back so that it will fit more securely on the press cylinder. Each plate is marked with an identification number in black ink. A long, sturdy conveyor belt moves each finished plate to a dumb-waiter, which carries it from the fourth floor to the pressroom on the first floor. Another conveyor moves it to its position alongside the presses.

Presses Roll

The pressroom looks like the hold of a ship and sounds like a railway station. Presses roar, bells ring, horns sound, and red and green lights flash signals. But from all this apparent confusion comes the orderly printing of 340,000 newspapers daily—and at breath-taking speed. What machinery is used? How does it function? In operation in the plant is a battery of huge, black and white, high-speed rotary presses. They also are equipped for four-color printing. These presses are composed of sixteen

printing units and three newspaper folders, set up in a line 175 feet long. They weigh more than half a million pounds and are three stories tall.

The staff is made up of a superintendent, day and night foremen, and fifty pressmen. They work on day shifts (7 A.M. to 5:30 P.M.) and night shifts (7 P.M. to 3:30 A.M.). Pressmen are

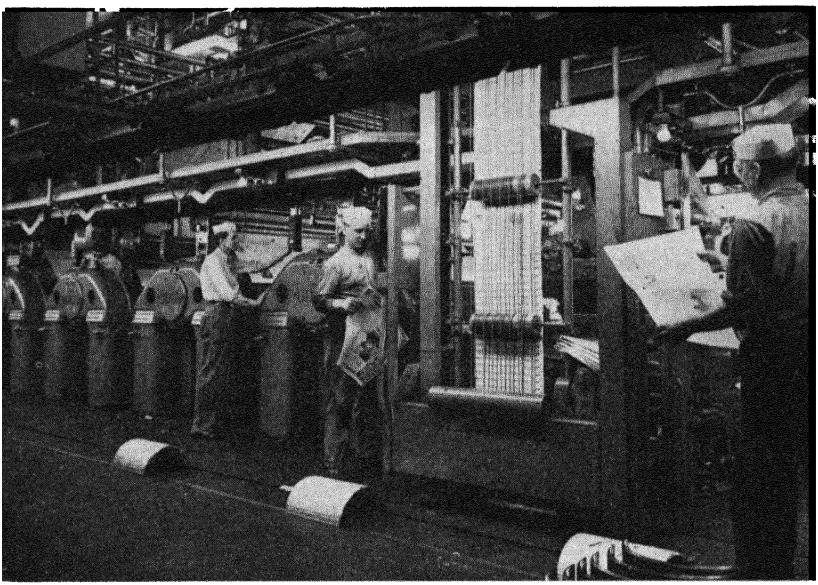


Figure 15. Type "pages" with mats placed over them are run through a roller or a molder under heavy pressure. The mats are then cast into solid, curved metal plates (on the floor in photograph) to fit these modern, high-speed presses

distinguished by their square paper caps which look like strawberry boxes. Caps keep the "ink mist" out of their hair.

Before the presses start rolling, the curved plates from the stereotype department are fitted onto the press cylinders. Press rollers are inked by an electrically controlled fountain. The curved plates revolve against the inking rollers and then against the white paper or newsprint. The rolls of newsprint, averaging 1,600 pounds, are carried by conveyor dollies (tiny carts) from the basement to the presses and fitted on reels in groups of three, designed for quick replacement. Each roll is about four

miles long but is devoured in twenty minutes by the high-powered press. So that a press doesn't have to stop or slow down when a roll of paper runs out, the papers have installed a device called the "flying paster." It automatically cuts the end paper off the old roll and simultaneously pastes this on a new roll which is raised by levers into position.

This, in brief, is how the presses work. The number of newspaper folders governing the press units determines the number of complete presses that are in operation. The papers have three folders governing sixteen press units and therefore three complete presses. The number of units put into action depends on the number of pages of each edition. Thus, more presses are used for a big paper than a slim one. Each of the three presses is capable of printing 60,000 complete papers an hour. Each press, however, is actually run at an average of 40,000 papers an hour. When papers have gone through the presses, they go to the folder, which not only organizes them into proper page sequence and sections but also sends them onto a conveyor with every fiftieth paper tilted. This is to expedite counting in the mail room.

Like Ol' Man River, the mail room keeps newspapers rolling along to readers in a steady stream from the minute they're hot off the presses.

CHAPTER V

Where You Find Agricultural News

"YOU can shake bromides and ordinary farm news out of the bushes but not real stories. You spade them up with work," says L. C. French, Milwaukee *Journal* feature writer and reporter. "Don't get the Hollywood idea that reporters are a cross section of detective, author, and a rollicking smart fellow given to smart cracking. If three reporters are put on the same story, probably two of them will come up with the surface, easy-to-get news. Possibly one will dig a little deeper than the others and come up with something the competition hasn't got—and that's what counts."

Mr. French cites an illustration: You, the farm reporter, are sent to Eau Claire to cover a meeting of the Wisconsin Dairymen's Association. Wisconsin is a great dairy state, and the sale of dairy products is of paramount importance. What will you get? Wordy dry speeches? Cross the majority of them off the list. Now the association has rigged up a whoop-de-do publicity stunt. You are led right over to it, and it is handed to you on a silver platter. Pretty soft. They are bringing in a purebred Guernsey calf, Clarabelle, and are putting her right into the lobby of the best hotel in town. A bunch of beauty parlor queens will give the calf a manicure and marcel. Good story. Sure-fire stuff. CALF GETS MARCEL. The bunk, and you know it. Sure, it

will attract some attention to the dairy industry, but if you write it you are kidding the reader. It's press agent copy—artificial.

You, the capable reporter, listen and perk up your ears at the mention of the owner of the calf, Florence (Tomboy) Merritt. That nickname sounds interesting. Who is she, and what about her? The enthusiastic publicity promoter, still eager to have that story of beauty parlor queens fussing around a calf, barely takes time to answer. He is a bit startled to see you skip out of the hotel to grab your photographer and race out to see Tomboy Merritt at the farm. Why, the story was at the hotel watching the highly varnished beauticians give the calf a marcel. Not so you could notice it.

Out at the Merritt farm you come up with a true story of how a young girl sold her first purebred junior club calf without consulting her parents, so that her mother could go to a hospital for medical attention. And how a famous cattle breeder, on hearing about it, took over a top-notch heifer and presented it to Florence (Tomboy) Merritt, and it was this calf that was on exhibition. The story rings true and real. Everyone knows how farm boys or girls love an animal entrusted to them. Now think of a twelve-year-old farm kid out behind the haystack crying a bit when the buyer takes her pet calf away, then the satisfaction of paying the hospital bills in a time of need for her mother, and then getting a championship animal out of a clear sky. Imagination? Perhaps a little, but spadework is the real answer. Dig deeper than the hotel lobby or the dry speeches at the formal farm meeting. Find something that will interest the man down on Main Street as well as the farmer reader.

That story was sent out by the American Newspaper Alliance, a group of the largest metropolitan papers in the country. They used it, for Tomboy Merritt received letters from every state. Probably ninety-nine out of every one hundred telegraph editors gave the other story one look and tossed it into the "round file"—right where it belonged.

"Nose for News"

The farm reporter who dug up the worthwhile story had a "nose for news"—an awareness and alertness, a curiosity about everything, a keen observation, the ability to separate the wheat from the chaff.

Actually, the definitions of news are as numerous as writers. Kent Cooper, executive director of the Associated Press, says news is the story of people. The weather vane idea of defining it makes an interesting legend—news comes from the four corners of the compass, North, East, West, and South. All newsmen, however, seem to agree on two things—news must be timely and interesting to a number of readers.

You also might check this gauge to tell if something is news:

1. Is it interesting to you?
2. Will it interest others?
3. How many?
4. How much?

A great deal of timely farm news has not quite the same meaning as spot news in the city. Spot news in the city daily is news that becomes stale very quickly. Market news, however, would fit this category, as would such stories as a quick army worm march on crops in an area, flooded farm lands, and the like.

Where Papers Get Agricultural News

The best agricultural news is on the farm, but this source is not the one most often used by either weekly or daily newspapers. The simple reason, though not the sole one, is that it is easier and less costly to get it from other sources. In a New York State survey, several hundred weekly editors listed in order these principal and favored sources of farm news for their papers: county extension agents, the State College of Agriculture, their own correspondents, local farmers, and farmers' organizations.

County agents also topped the list of news sources in a nation-

wide survey that the author made of sixty-three daily newspapers featuring agricultural news from thirty-one states. These papers—with circulation ranging from 2,890 to 432,732—were using more from county agents than from any other source, with state extension services not far behind.

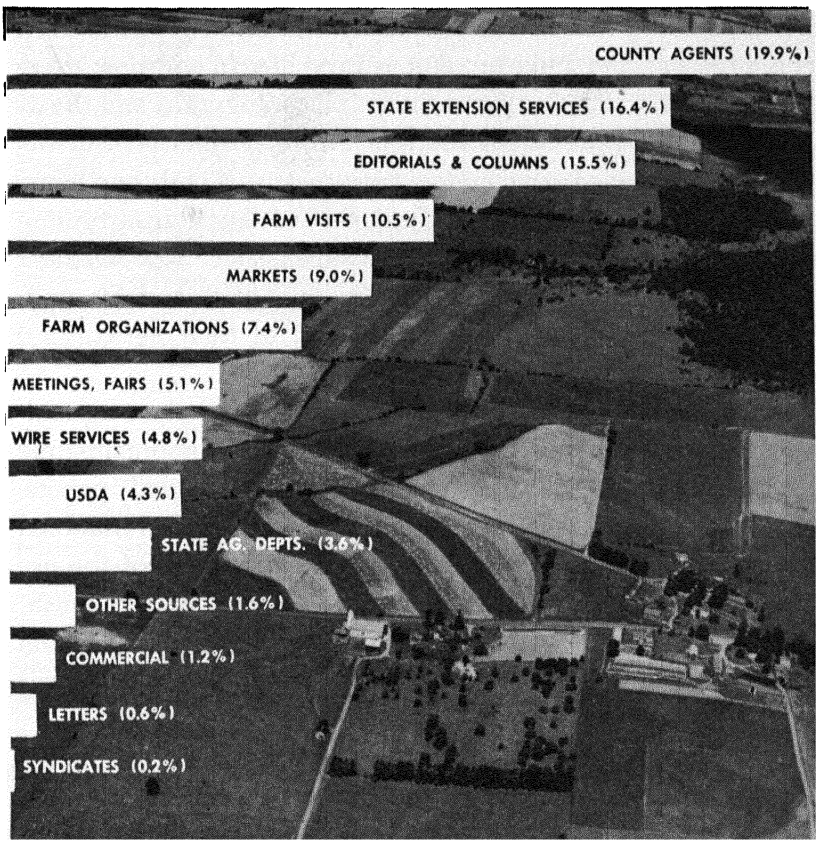


Figure 16. This chart shows where dailies get their agricultural news.

The county agent today is not only a most popular and necessary man to editors and farm reporters, but to everyone in the area—town and farm people alike. He is a servant to all who ask, educational adviser, farm adviser, specialist in management, sometimes father confessor, and twenty-four-hour-a-day

worker. Ladd Haystead, nationally known farm writer, calls him a "veritable chaplain of the furrows."

Dailies Use More Economic News

The issues studied in the daily newspaper survey had a total of almost 13,000 column inches of agricultural news and information—more than half of it classed as economic, one-third as production, and a like amount as rural life. In addition, there were more than 3,000 column inches of photographs and drawings depicting agricultural subjects. Nearly 20 per cent of the news articles came from county agricultural, 4-H club, and home demonstration agents; 16 per cent came from state extension services; and 15 per cent of the agricultural space was classified as editorials and columns written by the editor and his staff, who gathered an additional 10 per cent of their agricultural stories on farm visits.

United States Department of Agriculture and state agriculture department news releases each furnished approximately 4 per cent of the agricultural copy of the sixty-three daily papers. U.S.D.A. releases that were published emphasized national farm programs. This, however, is not a true picture of the use of U.S.D.A. material, since a large percentage of the Washington releases are sent through state and county extension offices. In this case the articles were credited to the source named.

Only the weekly farm page editors used syndicate material—and very little at that (less than 1 per cent). Market news (9 per cent) was recognized by the farm editors as important, but surprisingly few made any effort to coordinate the market and farm pages, and in most cases no effort was made to interpret this important news. Mechanical difficulties and precedence have hindered this coordination. Other source classifications, including wire service, farmer organizations, fairs, commercial releases, and the like accounted for a total of about 20 per cent of the farm copy.

Figure 17. Utah's extension editor, Neil Holbrook, interviews a county agent—the source of agricultural news most used by newspaper reporters.

Editors' Comments on News Sources

As the surveys show, volumes of information come to the editor's desk from county agents, agricultural colleges, experiment stations, the United States Department of Agriculture, farm organizations, commercial enterprises, and the like. Some of it the editor uses as is, a little gets localized, much more goes in the wastebasket. What are the personal opinions of farm editors of daily papers about these various news sources?

This editor from the Southwest believes strongly in localization and is dead against "the stuff that's dull as a lawyer's conversation":

> The county farm agent's office is my principal source of farm news. We do not depend much on government bureaus, the State Extension Service, or State Department of Agriculture, unless their "hand-outs" have a direct relation to our county. Then it is our policy to contact the county agent and ask him exactly what the story means to farmers in this area.

The same rule of localizing copy applies to all Associated Press agricultural news we receive either by mail or over our leased wire. What happens in this area is the most important thing to us.

The State Agricultural College turns out reams of pretty good copy, but about 75 per cent of it is as dull as a lawyer's conversation.

A Wisconsin editor uses more short, spot news items:

Probably I should spend more time on farm visits, but it is a rare day that I have time to do so. Government agricultural reports usually get a quick once-over, and if I find anything of local interest we run it, or use it as a basis for a local story. Some stuff is filed for future reference.

Specifically, I think that most of the federal reports are too general for us to use, although they are of value to provide information and background to the farm editor.

State Extension Service releases get more attention, but sometimes they are a little too general for our use. I make an attempt to use them whenever possible, but we habitually run a "tight paper." Some of the Wisconsin Department of Agriculture releases have spot news value. They get printed frequently in the shorter form which the United Press gives us.

An Iowa farm reporter says farmers are unquestionably the best source:

It is fun to get out on the acres nearly every day the year 'round; grand fun just to meet folks, genuine friends who would bust a gallus to do a man a favor such as pull him out of a mudhole or pass along a tip on what might be a whiz of a yarn. They know what they like to read—they want to know what the other fellow is doing. Mingling and chinning around gets results. It's then a farm editor feels the pulse of agriculture; it's then he obtains his tips, sometimes direct but more often by suggestion.

This hard-boiled Texas editor blasts at "propaganda" releases from Washington:

Noting the trend of the farm pages of many newspapers to consist almost entirely of releases from United States Department of Agri-

culture bureaus, we have made every possible effort to keep our paper from following this trend.

Many of these so called news releases are so obviously propaganda and often devoid of any news values that we do not use them. Since the government has thousands of U.S.D.A. workers and millions of dollars to use in "selling" its various programs, anything we could do would add little. Besides we feel that we have a greater service to this agricultural area to render through presenting a panorama view of the agricultural news front. We would defeat this objective if we turned our farm page into a "bulletin board" for government programs, even if they were all sound and above scrutiny.

A beginner in agricultural journalism on a small Michigan daily developed sound news sources right from the start: "I find that I can keep my fingers pretty well on the county's agricultural pulse through the county extension agent, the Production and Marketing Administration office, and my country correspondents. Since I am fresh from the State Agricultural College and have lived in a different part of the state, I haven't mastered all the details of 'who' and 'what' that are necessary to keep up local news."

"Cultivate" News Sources

These editors emphasize that to succeed on your agricultural beat you should "cultivate" news sources—the county agents, the local Production and Marketing Administration chairman, farm leaders, farmers—all sorts of people in a position to have responsible agricultural news information.

Suppose, for example, that you were confronted with this typical situation. There has been a late heavy frost. The editor asks: "What effect on fruit crops in the area?" He wants that story for the first edition—with a noontime deadline. What are you going to do about it? If you are a good reporter, you will know where to get reliable facts in a few minutes.

Skilled reporters rely on printed as well as human sources. The well-equipped newspaper or magazine office will have the

latest editions of important reference books, bulletins, and journals in its library. If it does not, you should own some of them yourself and know where copies of others may be found quickly. In this connection these three tips may pay off many times:

1. Learn all you can about the various types of libraries that are available to you. Know the references that can be found in each of them.

2. Make a point of learning the kinds of information that can be obtained from some of these more common references:

World Almanac; Encyclopedia Britannica (or other encyclopedias); *Who's Who in America; Congressional Directory; State Blue Book;* United States Department of Agriculture Yearbooks; *Better Farming Methods Annual Directory Issue; County Agents' Directory; Workers in Land-Grant Colleges and Experiment Stations* (U.S.D.A. Handbook); *Standard Rate and Data Service; Directory of Newspapers and Periodicals* (N. W. Ayer and Son); bulletins (agricultural colleges, U.S.D.A., commercial); annual reports; reference books of quotations (Bartlett's, Hoyt's, Merchen's, or Stevenson's).

(If you need to know the name of the first Secretary of Agriculture, is it quicker to consult the *World Almanac*, the *Encyclopedia Britannica*, or a history text book?)

3. Be courteous to librarians. They can save you headaches and valuable time.

CHAPTER VI

How to Write for Newspapers

FARMERS and editors want the news in their dailies and weeklies in terse, quickly read, easily understood style. And they want it accurate. These wants are expressed very well by the motto of the International News Service: "Get It First but First Get It Right—and Write It Right."

There has been considerable talk and much has been written of late about simplified news writing—about several types of readability formulas. A good news style is summed up in two words: brevity and simplicity. Brevity does not mean sacrifice of pertinent facts, nor does simplicity mean the use of a kindergarten vocabulary.

WHY BREVITY?

Today, if your agricultural news is to get in dailies and weeklies that are jammed with great volumes of copy, you must write it concisely. Most editors prefer farm news stories from 200 to 250 words (one typed page, double-spaced). This does not apply, of course, to major feature stories. Reporters are instructed to condense all stories and features to the minimum wordage required to present the essential facts. INS claims that few stories of any description are worth more than 600 words. Its reporters are told to discard purely secondary or uninteresting detail.

One of the newest developments—the teletypesetter—is forc-

ing journalists to write concise copy. It has to be short or it won't get used. The system works this way: An AP bureau sends copy over its system to a newspaper where a teletypewriter and a tape puncher are working at the same time. The punched tape may be fed directly into a line casting machine, or the editor may edit paragraphs from the teletypewriter copy. Many papers set everything and edit directly off the bank.

Cut all needless words. If you don't, the copy desk should and generally does. Every word eats paper and reading time. For example, watch your copy for such common wordiness as this: all the (different); an (actual) fact; another (one); appear (to be); depreciate (in value); both (of them); by (means of); cannot be (possible); cost (the sum of); during, or in (the course of); first (of all); for (a period of); for (the month of); for (the purpose of); from that time (on); intents (and purposes); in (the city of) Chicago; in (the year) 1952; last (of all); made (out) of; meeting (held) in; farm workers (who are) employed; nobody (else) but; not (at all); reason is (because); red (colored); report (to the effect) that; seem (to be); short (space of) time; since this is so (therefore); somebody (or other); (of a) triangular (shape); (future) prospects; (general) rule; (hour of) noon; (in order) to; (still) continue; (there are) many (who); (to) where; (past) history or experience; (perhaps) it may; (at the time) when; (close) proximity; (engaged in) building; (every) now and then; (first) began; (finally) settled; (final) completion; (full) complement; some time (to come); small (sized); throughout (the whole).

In stories with direct and indirect quotes, "said" or "says" is commonly overworked. Build a special vocabulary of words of this sort, and know the fine shades of meaning so you won't write "declares" when "states" is meant, or "claims" when "asserts" is intended.

Some reporters also fall into the habit of using trite, threadbare phrases. These examples head their list: beyond peradven-

ture of a doubt; bolt from a clear sky; breakneck speed; caught like a rat in a trap; checkered career; cool as a cucumber; goes without saying; last but not least; method in his madness; presiding at the piano; put in an appearance; rising young farmer; rooted to the spot; scene beggared description; stepped into the breach; took the bit in his teeth; tripped the light fantastic.

Using these phrases and almost numberless others like them is anything but originality. When you sit down to a typewriter, you have to have words to build your story—"words that sparkle, words that punch, and words that leap out of the page and hit the reader in the eye," says L. C. French of the Milwaukee *Journal*. "The mason builds with mortar, the reporter with words. If you can toss out a readable phrase just like tossing out a lariat and come up with something clever—fine. You should stick to facts, of course, but if you can tell them brightly, so much the better."

This does not mean that you should be flippant. If you're too "flip," you may flop. Ideas said simply sound honest and are believed. Adjectives are like lipstick—pretty but not always on the level.

READABILITY IS THE PAY-OFF

To get the effect of overdone, abstract, stilted, and stuffy news copy, as contrasted with copy written with simplicity, read this sample:

> Considering the time required for grass to become re-established naturally, the chance of widespread damage by wind erosion in such a procedure, the economic requirements within the area, and available information relative to artificial re-establishment of grass, John Thaine, state soil conservationist, said today that it appears advisable to depend largely on seeding for re-establishment of grass.

The soil conservationist must be giving advice about why or how farmers should plant grass. Exactly what does he recommend? Read it again. Work at it this time. You can't skim through a sentence like this if you wish to understand and appreciate it.

The following lead actually says the same thing—only in more understandable language:

> Farmers in this area should plant native grasses, not wait for them to grow naturally. That's the advice of John Thaine, state soil conservationist. He points out that livestock producers can graze the grass sooner and their land will not be as likely to blow if they plant.

The rewritten copy is not a literary gem—not intended to be—but it can be read and understood by farmers. When you write for them never underestimate their intelligence, and never overestimate their knowledge of a particular subject. A mere cutting of wordage in press stories does not meet their demands. They are antagonized and disgusted by an involved or clumsy presentation of facts. It wastes their time. They don't want to have to reread a sentence or phrase to get its meaning. Often, if a statement is not thoroughly understood immediately, the meaning is lost forever. You should try to make every word and phrase in your stories easy to read or listen to and easy to understand.

What Editors Learned About Readership

"It took a war with its paper rationing and today's high production costs to focus the attention of the publishing world on the question of readership. And it is the pay off," contends Vincent S. Jones, news and editorial director of the Gannett newspapers. "What does it profit you to write a story that appears in the biggest and best newspapers if virtually no one reads it, or worse, if farmers and others read and don't understand it?"

Mr. Jones says that editors are pained to admit that the impetus for adding up the score on newspaper readership came from the business side instead of the ivory tower. The hard-boiled men who spend millions to create advertising or who buy space to run ads wanted to know how they were doing. Editors always have pretended to know. Some of them are pretty good at it, too, because newspapers keep on getting

more readers. But there's no substitute for facts, and the cash-and-carry boys insisted that they had to have them. To date, it has cost them several hundred thousand dollars to get the answers. Unlike some polls of unlamented memory, this counting of noses has been on a plain "answer yes or no" basis. They don't try to find out why you like an item or what you might read tomorrow. All they want to know is what you actually did read yesterday.

All of this goes by the sobersided title of "The Continuing Study of Newspaper Reading." Selected results of the first 100 studies cited by Mr. Jones may serve as a good check on your news judgment:

1. Picture pages and the best news stories lead the parade.

2. It's the story, and not where or how it's run, that counts. A good story will be found and read—no matter how badly the editors bungle it, or even try to hide it. But no one can make readers do more than nibble at a "lousy" story. They're too smart.

3. Comics are very popular, but the comic page as a whole stops relatively fewer readers than a first-class editorial page, although every item on the comic page has a huge following. Some of the most-talked-about comics, like "Li'l Abner" and "Terry" or "Steve Canyon," don't rate in the same league with the homey humor of "Blondie" or the straight bloodletting of "Dick Tracy." And good "gag" panels long ago stepped out ahead of even the best comic strips in popularity.

4. This one is hard to swallow, but it's true: Advertising helps the readership of a page. The best traffic-stopping scores are made by pages which carry good news and pictures *and* attractive ads selling things which people want to buy—or wish they could buy. That's because good advertising is real, live merchandising news.

5. There's no difference between left- and right-hand pages. If anything, left-hand pages have the edge a little.

6. Those banner stories on Page One may be the "hottest" stuff in the paper—but nobody told the reader. Often the story

which the editors picked as the day's best leaves the customers cold. Frequently it fails to make the list of the ten best-read news stories.

7. Some people will tell you that they read EVERYTHING in their newspapers, and it's generally accepted that all men read every line of sports news. It isn't so.

8. A local columnist will outdraw the biggest national gossip or phony sage. Even the dullest local editorial writers regularly outperform their guest artists. All three may have to take a back seat if John Q. Citizen gets angry enough to write a letter to the editor.

9. Pictures are the "hottest" thing in newspapering today. Readers love them. But they don't like just any picture. Photography has become a real language—the only international one, by the way. Combined with good text, pictures can tell almost any story or idea.

10. As mentioned previously, a story has to be very good to be worth more than a half to a full column (500 to 1,000 words). But people will read literally pages of a truly great story.

To sum it up, people read what interests them and not necessarily what *should* interest them. And that's where the matter of responsibility comes in. It's up to editors and writers to present vital news in such terms and with such force that people will read it.

Why Readers Shun Certain Stories

Editors and writers worry about the way readers tend to shun apparently important stories. Is it the product or the packaging? Will an important story "sell" better if it is written more interestingly, or even just made to look more attractive?

What has been done about all this is a story primarily for editors. It involves make-up, typography, photography, copyreading, and other news room chores.

These include:

1. Front-page news guides to promote the reading of inside material, including the editorial page.

2. Increasing use of the label, "how-to-do-it," and question-asking type of headline.

3. Endless experiments in dressing both type and pages to make news more attractive and easier to read.

4. Steady progress on the old problem of departmentalizing.

5. Increasing emphasis upon pictures and upon pictures in combination with text. To an old office rule, "A Picture on Every Page" some editors have added their own version of the Chinese proverb—"A Picture AND a Thousand Words."

The Continuing Study has shown that many newspapers have made big strides in solving problems common to the whole profession. They have achieved far above the average without stooping to "hucksterism."

"There is a grave danger in paying too much attention to what readers want," warns Mr. Jones. "You could predict nothing but disaster for a synthetic newspaper geared to play upon reader tastes and weaknesses. But editors and publishers are keenly concerned over the problem of improving readership. If a story or an editorial which they believe to be important is ignored, what's wrong? The subject or the treatment? Does it need better writing, or more attractive presentation, or both—plus a little salesmanship?"

Some of the best newspapers and magazines have shown how to make even the most ponderous subjects readable. So it's not a case of pandering to the reader. It is a problem of getting him to read about things like atomic energy control, the United Nations, good city government, education, agricultural research, and the like. That's why many editors will try almost anything in the line of display and illustration. And that's why newspapermen are, in effect, going back to school. The rising interest in the formal study of journalism is a most encouraging development. It holds great promise for both newspapermen and their readers.

The Word, the Flesch, and the Level

Managing editors of the Associated Press have undertaken several consecutive readership studies of the news from that great cooperative. Those projects, to which scores of editors are giving their best efforts, already are paying big dividends. For instance, when all the reports were in at a recent managing editors' meeting, there was one thing on which everyone agreed—that much of the wire news was not readable. AP long had had a reputation for combining accuracy with stodginess.

Ten years ago, if anyone had told you that the day would come when AP would let a psychologist edit its copy, you would have put in a hurried call for the nearest state hospital. But AP was glad to hire Dr. Rudolf Flesch, whose Ph.D. thesis had become a best seller under the Dale Carnegie-esque title of *The Art of Plain Talk.* Nobody expected to work miracles in the first year. There was the inertia of tradition and of deeply ingrained working habits, but all AP editors have a better report to work with today. If any AP copy still is too hard to read, there is a new awareness throughout the service of the need for better writing, and there is a host of brilliant examples of how to do it.

How did Dr. Flesch get such a reputation that AP would want to hire him—and rehire him—as consultant? He is one prophet who picked the right time and the right country. His book came out just when even editors were ready to admit that their newspapers and magazines were not doing the best job possible. Month after month the Continuing Study dutifully reported that newspapers were printing the news, but that much of it just wasn't being read.

Now, editors are getting down to bedrock—the words and sentences of their news and editorials. Educators who are experts in reading say material begins to be difficult when the average length of sentences goes above 20 words. Nothing is more boring than a dead level of sentences about 20 words long. There is no objection to a 30-word sentence. The point is that a 30-word sentence should be balanced with two or three of ten

words or less. Some writers, going to extremes with readability formulas, have fallen into a habit of writing sentences on a level of about 30 words each. You don't want to strike a dead level of 20 or 30 word sentences or cast all of your news stories in one rigid mold. Different stories require different treatment, and variety is an important quality of news stories.

More than 100 news stories checked in a score of newspapers recently had an average sentence length of 29 words and an average lead sentence length of 33 words. Compare these with averages in current magazines:

Magazine	*Average Sentence Length*
Time	16 words
Reader's Digest	18 words
Atlantic Monthly	24 words

Various defenses are offered for the long sentence in news copy. Some say the long sentence is necessary for compression of facts. It can be demonstrated, however, that short sentences often do more to compress facts. Some say long sentences are necessary to give a new angle in the lead. This is often true, but it can be overdone.

Readability Formulas versus News Style

The Flesch yardstick has met a lot of resistance. Some of it comes from academic circles where his formula is regarded as much too simple. On the other side of the fence are some veteran reporters and editors who object violently to having their masterpieces judged by anything that works out in four decimal places.

Dr. Bryant Kearl, chairman of the Agricultural Journalism Department at the University of Wisconsin, says in the *Journalism Quarterly* that at least three conclusions can be drawn about the readability formulas in current use:

1. It is a mistake to expect the scores produced by these formulas necessarily to correlate with actual readership or to provide a valid basis for predicting over-all readability. The for-

mulas deal primarily with writing style. They deliberately omit the study of content, format, and organization, each of which is important to readability.

2. It is a mistake to consider any of the formulas a recipe for a good writing style. They consider only a few elements of writing style; they overlook a great many others.

3. Certain mechanical characteristics of the formulas—the advantage they give to conversational material, their inflexibility in allowance for changes in style—demand that they be used with discretion.

None of these, Dr. Kearl points out, is a reason for discarding the formulas. They have an important place to fill. They are steadily being improved by new research in style. They do no violence to the old journalistic traditions of brevity, simplicity, and consideration for the reader; and they give editors and writers a hint of how badly those traditions are sometimes observed.

But these conclusions raise a stern warning against the person who says, "Of course, this article doesn't read too smoothly . . . but it gets a good readability score." Bad readability scores can give a reasonably accurate warning of reading difficulty. But good scores are not a guarantee of good writing. That is a point which often seems to be overlooked.

For example, study this news story by J. S. Knapp that was used by hundreds of newspapers, and by *Time*, *Newsweek*, and many agricultural publications:

Plant Now Kills the Bug Reversing Age-Old Drama

Ithaca, N.Y., March 10.—It used to be that bugs killed the plants. Now science is turning the tables so that the plant kills the bugs.

By working out the application of an old discovery, Dr. W. E. Blauvelt of the entomology department at Cornell University, has been able to control a number of important pests on florists' crops without the

(*Plant Kills Bug—continued from page 72*)

usual sprays and dusts by simply having the plant itself supply the lethal material.

The work so far has been successful with such plants as chrysanthemums, carnations, azaleas, hydrangeas, snapdragons, geraniums, asters, and Saintpaulia (African violet).

The scientist uses a selenium compound, sodium selenate, which comes in the form of a white powder. It is mixed with water, and certain concentrations applied to the soil where it is taken up by the roots of the plant. From there it accumulates in the sap, foliage, and buds.

Plant Bites Back

The bug bites the plant, and the plant bites back. In the process of getting its food, the insect also gets the poison, and the result is automatic, continuous pest control with the plant doing the work.

In announcing results of three years' work today, Dr. Blauvelt cautioned against too hasty conclusions. "The method is out of the question for food crops," he said. "It applies only to ornamental plants and principally to greenhouse florists' crops and nursery propagation of perennial flower plants. Sodium selenate is highly poisonous and cannot be used on edible plants. Moreover, it is definitely not recommended for home flower garden use at present."

Control for Year

The new method promises to be of particular importance on chrysanthemums and carnations, two major florists' crops. On chrysanthemums, the scientist has controlled, for an entire season, with a single application, the black and green aphids, red spider mite, and thrips. On carnations, the major pest, red spider mite, has been controlled for more than a year by a single application without any injurious effect on the plants.

Damage from the cyclamen mite to Saintpaulia (African violet) was eliminated by simply watering the pots with a weak solution of sodium selenate.

Dr. Blauvelt has also had "promising results" in control of red spider mite and aphids on numerous other florists' crops. . . .

Now consider the comments on this story by Mrs. Amy G. Cowing, a readability expert in the United States Department of Agriculture:

"When I analyzed this release, I didn't expect it to check out COLLEGE level. The Flesch formula seems too tough on this sample. Yes, I know paragraph two is one long sentence (48 words) with three ideas, but somehow it doesn't sound 'college'—hard to read. I tried putting one idea in a sentence in paragraph two but broke up continuity and swing. Paragraph three is full of long words that make the syllable count go up, but these are concrete words."

What substitute words could you use? Mrs. Cowing agrees that many common agricultural terms make the syllable count go up, but if a writer made substitutions the farmer would consider the story ridiculous.

The personal sentence rating of readability tests has been another point at issue. The "you approach" generally is not accepted by newspaper editors, and whether newswriting style should be changed for this reason is questionable.

Nevertheless, with some reservations, many newspaper editors string along with the verdict of a practical editor of one of America's great newspapers who is an enthusiastic disciple of Dr. Flesch. He puts it this way:

"I have no idea how he arrived at his formula, but, in my experience, it works, and that is enough."

The basic idea is being accepted everywhere. It's this: "Writing, if it is to be effective, must be read—and understood—by the reader."

CONSTRUCTING THE NEWS STORY

When you write a news story you will have to forget the form of your English themes. In construction, the news story is in direct contrast to it and to the short story, novel, play, and even the sermon—in fact, all other writing that is known as strictly "literary." Those forms of writing usually start with minor details, gradually building to a climax and ending with a definite conclusion. Often the events of a story or novel are given in chronological order until the point of greatest interest is reached somewhere near the end. If you are in the mood to be entertained during leisure hours, you do not want to have your curiosity satisfied in the first few moments of reading. That is the reason for the suspense.

The news story starts with the most important facts in the first paragraph or lead. The copy that follows develops or enlarges upon those facts in order of importance—not in chronological order.

This standard form, evolved through the years, is practical because:

1. Newspaper readers look quickly over a paper, and the pattern allows them to get the most important facts of the story at a glance. They read news primarily to be informed, not entertained.
2. Editing and headline writing is easier.
3. Stories can be expanded quickly or chopped from the bottom up if there is not enough space.

Writing Leads

Just a few years ago, the first thing a cub reporter learned was that a lead must always contain the five W's—who, what, why, where, when. No exceptions. Times have changed. You need more than bare facts if you are going very far in modern agricultural reporting. Certainly farmers want to know what happened, the facts without frills or distortion. But they want to read interesting copy. Study the modern newspaper leads of experienced farm reporters. They inform and hold interest. They are not just a brief and bone-dry presentation of who, what, why, where, when, and sometimes how.

The simple five-W technique for writing leads for conventional farm news stories, however, will aid you at first. You can develop an informal style after more experience.

In the five-W lead the feature of each story is placed first, as shown in these examples:

1. The "Who" Lead

> James A. Randall, president of the State Farm Bureau Federation, died at 1 P.M. today in Memorial Hospital from injuries suffered in a harvesting accident on his farm near Dryden early this morning.

2. The "What" Lead

> A new plastic heating tape, more simply built and easier to install than the heating cable used to prevent freezing of water pipes in poultry houses, is now available to farmers in this area.

3. The "When" Lead

(The time an event happens is usually not the most important fact of a news story. Occasionally, however, it has significance.)

> On Monday, its opening day, the new processing plant of the Idaho Poultry Producers' Association at Blackfoot was destroyed by fire.

4. The "Where" Lead

(The place of the event or action, likewise, is seldom the feature of the lead, but it sometimes is important to provide a special setting for the story.)

> Bruce Millard's 250-acre farm in the Snake River Valley near Rexburg will be the scene of the 25th annual potato field day on August 6.

5. The "Why" Lead

(In agricultural newswriting the answer to the question "why" is often the feature of a lead.)

> Because of higher feed costs and wage rates, incomes of Wisconsin dairymen this year may fall at least 10 per cent.
>
> The Bureau of Agricultural Economics in reporting this today also estimated that milk production may drop slightly.

The "how" lead also is used frequently in farm news stories.

> By following a few safety rules and using safety devices on farm machinery, North Carolina farmers can save many lives during the approaching corn harvesting season.

Grammatical Forms of Leads

An experienced agricultural newswriter does not often consciously classify the lead he has chosen for a particular story. When he has studied his information for the most important fact, he writes the lead naturally and is at once aware of the style that will be suited to the type of news. At first, however, it also is valuable to become familiar with the several grammatical classifications into which leads can be grouped. By becoming acquainted with them and practicing the writing of the various kinds, creating excellent leads without reference to any kind of classification will become easy.

These are some of the more important grammatical leads:

1. Participial Phrase

> Stretching their national championships to three in a row, the Oklahoma A. & M. livestock judging team again won top honors today at the International Livestock Show in Chicago.

2. Infinitive Phrase

> To combat a locust invasion, Western Kansas wheat farmers banded together today to send a score of helicopters to spray their crops.

3. Prepositional Phrase

> "With present consumer antagonism, the public relations of agriculture is at a low ebb," George Peterson, Grange Master, said today.

4. Conditional Clause

> If feed prices do not rise, income prospects for Broome County poultrymen this fall "look excellent." That's the prediction made today by Cleon Barber, county agent.

5. Causal Clause

> Because milk is worth about a third more than a year ago, dairymen were advised today to take proper care of it during warm weather.

6. Substantive Clause

> That artificial breeding returns a profit of millions of dollars to Michigan dairymen was the keynote of a state-wide dairy conference today at Lansing.

7. Concessive Clause

> Although food production this year will be the greatest on record, Department of Agriculture officials do not expect troublesome surpluses to develop.

8. Temporal Clause

> After six months of intensive efforts neither the Mexican government nor the U.S. Department of Agriculture have been able to stop the spread of the dreaded foot-and-mouth cattle disease.

The Question Lead

(Routine news stories can sometimes be improved with a question lead.)

> Having lawn trouble—bare or faded spots and weeds? If so, these suggestions by Utah State Agricultural College specialists will solve the difficulty.

"Informal" Leads Add Interest

Without elaboration the previous summary leads simply tell the most important facts of a story in one or more short sentences

in one paragraph. This is the news story type of lead most commonly used and the one easiest to write.

There is a second general type of lead which is growing in favor—the informal lead. This type usually answers the what, when, and why questions more indirectly than the summary lead; they may be entirely absent from the first paragraph or two, appearing further in the story. The following examples show the difference between the formal, or summary, lead and the freer, informal type. The first shows that, although in a more casual manner, three of the five W's may be answered at once in the informal lead:

> The nation's apple eaters [who] may soon [when] have an apple with as much vitamin C as an orange [what].

Notice this informal lead and its development in the following two paragraphs:

> Farm animals pick up $200,000,000 worth of bruises a year on their way to market.
>
> And this figure includes only bruises on loins, rumps and hams, the American Veterinary Medical Association's national convention was told here today.
>
> Dr. W. E. Logan of Topeka, Kansas, reported to the convention that about two-thirds of the damage is due to careless handling of animals in transit. He explained that the bruises show up when the carcasses are dressed at packing plants and the high losses are reflected back to livestock producers.

To these types of leads could be added scores of others, but those presented will give you a start.

SEVEN DO'S AND DON'T'S ABOUT LEADS

(Adapted from International News Service)

1. Paraphrase quotations that are not of importance and that require use in full. Take every precaution, however, to avoid loose or inaccurate paraphrasing. Do not change the meaning. Moreover, do not use quotations that merely repeat the lead or a subsequent paragraph.

Example:

A story might read:

Atlanta, March 10.—Dr. R. B. Hatch of the Agricultural Experiment Station, warned farmers today that without cobalt a cow may starve in the midst of plenty.

"I have warned farmers that cows can suffer starvation unless they get cobalt in their diet," Dr. Hatch said.

The second paragraph is superfluous. This, perhaps is an extreme example, but do not fall into this habit to any degree.

2. Avoid using explanatory phrases not absolutely necessary for clarity and understanding. They often slow the reader as well as lengthen the story.

Example:

Two paragraphs in a wheat contract negotiation story might read:

Under a wheat agreement now being formulated, farmers of Juab County are expected to get a flat $2 a bushel, instead of the $1.85 they received last year.

The figure represents a compromise, inasmuch as Roger Bailey, Juab County Wheat Growers' Association president, originally asked for $2.08.

A simple and direct approach eliminates the phrase "under the agreement now being formulated" since that obviously is the subject of the entire story. Other word thrift produces this version.

A flat $2 a bushel reportedly is proposed for Juab County wheat growers this year, instead of the previous $1.85. Roger Bailey, president of the Growers' Association, originally asked $2.08.

3. All agricultural news stories—top flight and routine—should give the pertinent facts quickly. Save "suspended interest" leads for feature stories. Salient points should be in the first few paragraphs of every news story.

4. Keep leads under a maximum of 40 words—the shorter the better. Try to write all leads in three typewriter lines or less. Usually the news can be told effectively within those limits. The farmer can tell the facts of most leads—after reading or listening to them—in 20 words or less. The headline writer does it in

ten words or less. Often the long, unwieldy lead can be avoided by breaking it into two paragraphs without sacrificing news importance to brevity.

Example:

The long, unwieldy lead might read:

> The possibilities of using black light electric traps to catch tobacco hornworm night-flying moths in an attempt to thus reduce damage by hornworms in tobacco plantings will get a field test starting tomorrow in parts of the four southeastern states of West Virginia, Virginia, Georgia, and North Carolina this summer through cooperative efforts of the United States Department of Agriculture, State Experiment Stations, and electric power supply companies and it was reliably reported that if the tests are successful observations will be made in other southern states next year.

This is an example of how some writers fall into the "double lead" error—trying to wrap up two or more events at once when it is not necessary to news balance. Some editors have another description of it—an overloaded lead, squinting in two directions.

The story should be told simply:

> Electric traps to catch the damaging tobacco hornworm night-flying moths will be field-tested starting tomorrow in parts of four southeastern states.
>
> United States Department of Agriculture officials report that if the tests in West Virginia, Virginia, Georgia, and North Carolina are successful, the work will spread into other southern states next year.

5. Choose your verbs carefully.

The lead is the showcase for the entire story. It should have a good, vigorous verb denoting action if it is to command the interest it merits. The verb is the powerhouse of those few first words. It should not be dull and passive, but don't strain a point or risk misrepresentation by trying to be too dramatic.

6. Do not use the attributive phrase unnecessarily. If the source must be given in the lead, avoid dangling it at the end of the sentence. Either use the source at the beginning of the sentence, if absolutely necessary in the lead, or use it in a second sentence or paragraph.

Example:

Temporary silos rank as "good, cheap" storage for Davis County farmers for this year's big corn crop, according to William Pendergast, county agent.

Pendergast said that temporary silos can be constructed from snow fencing lined with heavy paper, etc. . . .

Simple and direct style would state such a newsworthy development like this:

Temporary silos rank as "good, cheap storage" for Davis County farmers for this year's record corn crop.

William Pendergast, county agent, reports that temporary silos can be constructed from snow fencing lined with heavy paper, etc. . . .

7. Avoid the use of the pronoun "I" except when absolutely essential, such as in direct quotes or in eyewitness stories. The farm reader should know at all times who the "I" is to appreciate what is said.

After the Lead

In the body of the news story be certain that your reader knows who is responsible for the statements presented. This is the reason most news stories keep repeating such phrases as: according to . . . , he said, he explained, the speaker emphasized, and the like. It is important that you clearly state the source of the news because the paper generally is not the source or the authority, except in its own editorials on the editorial page. Mentioning the source only once at the beginning of the story is not sufficient.

Note in this news story how the source or authority is referred to (in italics) and the direct and indirect quotes:

Dallas, Texas, Dec. 12.—Agriculture's shift over the past 50 years from muscles to machines and more scientific farming means a better living in peace as well as better chances for survival in war.

This was the statement today of W. I. Myers, Dean of the College of Agriculture at Cornell University, at the annual meeting here of the American Farm Bureau Federation. His topic was, "American Agriculture at Mid-Century."

"Modern wars are won by men who require not only food and fiber," *he said,* "but also planes,

(*Dean Myers Speech—continued from page 82*)

tanks, ships and guns that can be produced only by workers not required for farm production. The achievements of the United States as the arsenal of democracy depend on the teamwork of the world's most efficient industrial and agricultural production."

Dr. Myers cited mechanization, increased yields per acre and scientific advances in livestock production as important factors in increasing output of farm workers. *He stated* that the free-choice system of private competitive enterprise has given Americans the highest standard of living in the world, and continued improvement depends on greater production by each worker in all parts of the economy.

The greatest threat to continued progress in agricultural efficiency, *according to the speaker,* is the possibility of rigid governmental controls accepted as part of a program of price and income supports . . .

News versus Editorial Opinion

Newspapers should supply facts and background which add significance to facts. Background—or interpretation—is not opinion. For example, the report that the secretary of the farmers' association dislikes the president of the labor union is news; to explain why there is this dislike is background; to remark that you, the reporter, do not blame the farmer representative for disliking the labor representative is opinion. Background is a vital part of the news and should be included; your opinion should not.

The job of the agricultural reporter for the daily or weekly paper obviously is to cover the news—the essential facts, with such interpretation as is needed to make those facts understandable.

Arthur Krock, head of the Washington Bureau of the *New York Times,* says his policy is to keep a vigil against the intrusion in news dispatches of the personal views, political philosophies, likes or dislikes and other prejudices of the reporter or his superiors. Color is admitted to a news story only when it is a fundamental ingredient in the sum of the facts. Adjectives with a slant are deleted if they creep into a story. And if the desk in Washington or in New York decides that the emphasis in a dispatch is too heavy on one factor, so that it suggests—or seems to suggest—any of the personal animations listed, the story is

ordered rewritten. Mr. Krock says that since he sometimes includes comment and opinion in his by-lined articles, they usually appear on the editorial page and on a Sunday page which carries the same type of material. The reader is on continuous notice that this material, while based on the news and more often than not the vehicle of new factual matter, is an expansion of the formula that controls the news columns.

CHAPTER VII

Copyreading and Headline Writing

A CHECK ON REPORTING

YOU should edit or copyread your stories after you finish typing them (always double-spaced) to catch style, spelling, and grammatical errors and to cut unnecessary words. In addition, your stories will usually go under the heavy pencil at the copy desk. Here the copy gets a last thorough checking before it is set into type. Sometimes the copy is reorganized, shortened, or lengthened. It also is made to conform with the individual style of the newspaper—its rules for capitalization, abbreviation, the use of figures, punctuation, and the like. Style sheets vary widely, so the most practical thing to do is use one from the local paper or from your college journalism department. Incidently, as a result of the AP teletypesetter, many newspapers have adopted the AP style sheet.

Most copyreaders use the set of about twenty-two symbols that are on page 86 to avoid detailed instructions to the linotype operator. These symbols are not proofreading marks, although there is some duplication. The copyreader uses the symbols on the copy—the proofreader does his work on proofs taken from type after the copy is set in the composing room. Note the indicated copy changes around and between the lines of the news story shown on page 87.

Expertness in copyreading comes only with practical work, pitted against deadlines.

COPYREADING MARKS		
Marks	How Used	Meaning
	Farmer	Make it a small letter
	farmer	Make it a capital letter
	James Knapp	Set in small capitals
	farm editor	Set in boldface
	agriculturist	Set in italics
	will not always speak	Delete
stet	dairymen called on the	Restore wording
	the beat	Insert word or letter
	ration	Close up space
	Land GrantCollege	Separate words
	USDA 6	Spell out
	street (or) ten	Abbreviate or make a digit
	market	Transpose letters
	the market farm	Transpose words
	The Dean said today	Paragraph
No ¶	No ¶ Alan Miller contended	Do not paragraph
	Apple growers not here today and decided not to accept the government's proposal.	Join copy
	Martin Jorn's wheat crop has broken all previous yield records in Kansas.	Indent both margins
)(	"a champion Holstein("	Note quotation marks
^ (or)⊙	July 16^ 1954⊙	Note comma and period
-More-		Story not yet completed
-30-(or) #		End of story

COPYREADING AND HEADLINES

Ithaca, N. Y., Feb. 10 - A Cornell $cientist said today that ~~future prospects indicated that~~ antibiotics may be a valuable addition to poultry feeds, but they won't make a good ration out of a poor ~~ration.~~ one

Doctor F. W. Hill of the Cornell Univ. Agricultural Experiment Station, reports that ~~at the present time~~ there is no evidence that antibiotics will replace any known nutrients. Best results in feeding experiments have been obtained when antibiotics were added to complete rations containing high quality materials ~~according to Prof. Hill.~~

The drugs, which include penicillin, terramycin, aureomycin, and bacitracin, ~~for all intents and purposes~~ step up the growth rate of chicks by as much as ten per cent and have an even greater effect on turkey poults. ~~Much~~ research ~~has been conducted for the purpose of showing results and it has been proven~~ shows that this stimulation disappears by the time the chicks are 16 weeks old. The effect is also less as turkeys get older. ~~In the meantime,~~ there is no evidence that antibiotics increase egg production or hatchability, the poultry scientist ~~warnes.~~ states

~~Since all this is so,~~ more research will be needed ~~in order~~ to find out just what makes antibiotics so effective in stimulating growth, Dr. Hill explains. He ~~went on to~~ points out that feed manufacturers ~~throughout the whole industry almost always~~ usually have to use rule-of-thumb guides ~~in~~ to decide the ~~amount~~ quantity of ~~the~~ drugs to use. ~~At present~~ as much as ten grams are added to each ton of finished feed, but research ~~entered upon by Experiment Stations~~ shows that as little as five grams may ~~sometimes do the job.~~ be enough

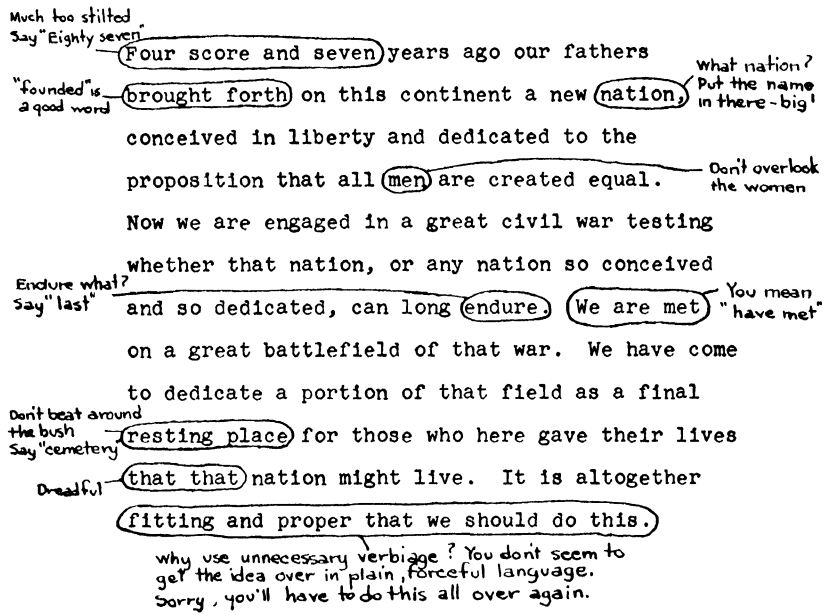
-30-

Study your news stories carefully; use the copyreading symbols as you read. Look up names, verify doubtful spelling, and watch for style variations and violations.

An annoyed reporter sometimes calls a copyreader a "copy butcher," because he has made drastic changes in the reporter's story. One such young man sent this facetious communication to the head copyreader:

LINCOLN'S GETTYSBURG ADDRESS

Corrected and improved after the manner of a certain copyreader who lives (and will die) by the blue pencil.



HEADLINING FARM NEWS

On a large paper, building headlines is usually another duty of the copy desk, but on a small publication you may have to write the heads for your stories. Therefore, you should have a knowledge of type and know the paper's headline schedule.

The headline is the salesman for the farm story. A poor head-

line loses a sale. A good one summarizes the story, compels attention, arouses interest, leads the farmer right into the copy. The most important news has the largest headlines, and news of less importance is headlined with smaller type. When carefully chosen and well placed, headlines make a page attractive. They are the chief means of breaking the monotony of body type. The page appears more inviting to readers.

The most significant purpose of headlines, however, is to summarize the facts in the story. Headlines are to the page of a paper what the lead is to the story. The lead gives the gist of the entire subject matter in a sentence or two, so that the idea of the story may be grasped at once; the headline presents in skeleton form the concrete information to be found in the lead. The reader then gets the news of an entire page almost at a glance.

The news story headline should be complete and clear so that the farmer does not have to read the story to understand it. After glancing at the headline his only reason for reading further would be because he had become so interested in the facts briefly presented that he wanted to have them elaborated.

Use Active Verbs

Your English is important in headline writing. It is a real art to be able to construct headlines that are exact and intelligible without using stilted, worn-out words and phrases. Whether it is in a display head or in one of lesser importance, the verb is usually the most important word. Almost always it should be active rather than passive. At any rate, it should be vivid and full to action. Headline verbs are seldom in the past tense; present tense stands for either present or past time, and future tense for events that have not yet taken place. By way of variation, participles are sometimes used for the present or past tense and infinitives for the future tense.

Words that are best for headlines are concise and of Anglo-Saxon origin. They are seldom of more than two syllables in

length. This is principally because long words in heavy type are difficult to read. Articles and auxiliaries are usually omitted because every word must count.

Making Headlines Fit

One of the main difficulties in constructing headlines is the fact that the words chosen must be made to fit the space across the column of the paper. This space is divided into units. In most cases, capital letters and *w*'s and *m*'s get one and one-half unit counts, noncapitalized letters and spaces between words one count, and *i*'s and *l*'s and punctuation marks a half-count. This sample schedule, for example, shows that you could not have more than 14 unit counts per line for a 24-point, one-column head:

MAXIMUM UNIT COUNT PER LINE

Size of Type	*Column Widths*			
	1	2	3	4
18 point	18	37	56	74
24 point	14	28	43	57
30 point	12	25	37	49
36 point	10	21	32	42
42 point	8	17	25	33

Count the units in this 24-point, one-column head to check the schedule:

Officials Warn (13½ units)
Blackleg Loss (13 units)
To Be High (11½ units)

This, of course, is only a sample headline-counting schedule for one paper. Other publications with wider or narrower column widths and different type would vary.

Kinds of Headlines

Headlines for news stories range from one-column wide in small type (12- or 14-point, for example) to two, three, four, five, six, seven, and eight columns in much larger type. An eight-column headline in 72-point type would be a one-inch streamer across the entire page. One- and two-column heads, however, in 18-, 24-, 30-, and 36-point type make up by far the largest number written. And the most popular and easily read headline is "flush left." It does not have to have an exact count; only maximum count has to be considered. White space at the end is all right; in fact some editors prefer it.

Example:

A two-column, two-line, 30-point, flush left head:

German Farm Youth Arrives Under U.S. Exchange Plan

Another headline style used by many papers is the "drop" or "step" form with two, three, and sometimes four lines. The first line is flush to the left, the second centered, and the third line flush to the right:

Example:

A one-column, three-line, 24-point "drop" head:

Bracken Wins
Show Honors
At Salt Lake

A large number of papers today do not have decks or banks under the main headings. Those that use this style of make-up generally have only one deck, occasionally two under each main headline. These decks usually give further details of the story.

Example:

New Product Raises Problems For Farmers

Dairy Leaders Say Concentrated Milk Should Be Class I

When a news story is so long that it has to be continued on another page, it carries a run-over headline. If the first headline is short, it is repeated, followed by "continued from page —." If the head on the first section of the story is long, the first part of it is repeated, so that the remaining paragraphs of the story can be readily identified.

The departmental or standing head differs from the headline that presents straight news. It represents a kind of news that is run under the same head in various issues of the paper. "Grange News," "On the Farm Front," "Farmer's Dispatch," are common departmental headings. They cannot be classed as typical headlines, for their make-up is entirely different.

CHAPTER VIII

Agricultural Stories in the News

SCIENCE—THE BIGGEST STORY

FROM small beginnings, reporting agricultural science has grown into an important, well-established, responsible branch of journalism. It is helping to gain support for agricultural research and to educate farmers and the general public in scientific thinking. A more important reason for interpreting agricultural science is to make it more useful.

The late Dr. Glenn Frank, president of the University of Wisconsin, once said that the future of America is in the hands of two men—the investigator and the interpreter. He stressed that one advances knowledge, the other progress. "History affords abundant evidence that civilization has advanced in direct ratio to the efficiency with which the thought of the thinkers has been transplanted into the language of the workers."

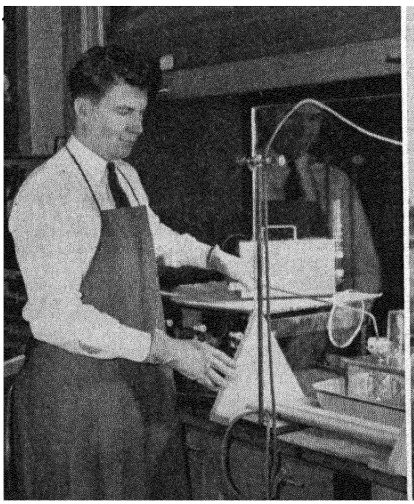
The business of agricultural science has pressed ahead at an astounding rate, but the reporting of it has not kept pace. The latest reminder of this came from a study group, headed by D. Howard Doane, which analyzed the effectiveness of agricultural research in the United States Department of Agriculture and at the state experiment stations. Members of this group, including agriculturalists and nationally known journalists, recognized that great accomplishments had been made in agricultural research, but they pointed to a weakness in revealing the re-

sults of this research to the public. They included a strong recommendation in their report that steps be taken to improve this situation, and the report was adopted by the Special Subcommittee of the House Committee on Agriculture.

Problems of Scientist and Reporter

Some wag insists that it's called *re*search because the scientist is always searching over again for something another scientist found out years ago but concealed in some little-known and perhaps wholly unintelligible publication. Scientists are very prone to regard their work as finished once they have completed their investigation and written a technical manuscript embodying their findings. There the thing ends, as far as they are concerned; but there the work of the agricultural journalist begins.

If you intend to be an agricultural science writer you must first of all be a reporter. You should have the farmer's point of view. In writing your material you should think and write like a farmer, not like a scientist. You should know what interests the farmer



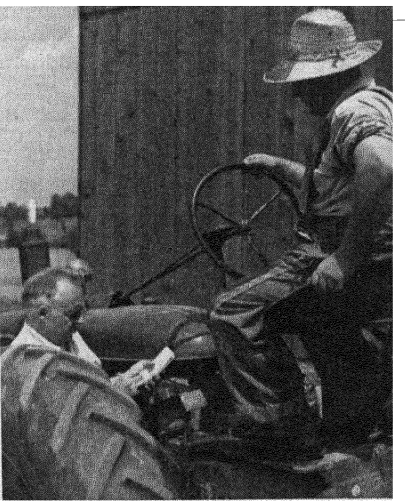


Figure 18 (*left*). One of your toughest problems is to find a scientist who can explain his work in simple, brief, clear language.
Figure 19 (*right*). Farm reporters agree that some of the best agricultural stories come from successful farmers.

and, equally important, how much the farmer can understand and absorb.

You can learn about science partly by reading, but even more through your experience in covering science news. F. Barrows Colton, an experienced science writer for newspapers and magazines, says that "science writers try hard to build up their background, to get the news straight, and write it accurately, but they cannot do the job alone. It is up to the scientist to learn how to explain his work so that the writer understands. With a little thought and effort this can be done."

To illustrate the pitfalls of scientific jargon for the layman, Dr. George R. Harrison of the Massachusetts Institute of Technology tells this classic story, as reported in the Washington *Star:*

A plumber of foreign extraction with a limited command of English wrote the National Bureau of Standards and said he found that hydrochloric acid quickly opened drainage pipes when they got clogged and asked if it was a good thing to use.

A Bureau scientist replied:

"The efficacy of hydrochloric acid is indisputable, but the corrosive residue is incompatible with metallic permanence."

The plumber wrote back, thanking the Bureau for telling him the method was all right. The scientist was a little disturbed and showed the correspondence to his boss—another scientist. The latter wrote the plumber:

"We cannot assume responsibility for the production of toxic and noxious residue with hydrochloric acid and suggest that you use an alternative procedure."

The plumber wrote back that he agreed with the Bureau—hydrochloric acid works fine. A top scientist—boss of the first two—broke the impasse by tearing himself loose from technical terminology and writing this letter:

"Don't use hydrochloric acid. It eats hell out of the pipes!"

Reporting Basic Research

You and other agricultural journalists should interpret more frequently the problems to which basic research is directed. Fundamental research does not get the attention that the so-called "practical or dollars-and-cents dividend science" receives.

Consider, for example, a fundamental piece of research that on the surface looked silly. A plant scientist at one of the experiment stations was working for years on a certain problem with violets. To the layman it didn't make sense. But the scientist was merely using violets as experimental plants to lay the foundation for knowledge that later paid off for farmers. Out of his work came new species of perennial legumes and pasture plants that helped make dairying a paying business in an area where farmers previously had to import forage from long distances.

Messages such as this about achievements in agricultural science are important. Farmers, and for that matter many village and city dwellers, like to know about them provided they are understandable. Newspapers also like to print them if they are clearly and simply told. In spite of all this, your foremost problem is not how to get the research news, but how to write it.

SCIENCE STORIES IN THE NEWS

To help you write science stories, study the news style technique of the following examples, the first by the late Howard W. Blakeslee, science editor of the Associated Press.

Cornell Cows Disease-Free

This Is "Unusual" Herd: It May Cut Milk Costs

By Howard W. Blakeslee

Ithaca (AP).—Hopes for cutting costs of milk may depend on an unusual herd of cows at Cornell University's new Veterinary Virus Research Institute.

The plans are described by the director, Dr. James A. Baker, professor of bacteriology. One big cost item is the length of a cow's productive life. That is the time during which she gives milk.

That life is now three years, but it should be seven. Mastitis and other diseases are responsible. The cause of mastitis is not entirely known, nor is there always a cure.

Cornell's herd is disease-free, the only one of its kind. It numbers 27 cows, and one bull. The herd came from the Rockefeller Institute at Princeton, N.J., which closed recently. The herd rode here in sterilized furniture vans, that never before held a cow. Hay comes from pastures that never had cows, and never were fertilized with manure.

Special Isolation

The animals are pastured behind a double fence. The inner is to keep them inside. The outer fence, much higher with a barbed wire canopy, keeps out humans and animals.

The caretaker enters a barn opening upon the pasture. Before he calls the cows, he strips, takes a soap and water shower and dresses in an all-rubber costume. Newborn calves are caught in a sterile bag.

For medical experiments cows are brought in a van from the pasture to special isolation stalls in an animal building constructed by New York State. All this gets rid of stray diseases which otherwise complicate attempts to improve cattle.

One of the stray infections, recently found by Dr. Charles J. York of the Institute, is an elementary body type virus that infects calves. These are small particles found in the organs of calves. Except Cornell's herd, all calves in this vicinity have them. Experiments to study them are starting.

Disease Spreads

A new menace, discovered in New York State this year, is a disease caused by a corkscrew-shaped germ, and called leptospirosis. The disease spreads through an entire herd if one cow gets it, kills 10 per cent, stops all milk for a week, and then cuts the milk yield in half until the cow has another calf.

This infection was first recognized in Texas in 1942, then in New Jersey in 1944. This year it came to New York and Wisconsin, the two largest milk-producing states. A cow after being ill becomes a carrier for three months. The Institute is working on a drug to eliminate the carrier stage, and also on a vaccine to prevent the disease.

The following news story by Jack Spaven, now Vermont extension editor, was used by weeklies, dailies, and magazines throughout the world (a matted picture, showing the new product, went along with the story):

Durham, N.H., May 1.—A new-type concrete so much lighter than ordinary concrete that it floats in water was revealed today by Russell R. Skelton of the civil engineering department at the University of New Hampshire.

This light-weight material can be sawed, nailed, and will hold screws. Besides being less expensive than ordinary concrete, it is resilient or shock absorbing. Moreover, the new product is warm, makes an excellent insulating agent, and is fire resistant, says Prof. Skelton.

Cement-sawdust concrete has been thoroughly tested both in the laboratory and in actual use. It has been found "excellent" for walls, footings, and floors for poultry houses. Five years ago an experimental floor was placed over an old wooden floor in a permanent poultry house and for that period exposed to extreme temperature changes. There is no evidence of wear or deterioration.

Because of its light weight, Prof. Skelton reports that cement-sawdust concrete is "particularly valuable" to put over wooden floors which are worn out before the rest of the structure. Ordinary concrete weighs about 150 pounds per cubic foot—cement-sawdust concrete, depending upon the mix, from 30 to 100 pounds.

By comparing two versions of the same story the advantages of a brief, simply written science story can be illustrated. The first one (about 150 words)—the popular story—was carried by a large number of papers in many states. The second story (approximately twice as long) is too detailed for most newspapers. Furthermore, the news style is poor.

Here is the widely published story:

Life from birth to death can be supported on an exclusive diet of milk.

Recently completed experiments by Cornell's Agricultural Experiment Station show that white rats can live to ages comparable to 70 and 90 in humans with no food other than cows' milk. The animals resemble men and women who have lived on borrowed time, said Dr. C. M. McCay, the scientist who conducted the research.

For nearly three years one group of rats were kept on a milk diet while at the same time another got rations of cereals, meats, and other normal human foods. There was no difference between them. The milk-fed rats, though, never had to chew during their lives.

Regardless of the tests, Dr. Mc-

(*Milk Diet Tests—continued from page 98*)

Cay doesn't recommend that older persons abandon a balanced diet of milk, eggs, meat, bread, fruit, and vegetables. He stresses that the experiments prove that milk is a valuable food for older persons as well as children.

The little-used, unpopular news story follows. (Note the unimportant detail, repetition, and editorial opinion, particularly in the latter part of the story. If used at all, the last three paragraphs should be direct or indirect quotes by the scientist.)

The Cornell Agricultural Experiment Station reported today that milk rates as one of the ideal foods for all stages of life, and is especially useful during the later years because it requires no cooking, need not be chewed, has no wastes to be disposed of in garbage, and provides the many essentials needed in old age—protein, calcium, and water.

To determine whether milk supplemented with essential trace minerals would prove adequate for the whole of life, Dr. C. M. McCay started an experiment with white rats about three years ago. Sixty young rats were fed pasteurized milk from the dairy herd from the time of weaning. The litter mates of the 60 milk-fed rats numbered 180. They were fed mixed diets similar to those eaten by man.

Normal Life Span

All rats were kept in single cages in an air conditioned room until they died of old age. The length of life for each of these groups of rats proved normal or an average of about two years. No special diseases developed that made the milk fed rats die sooner than the others.

At the time of death each rat was carefully dissected and the bodies of these rats were studied by specialists to determine the effect of the various diets upon the teeth and the organs of the body. These examinations are not completed.

Milk for All Ages

The results of this research are clear, however, in the over-all picture. Milk is a satisfactory food for all stages of life—from birth to death—and not just a food for the growing young.

This experiment does not indicate that older persons should abandon a good mixed diet of milk, eggs, meat, bread, fruits, and vegetables; it does show, however, that milk is a valuable food for older persons as well as for children.

The diet at age 65, and after may determine the difference between a healthy, happy life and the bored experience of a burdensome invalid confined to his bed. For 20 years the Cornell Station has devoted much of its research to studies to learn the best diets for mature adults.

MARKET NEWS—A VITAL SERVICE

The farmer generally turns to two sections of his paper when he sits down to read—the one with the market news reports,

the other, the weather. And he rarely misses the early morning or noontime radio reports on both.

Since 1915 the federal Market News Service has been collecting and distributing regularly and promptly accurate and complete marketing information. Because market news is available for free public use, it helps many growers solve their marketing problems and puts them on a more nearly equal bargaining basis with those with whom they deal. At an early date dealers in farm products developed their own private sources of information, and private market-reporting agencies were established to supply the growing demand for information. These private agencies operated in a limited way, and reports were supplied to subscribers only. This situation placed the farmer "behind the 8 ball" in bargaining with buyers better informed than himself about actual market conditions.

The Market News Service of the United States Department of Agriculture actually is six separate services—Cotton, Dairy and Poultry, Fruit and Vegetable, Grain, Livestock, and Tobacco. Agreements between the department and many states have made possible an expanded service.

Leased Wire Network

Market information is transmitted from one market news office to another by leased wire. Eighty-seven market news offices are connected by 11,000 miles of communications wire leased on an eight-hour-day basis. The leased wire operates through eight circuits, each serving a section of the U.S. Messages placed on the wire at any one place in the circuit reach all points on that circuit and can be relayed to offices on any other circuit. The leased wire service is supplemented by teletypewriter exchange service (TWX) and Western Union telegraph between seasonal offices and points on the leased wire, and in California through the state-operated short-wave radio. The Tobacco Market News Service telephones market news between its offices.

Each market news office reporter uses whatever part of the news carried on the leased wire is of value in his reports. For example, if you were the fruit and vegetable Market News Service reporter in Chicago, your daily report might have brief statements on market conditions in Philadelphia, New York City, Pittsburgh, Boston, or other terminal markets and from a number of shipping points. This would be in addition to information concerning market conditions in your own city. You would release the market information to farmers and others through mailed mimeographed reports, newspapers, radios, bulletin boards, personal contact, telephone, and telegraph.

Press Coverage

AP, UP, INS, and Transradio Press carry market news information over their facilities to newspapers and radio stations in all parts of the country. These services pick up market news reports from many of the market news offices for transmission to local and distant points. Special consolidated market news reports are prepared for their use by the five area offices of the Information Branch, Production and Marketing Administration, in Atlanta, Chicago, Dallas, New York City, and San Francisco. These consolidated reports cover all major commodities for each market in areas in which there is a federal or federal-state Market News Service. They are prepared for midmorning, afternoon, and overnight transmission.

Approximately 1,100 of nearly 1,800 daily papers published in the United States carry market news information. In addition, 2,000 weekly papers and scores of farm magazines frequently carry market news reviews and special articles of local interest based on market news reports. As mentioned previously, information on which these newspaper reports are based comes either directly from the market news offices or from them via the wire services. In a number of cities the market news reporter prepares special reports for the local newspapers on commodities which are of special interest.

Radio, TV, Telegraph, Mail Services

More than half of the 2,300 AM radio stations and many FM and television stations regularly broadcast market news information. In nearly all instances, radio market news reports are adapted to the specific needs of the listening audience. A city station may broadcast a report of local wholesale prices, or, if it is adjacent to a producing area, prices that are received by shippers for near-by products. A station serving a producing area may report on local prices, prices paid in city markets, and shipments currently moving from the area. These radio and TV reports are sometimes written by a market news reporter or an employee of an area office of the PMA Information Branch. Usually, however, the reports are written by employees of the radio or TV station on the basis of information furnished by the Market News Service through one of the commercial news services.

Whenever there is sufficient demand for a CND (Commercial News Dispatch) report on a product in a given market, the Western Union Telegraph Company transmits such market information on a subscription basis. When requested to do so by Western Union, any market news office furnishes information on which to base such a report. Information by wire is also supplied by market news offices to out-of-town users on a collect basis.

Each of the market news services puts out market news reports which are mailed upon request. These reports are issued at different time intervals—daily, weekly, monthly, semiannually, and annually—depending on the type of information and the needs of users. More than 25,000,000 copies of these reports are distributed annually. While they are not disseminated as speedily as those broadcast over radio or television, they provide a more complete and detailed report that can be studied at leisure and filed away as an authoritative record.

Examples of Market News Stories

This excerpted story is a sample of the material in the *Northeast Farm Market Review,* issued each week. Note the terminology and style:

For Release: Week of August 7

New York—(USDA).—Prices at wholesale markets moved lower for many of the products of Northeast farms during the first week of August. The United States Department of Agriculture says dairy products were an exception, with markets firmer as production fell off seasonally. Fruit and vegetable prices also strengthened toward the close, with poor weather slowing the harvest.

But egg prices weakened when dealers' stocks piled up in the face of lighter demand. Poultry prices slumped, on both live and dressed markets, along with meat prices. Those lowered prices and larger receipts also depressed livestock returns, although calves and sheep made some gains. Tobacco sales were light on auction markets as the season neared its close.

Egg markets closed weaker. Top-quality offerings continued to get best demand, but Specials—packs of eggs individually grading at least 20 per cent AA quality—were extremely scarce at New York, with too few sales of wholesale-sized lots to establish prices. The top quality eggs available at New York—running 10 to 15 per cent AA—sold 1 to 2¢ a dozen lower on large, with mediums down 2 to 3½¢ a dozen. . . .

Poultry Prices Lower

Live poultry markets were barely steady to weak, under liberal to heavy offerings. On the Del-Mar-Va peninsula, broilers and fryers sold 1 to 2¼¢ a pound lower. At terminal markets, broilers and fryers were irregularly lower. Hens weakened at all markets, after a firm opening at all but the New York market. In dressed poultry trade, iced hens weakened after a firm beginning as offerings increased. . . .

Tobacco sales were light on Southern Maryland markets, and average prices for most grades held steady. As the week closed, net sales for the season reached 34,527,762 pounds, at an average of $47.74 a hundred pounds. . . .

Less Milk Surplus

Lessening surpluses of milk and good demand brought a steady to strong tone to Northeast dairy markets last week. Milk output dropped seasonally, although it continued to hold better than 11 per cent above a year ago in the New York milkshed. Supplies for fluid use were generally sufficient. . . .

Philadelphia retail prices increased 1¢ August 1, along with similar increases previously reported in the federally-administered markets.

Sweet cream was steady to firm at all centers. Supplies proved barely ample for demand, and Boston dealers, especially, sought new sources of supply outside the milkshed.

Butter followed the general firm-

(*Market News—continued from page 103*)

ness. At New York, prices gained ¼¢ to ¾¢ per pound on all grades. Local supplies dwindled, as the milk surplus dried up. And at the close of trading in New York City, Grade AA butter (93-score) wholesaled at 62½¢ per pound, with the Grade A (92-score) closing at 61½¢ to 61¾¢. Cheese markets were fully steady, too, with fractional price increases on some styles. Evaporated milk made a general advance of 25¢ per case on Friday.

Most cattle and hogs sold lower in Northeast livestock trading last week. But calves and lambs were steady to strong. At Baltimore, offerings of dry fed cattle were fewer in number. Slaughter steers were unevenly steady to 25¢ lower, while heifers and cows showed little change. . . .

Offerings of some nearby produce items were curtailed late last week by poor harvesting weather, but, in general, vegetable supplies continued liberal. . . . Delaware and Maryland cantaloups moved in volume to most Northeast centers and prices declined. . . .

This is a typical daily newspaper market report on livestock:

Ogden, June 19 (UP).—Livestock:

Cattle 100. Mostly cleanup trade on late arrivals Monday. Cows steady. Few stock steers unchanged. No other early sales. Utility $22.50–$24.00. Cutters $21.00–$22.00. Small lot good 525 lb. stock steers $32.00. Calves $25.00. No early action.

Hogs 100. Butchers $.25–.50 lower. Few sows steady, few good and choice 248–250 lb. butchers $23.10–$23.25. Some 220–240 lbs. around $23.50. Odd head choice 200 lb. sows $18.50. Few good 475 lbs. $17.00.

Sheep 200. About eight loads Idaho range spring lambs on sale. No early action. Small lot good and choice 97 lb. local truck-in spring lambs $31.50. Odd head old crop shorn lambs number two pelts $26.00. Few good shorn slaughter ewes number one pelts $13.50.

Here are two interpretive market news reports—the first a story from the *New York Times*, the second from an Iowa State College publication. Note how clearly they are written and the absence of "official" market news jargon. The *Times* story is written in news style, the Iowa item is not.

Pork Loin Price Off, But Lamb Increases

A sharp drop in the price of pork loins and a rise in the price of lamb featured trade yesterday in the city's wholesale meat markets.

Kenneth B. Sherman, a market news analyst for the United States Department of Agriculture here, explained, however, that the quantity of lamb being offered for sale was so limited that any price quotation would have little meaning.

In the case of pork loins, the de-

(*Meat Prices—continued from page 104*)

partment quoted the price as "fully $4 lower" a hundred pounds than on the preceding day.

Other classes of meat were said to have been steady in price after a week of slight reductions, with lamb at $4 to $6 higher for the week the only important exception.

With livestock prices continuing high, market observers were wary of making predictions about developments next week. Retail meat prices, which already have reflected wholesale declines of recent weeks, were said to be remaining relatively constant.

The Iowa State College report mailed to farmers:

The Chicago oats market has been in the doldrums for many weeks. Only recently have advances in corn prices paved the way for modern strength in the oats market. Right now, oats are a good buy as a substitute for corn—if they can be bought at a normal discount from the present Chicago price.

However, the Chicago price is only part of the story. Reports indicate that Iowa farmers just are not selling oats. Farmers are holding a greater share of the crop this year than at any time in history. The Iowa grain trade reports that almost no oats are commercially available at the current market price based on Chicago.

In many areas, oats are selling locally for feed at prices equal to the Chicago price of around 80 to 85 cents. There is likely to be a rising oats market this winter based mainly on local demand. However, with most of the crop being held off the market, a producer would be wise to hold beyond the late winter months. After that the market could break if a rush to unload should develop.

Crop Reports Are Big News

Thousands of conscientious, capable farmers throughout the country regularly report monthly crop conditions to the Bureau of Agricultural Economics in the United States Department of Agriculture. About 600,000 farmers report at least once during the year, in addition to thousands of persons who do business with farmers.

Release of the national monthly crop report may seem mere routine news, but newsmen reporting on future crops are treated to a spectacle of mystery and suspense that rivals the launching of a new atomic weapon. The night before general crop estimates (on wheat, corn, cotton, and other crops) are to be released, field reports from crop reporters across the nation are secreted in a box, reinforced with two locks, in the main build-

ing of the United States Department of Agriculture. At 6 A.M. the next day, the box is removed under guard to a corridor on the second floor of the adjacent south building. Here the whole corridor is locked, with guards at each end. Nobody can get in without a special pass, and, once in, there's no getting out until the 3 P.M. deadline for releasing the crop report. This release time coincides with the close of the Commodity Exchange so there is no possibility of affecting the market that day.

To make sure there is no communication with the outside world in this agricultural "Shangri-La," all telephones are disconnected. Guards even lower and latch the Venetian blinds in the large room where the crop estimates are prepared so there will be no signaling from windows. (This was how a report on the estimated cotton crop leaked prematurely back in 1905, and speculators made a big killing.) At noontime, lunch is wheeled in for members of the Crop Reporting Board and their aides, but not even the food bearers can get out—once they're in—until 3 P.M. The secretary of agriculture, who usually arrives about 2 P.M. to read and sign the finished report, also must wait until the release time.

Just before the deadline, copies of the report are taken to a special pressroom and placed face down in a battery of telephone booths. Across the room, reporters fidget behind a white line painted on the floor, like trackmen toeing the starting mark. Not until an official of the Crop Reporting Board of the Bureau of Agricultural Economics yells "Go!" on the stroke of 3 P.M., can the newsmen rush to the phone booths to dictate their stories.

This is an example of an introduction in the crop report from which the reporters phone their stories:

Continued improvement in conditions for crop development in June has resulted in prospects among the most favorable the country has known. Farmers were able to plant crops on the largest aggregate acreage since 1933. Yield prospects are reported virtually as good as the best in recent years.

Winter wheat prospects improved, despite adverse harvesting conditions in parts of Oklahoma and Kansas, and spring wheat acreage exceeded planting intentions by

(*Crop Report Summary—continued from page 106*)

nearly a half-million acres. As a result, an all-wheat crop of 1,070 million bushels, 16 million more than on June 1, is now in prospect. Larger acreages of corn, hay, soybeans, and sorghums than intended earlier are growing under mostly favorable conditions. Of the major crops only rice and hay are expected to set new production records, but several others will be of near-record size. As a result, aggregate production, based upon current forecasts, may exceed that of any year of record except 1948. [The report continues with other details.

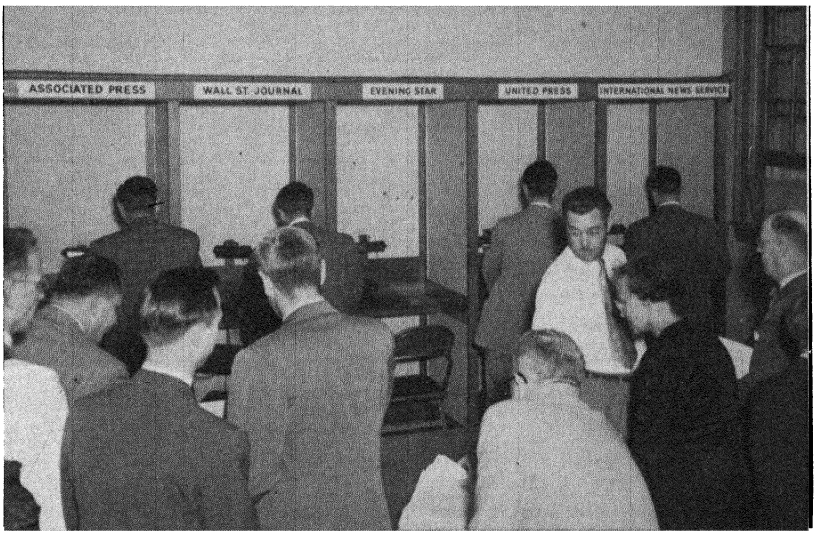


Figure 20. Reporters rush to the booths to phone in their stories on the national crop report.

After this assignment, the reporters have time to review the national crop report in more detail for other stories. In addition to this report, the Washington office of the Bureau of Agricultural Economics and its state statisticians release many other newsworthy crop and situation reports.

EVERYBODY READS ABOUT THE WEATHER

The Weather Bureau always ranks as a priority source for news items. And because agriculture is practically 100-per-cent dependent upon the weather, you will write about it often if you are reporting farm news. You can tie in weather reports with

spraying information for fruit men and in dozens of other ways rely on that subject of universal interest.

Floods and drouth make spot news as evidenced by this well-written story.

Missouri Floods Peril Crops; Drouth, Fires Hit Southwest

By United Press

The swollen Missouri River rolled across 55,000 acres of rich farmlands Friday while drouth and forest fires plagued the Southwest.

The "Big Mo," almost 12 feet above flood stage, swept over lowlands around St. Charles, after pounding through the last barrier, a railroad embankment, Thursday. The flood waters spilled into the Mississippi, which rose over Front Street in St. Louis and forced evacuation of 35 families.

About 80 families were moved out of the St. Charles area, including George Ansler who had refused to budge earlier even though his home was only a stone's throw from the doomed railroad embankment.

Flood Warnings

More rain pounded down on eastern and central Kansas and western Missouri, adding to the flood danger. More than 1500 miles of rivers and streams were out of their banks in northeast Oklahoma and a flood warning was issued at Sioux City, Ia.

Gov. Edward J. Arn proclaimed an emergency in Kansas, even though major rivers in the state were falling. He said the state would seek federal aid to help repair $750,000 damages to the state highway system.

Kansas farm officials said the floods have worked havoc to the state's crops. Only 10 per cent of the Kansas wheat crop had been harvested by Friday, when half the harvesting would normally be completed.

Pray for Rain

But in the Southwest Indians prayed for rain and helped battle a raging forest fire in the Gila National Park. The fire broke into a lush stand of Ponderosa Pine near Silver City, N.M., after already charring 15,000 acres of timber. Apache Indians were among the 700 men fighting the blaze. Park Supervisor Edwin Tucker said the flames were spreading to big timber in McKenna Canyon, but hoped to have the fire under control by Saturday.

More men were rushed to fight a small fire touched off by lightning in the Santa Fe National Forest 25 miles to the northwest.

Arizona Indians prayed for rain in their annual southwest pow-wow and the weather bureau indicated their pleas may have been answered by forecasting some showers

(*Missouri Floods—continued from page 108*)

in the Flagstaff area. It would be the first rain in the state since mid-May.

The bitter drouth spread to the ranges of northern Mexico, where officials said cattle deaths were becoming serious.

Battered Iowa, which was swept by floods earlier this year, braced for new overflows as the Floyd River swelled to 20 feet at James.

That news story became the basis for an editorial in the Salt Lake *Tribune*. As a matter of interest, note the local tie-in and the difference in the style of writing. Editorial opinion is here where it belongs:

Nature Out of Joint

For all his scientific progress man is helpless when nature goes on a rampage. This is re-emphasized this summer by vagaries of weather—floods taking a tremendous toll in the middle west, and the west and southwest devastated by unprecedented drouth.

While flood damage in Missouri and Kansas multiplied into the millions and thousands of acres of crops rotted in the fields, New Mexico reported the worst drouth in at least 25 years and forecasters said the Rio Grande River would be bone dry by September "unless a miracle happens."

Southern Utah residents are suffering the most severe dry spell in their memory. Towns are facing the prospect of nearly empty reservoirs, stockmen are hauling water to their animals or moving cattle and sheep to other areas; springs and creeks are drying up; crop losses are heavy.

After weeks of hot, dry winds several towns throughout Wyoming, Colorado and other western states have clamped on rigid irrigation restrictions and crop prospects in several areas are dark.

In despair and anger, some persons in both the sodden middle west and the parched far west are criticizing the rainmakers, who went to work early this year with optimism in an effort to "balance" nature. Some have wondered out loud if rainmaking activities might have caused moisture to fall in the wrong places. Throughout history, however, nature has been overly generous in some sections and miserly in others. That cloud seeding has not relieved the drouth emphasizes again the sagacity of Mark Twain's much-quoted observation about the weather, and that science has a long way to go to control moisture.

The Salt Lake Valley has reason to be thankful for its good fortune. Water from the Deep Creek Reservoir began flowing into Salt Lake City pipelines Saturday, marked by a ceremony. This reclamation project is designed to supply metropolitan Salt Lake's water needs for years to come.

Drouth and floods point up the need for intelligent conservation. Watersheds with a good plant and

(*Nature Out of Joint—continued from page 109*)

topsoil cover absorb most of the rainfall and snow melt, thus preventing floods. Watershed protection helps avoid floods downstream. The future of this country depends on an awakening by the people to the need for sound conservation and proper use of water. If the water is carefully husbanded and nature's processes protected, the United States can remain strong. If this basic wealth is squandered, this nation, like others before it, will perish.

Analyze this well-written news story. Note its completeness and the number of sources contacted by the reporter—the Weather Bureau, United States Department of Agriculture, local meteorologists, an association, and a prominent rancher:

Severe Drought Spreads In Southwestern States

Whole California-Texas Area Affected–Cattle Moved as Rain-Making Fails and Reservoirs Hit Low Levels

By Gladwin Hill

(Special to *The New York Times*)

Los Angeles, Jan. 6.—From Southern California to Texas, the Southwest is in the grip of a severe drought of several months' duration.

Farmers and ranchers who two years ago were battling the blizzards that occasioned widespread aerial "haylifts" to save livestock now are praying for precipitation.

In Northern Arizona, up to a third of the 250,000 cattle that normally would be on the range in five counties has been shipped out, because of the spareness of feed, to feed lots in California, Texas and the irrigated Phoenix area.

The diet of the remaining animals is being supplemented with cottonseed and other additives.

The Flagstaff Weather Bureau, in the heart of the area, reported that the district had received only 10.48 inches of rain last year, about half of normal.

In New Mexico, some authoritative observers have found the water shortage nearly as severe as last summer's, which aroused fear of a repetition of the "dust bowl" of the thirties. The situation was alleviated by early fall rains.

Third Driest Year

It has been dry for nearly three solid months. The last appreciable rain in Albuquerque was Sept. 30, and rainfall for the year totaled only 4.1 inches, again just half of normal, making it the third driest year since Weather Bureau records started in 1892.

(*Southwestern Drought—continued from page 110*)

New Mexico winter wheat growers are worried about this year's crop, which amounted to 700,000 acres at sowing, just under the record year of 1947. The extreme dryness has encouraged worm and bug infestations.

Ranchers there likewise have been pulling their stock off the ranges. The northwestern part of the state has been hard hit, with a shortage not only of range grass but also of stock water. In eastern New Mexico the condition of the ranges was last estimated by the United States Department of Agriculture at 80 per cent of normal.

The state's principal reservoirs of irrigation water were close to all-time lows, with Elephant Butte and Caballo Reservoirs down to 392,000 acre-feet (an acre of water a foot deep), about half of normal annual irrigation needs for the lower Rio Grande district they supply.

Rainmaking Fails

New Mexico has been the site of a number of promising "rainmaking" operations in the last year, and ranchers have contracted for more "cloud-seeding" over seven Northeastern counties this spring. The meteorologists involved, however, have emphasized that their silver iodide diffusion only increases the downpour where conditions are already right for precipitation, and that they cannot induce rain from clear skies such as have prevailed lately.

In Central Arizona all reservoirs except the Salt River Valley System are too low to permit normal irrigation.

A leading rancher in Northern Arizona, H. V. Watson of Flagstaff, commented a few days ago:

"Let any person who thinks the stockman's life is one of easy profits and no work consider the fact that we are burning up this year, while only two years ago we had so much snow our cattle were bogging down in the drifts and freezing to death.

"We had six feet of snow on the level on our ranges and were hauling feed to cattle on sleds. This year it's so dry even the rattlesnakes have left for other areas."

Two Years Behind

Southern California reckons itself more than two years behind in rainfall and counts its drought as dating to March, 1944.

Since that date, the aggregated rainfall under normal "deficit" has totaled 36 inches—the normal rainfall for twenty-eight months.

The Colorado River Water Association, the California water users' organization which has spearheaded the still unresolved struggle with Arizona over apportionment of the river separating the two states, observed publicly this week that some 1,000,000 Southern Californians were dependent on city supplies already being obtained from the Colorado, and in the present drought would be subject to water rationing if they had to count on local rainfall.

At Santa Barbara, eighty-five miles north of Los Angeles, officials sponsored an abortive "long-shot" rain-making experiment last week, blowing silver iodide into the sky for three hours in the admittedly forlorn hope of coaxing moisture out of the tail-end of a distant storm.

MEETINGS—A NEVER-ENDING ASSIGNMENT

Farmers are probably the "meetingest" people in the world. Farm reporters often comment that farmers' organizations—and there are hundreds—hold so many meetings that it's a wonder any work gets done on the farm. You will seldom shout with joy when you get a meeting or speech assignment, but with some digging you usually can come up with a respectable news story. If copies of speeches aren't available, and many times they're not, shorthand could help you get the high lights quickly and accurately.

Two types of meeting releases are generally written—the advance story and the story telling what happened at a meeting. When you write the first type, don't fall into the common habit of preparing it in this fashion:

A meeting for all Tompkins County dairymen will be held Tuesday at 8 P.M. in the Trumansburg Grange Hall.

County Agent Ernest J. Cole announces that pasture irrigation, with two types of sprinkler systems, will be discussed. Most of the discussion will center around ways and means of eliminating the dried-out pasture problems in mid-summer and greatly reduced milk production. It is possible for farmers to spend $50 an acre irrigating pasture and realize a clear profit of up to $150, Mr. Cole reports. Several farmers will tell of their experiences.

If the farmer did not read beyond the lead, would he likely be encouraged to attend this meeting? Pick the feature of the meeting and play it up in the lead:

How to spend $50 an acre irrigating pastures with a sprinkler system and make up to $150 profit, will be explained at a meeting for all Tompkins County dairymen Tuesday at 8 P.M. in the Trumansburg Grange Hall.

County Agent Ernest J. Cole reports that most local dairymen don't have to put up with dried-out pastures and a big slump in milk production this summer. At least a score of farmers in the county have discovered that they can irrigate pastures and make money doing it. At this meeting several of them will present facts based on their experiences with two types of sprinkler systems.

The same general rule should be followed when reporting what happened at a meeting—emphasize what in your judgment

was the most important action or statement. You can use the lead technique of an indirect quote, a direct quote, or numerous others.

For example, the following story, although greatly condensed and not in the order presented, is an accurate presentation of the most important material. The lead is an indirect quote. For variety in the body of the story, the reporter used direct and indirect quotes and summary statements.

Miami Beach, Aug. 21.—An authority on bovine obstetrics reported today that cows undergo "childbirth without fear," but sometimes develop serious complications after the calf is born.

In a speech before the American Veterinary Medical Association's national convention here, Dr. H. E. Kingman, Sr., of Cheyenne, Wyo., said "cows, just like human mothers, may need special care. The bovine mother may be subject to the same nervous strain as the human mother when giving birth to her young, and this is likely to upset the delicate balance of the endocrine glands which secrete hormones."

Physical examination of cows is important to determine whether delivery will be normal, he said.

Retention of the placenta, a common difficulty, is probably caused by an upset in the production of hormones, the veterinarian suggested. In a study of 156 cows suffering from this condition, 5 died, 11 became permanently sterile, 12 were temporarily sterile, while 128 were restored to normal health soon after treatment.

Dr. Kingman said that prompt treatment, together with feeding the stricken animal through the veins, helps save many cows that otherwise would die from calving disorders.

The following example shows a direct quote lead with the body of the story similar to the Kingman release:

Houston, Tex., June 19.—"Brush type strippers eventually may be the successful answer to low-cost, completely mechanical harvesting of cotton in the Southwest," W. J. Oates, an agricultural engineer of the U.S. Department of Agriculture, said today.

Speaking before the American Society of Agricultural Engineers at their annual meeting, the engineer described the harvester as the best of the two mechanical methods in handling the short-fibered, small cotton plants grown on the Texas and Oklahoma plains.

With present day cotton strippers, Oates explained, the cotton plants are run between mechanical fingers, rolls, or a combination roll and stripping bar. These machines not only strip cotton from the plant, but oftentimes tear off plant branches and stalks—even pull the whole plant from the ground. Clogged machines and trashy cotton are the results. In addition, some of the cotton falls back

(*Cotton Brush Stripper—continued from page 113*)

through the strippers and is lost.

The experimental brush stripper —a new type in the South—substitutes revolving brushes for the fingers or rolls. Because the brushes are pliant, they take the cotton from the partially dead plants without bits of stem, and hold any loose cotton that would otherwise fall to the ground.

When you report a series of speeches, usually put the speaker's name near the beginning of the paragraph in which he is quoted. In a rapid reading of the story the reader's eye catches the change from one speaker to another. For example:

Rochester, Jan. 10.—Problems of selling apples under current conditions dominated today's sessions of the New York State Horticultural Society.

Dr. Max E. Brunk, agricultural economist at Cornell, told the growers they could increase the sale of apples if retailers priced them in larger units. He said a study of more than 80,000 homemakers showed that stores which sold the most apples priced them in six- and seven-pound units.

The housewife bought 20 per cent more apples in six-pound units than in four-pound units and cut her purchases when the package was reduced from four to two pounds. Moreover, largest apple sales were in stores that displayed both packaged and bulk apples.

Dr. C. G. Garman, farm economist, attributed part of the fruit growers' dilemma to the rush of consumer buying for durable goods.

"It's meant a pinch on the housewife's food budget for a large part of her current and future income has been obligated already," he explained.

New York State food processors paid growers nearly $25,000,000 for fruit produced last year, reported William Sherman of Rochester, secretary of the Association of New York Canners. The pack of apples, estimated at seven million bushels, is the biggest pack in history.

A prominent Virginia apple grower predicted "at least as good a future for the apple industry in Western New York as in Virginia." Sam Levering told the growers that the greatest need in western New York is two or three large, high-quality, high-yielding dessert apples to supplement the production of processing apples.

Stories of elections of officers at meetings generally make good short news items. They are not difficult to write. Notice how simply, yet completely, this story from the Oneonta *Daily Star* covers the election of an FFA president:

Werner Weigel of Cherry Valley has been elected president of the Otsego County Future Farmers of America.

Eugene Wells, president of the Springfield Central School chapter, was elected county secretary. Both elections were conducted today at

(*FFA Officers—continued from page 114*)

the annual meeting in Cooperstown, attended by five of the 13 chapters: Schenevus, Worcester, Edmeston, Cherry Valley and Springfield.

New county officers, in line with the policy of the county organization, will be given a one week leadership training course at Camp Oswegatchie before they assume their new duties.

LIVESTOCK SALES AND FAIRS

The real value of a news story reporting a livestock sale is that it reveals to the farmers who did not attend the buyers and the prices paid. A story of this kind also shows which breeds of livestock are popular. The general form of presentation is to include the price in the first part of your story, followed by a list of the animals and the buyers. Each individual paper carrying news of this type usually has an order of its own in presenting these lists. Here is a typical sales story:

Ithaca, N.Y.—An average of $492.83 per head, exceeding last year's figure, was realized for fifty-three cattle at the fifteenth annual Northeastern Aberdeen-Angus sale held here today. Total sales amounted to $26,120.

The grand champion bull, Rally Black Envious XII, owned by Senator Frederic H. Bontecou of Rally Farms, Millbrook, N.Y., was auctioned for $2,900 to Ess Kay Farm of East Aurora, N.Y. It was the highest selling bull ever going through the Northeastern sale.

Reserve championship went to the bull Bethel Bardonian from Bethel Farm of Pine Plains, and sold for $520. Grand champion female, Barbara G. H., owned by Good Hope Farm of Old Chatham, N.Y., was sold for $1,350 to Dean Godden of Williamsport, Ohio. He bought the most cattle, accounting for seven head. Reserve and top-selling heifer, from Rally Farms, was bought for $1,650 by W. L. Hanning of State College, Pa.

There were eighteen consignors. William Barton of the *Aberdeen-Angus Journal* judged the show. Sales manager was Myron M. Fuerst of Pine Plains, and auctioneer Roy O. Johnson of Belton, Mo. Professor J. I. Miller of Cornell, executive secretary of the association, stated that more Aberdeen-Angus were purchased by upstate New York farmers than at any previous sale.

Fairs—county, state, regional, and national—still hold their popularity with Americans. Here rural people bring the results of their skill and handicraft, show competitively the produce of their land. Fairs are glamorous and colorful, and patrons view them with a certain sentiment. For this reason all types of media

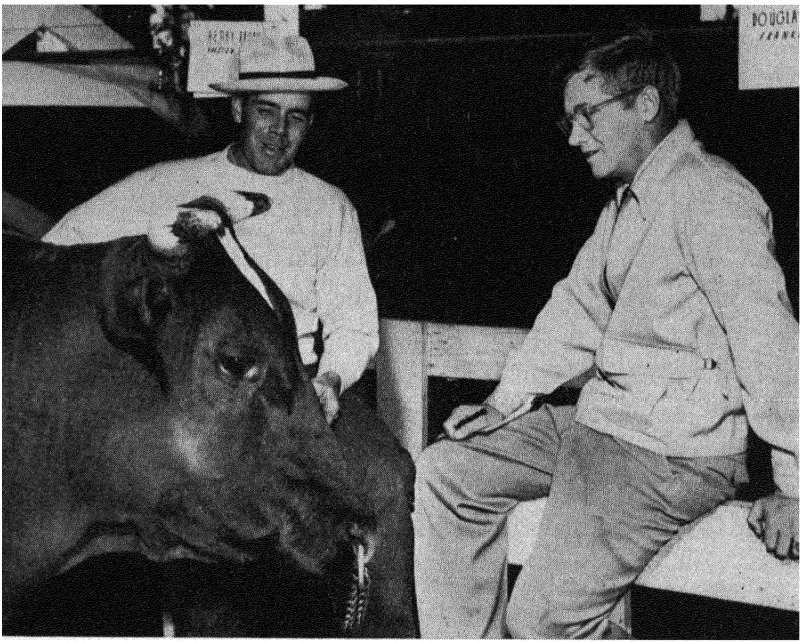


Figure 21. Fairs continue to hold their popularity with readers in both city and country. Here a farm editor (*right*) interviews a livestock exhibitor at the Utah State Fair.

cover and report fairs. As with livestock sales stories, a publication may have its own style and instructions to reporters on fairs. Here's a typical example from a paper in a livestock area:

1. In preparing reports and writing about awards, follow our style sheet, and use our blanks for awards.

2. The story should include a statement of the approximate total attendance at the exhibition; a reference to the weather (whether favorable or otherwise); a comparison of the fair or show as a whole with previous exhibitions; a review of the outstanding attractions; a description of new buildings or features; a few lines on improvements contemplated or needed; a paragraph on farming and stock-raising conditions in the territory of the fair or show; a reference to the farm crops, poultry, fruit, and machinery exhibits, and amusement features; and, if possible, a brief interview with the secretary or some other official, giving his views of the fair and its success.

3. Write a few short paragraphs descriptive of the champions and principal winners of all the breeds in the livestock department.

4. Give a complete list by breeds of all exhibitors in the livestock department, together with their postoffice addresses. Do not forget to list their addresses.

5. Prepare a complete list of all awards on all breeds of dairy and beef cattle, hogs and sheep.

6. Give the full names and postoffice addresses of all judges.

An example of such a story from Rutgers follows:

New Brunswick, N.J., August 22.—Forsgate Farms of Jamesburg won a lion's share of the awards at the annual show of the New Jersey Holstein Association at Far Hills today.

Forsgate's exhibited the grand champion bull, a $7,500 animal named Smithland Supreme Champion, and the grand champion cow, Weber Kan'ida Blacky. Other Forsgate winnings included the junior championship in the "Get-of-Sire" class, the first place senior yearling female, and the cow with the best udder.

A silver trophy awarded by Mrs. Mark Keeney of Verona to the exhibitor of the best 4-H female of the show went to John Irving Stryker, Jr., Neshanic, on his cow which placed first in the three-year-old class.

Another 4-H club member, Mary McDonalds of Branchville, exhibited the first-place animal in the two-year-old class.

The best junior yearling heifer was exhibited by Island Stock Farm of Whitehouse, the best senior calf by Anderson Fowler of Peapack, and the best junior calf by Sunnyvale Farms of Lafayette.

Thomas H. Benton of Blairstown, exhibited animals which won first place in the senior "Get-of-Sire" class.

Glen Householder of Brattleboro, Vermont, who judged the show, complimented the New Jersey breeders on the high quality of the 160 animals entered. Householder is director of the Extension Service of the Holstein Association of America.

The following state fair exhibit story from North Carolina State College is far superior to the run-of-the-mill variety:

Raleigh, Nov. 1.—"Corn like that would produce 250 bushels to the acre!"

This was a typical comment heard at the "10 best hills" corn exhibits at the North Carolina State Fair. The winning exhibit, entered by J. L. Kepley of Route 3, Chapel Hill, Durham County, consisted of 10 main stalks and 21 suckers which produced 55 ears and shelled out 24.3 pounds of corn.

These 10 hills might be considered a "freak of nature" except that Alpheus Gatling of Hertford County, first president of the Negro 100 Bushel Corn Club, was a close second with 51 ears on his 10 hills

(*Corn Exhibits—continued from page 117*)

which shelled out 21.6 pounds of corn. Joseph H. Walston of Bertie County won third prize with 48 ears shelling out 20 pounds. Both Kepley and Gatling grew Dixie 17 corn. Walston grew N.C. 27.

"When a farmer plants a bushel and a peck of wheat," says Dr. E. R. Collins, in charge of extension agronomy work at State College, "he feels well repaid when he gets a yield of 30 bushels per acre—an increase of about one to 23. Similar increases are expected from most farm crops. Actual count, however, showed that Kepley's 10-hill exhibit contained 29,350 kernels of corn. This return of one to 2,931 emphasizes the outstanding return that can be expected from adapted hybrids properly cultivated and fertilized."

ADVICE STORIES GALORE

From the most prominent sources of agricultural news—state and county extension services—come thousands of "how to" stories. They are valuable if well written and if they have a news peg. "Preachy" stories, however, get nowhere with farmer readers, and most newspaper editors don't want them. Occasionally, agricultural writers try to pawn off stories that have practically no news value—the perennial "now is the time to plant strawberries" type, passable in a garden column, perhaps, but not in the news columns.

Notice the news peg used in this story from Oklahoma A. & M. College and how the advice is handled:

Stillwater, Jan. 10.—Parathion, the greenbug insecticide, saved more than two and one-half million bushels of wheat in Oklahoma during the past year's greenbug infestation.

This is the estimate by state farmers and county agents. Approximately 654,000 acres of state wheat were sprayed with this powerful insecticide.

R. G. Dahms, Oklahoma A. & M. College entomologist, reported today that the extent of greenbug damage to state wheat this year is dependent largely on the weather in the next few weeks. Near zero weather for a considerable length of time is not favorable to greenbug growth.

Parathion, used extensively in the state for greenbug control, is extremely dangerous unless the necessary precautions are taken, Dahms emphasized. It is one of the organic phosphate insecticides and acts on the nervous system when consumed in sufficient quantities.

The entomologist stressed that there is little need for alarm when using the insecticide if precautions listed on the container are followed.

Parathion can be absorbed through the skin when handled

(*Parathion Saves Wheat—continued from page 118*)

without rubber gloves and protective clothing. It gives off a poisonous vapor, making an approved respirator necessary. This respirator is equipped with chemical cartridges that will take care of poisonous organic vapors.

Symptoms of parathion poisoning include headaches, weakness, chest pains, blurred vision, salivation, nausea, vomiting, and cramps.

Dahms warned that when these symptoms occur a physician should be consulted immediately. Atropine, preferably by injection, is used extensively against parathion poisoning. Under no circumstances should morphine be given a patient overcome by the insecticide, Dahms explained.

If a farmer suffers ill effects from parathion, he should not handle it for at least thirty days, allowing his body to build up natural resistance.

INTERVIEWS—NEWS "GOLD MINES"

Farmers like to read about themselves, their neighbors and other persons they know, about those of whom they have heard, about farm leaders prominently reported in the news. Practically every story you gather will involve interviewing, and many stories will be based solely upon this method. Generally the persons you interview for stories will have accomplished something unusual or will have become recognized authorities in agriculture.

Attention to these suggestions on preparing for and conducting an interview can spell the difference between success and failure:

1. Whenever possible, make an appointment either by telephone or letter. A county agent can help you arrange an interview with farmers you don't know. He "breaks the ice," making your assignment easier.

2. Before you make the interview, learn all you can about the person and the subject. Talk to others; look up facts in books, bulletins, and other sources.

3. Prepare in advance a list of questions you want to ask the interviewee. Others may come to mind during the interview, but with a prepared list you're not likely to leave without the most important facts for your story.

4. Be cordial and informal so both you and the interviewee will be at ease.

5. Take enough notes during the interview so you will be able to write a complete and accurate story.

6. Always express your appreciation for the interviewee's valuable information and time.

Be Accurate and Fair

In an interview story you should remember that the facts given represent an editorial in the words of another person. Don't use poor judgment in quoting, and don't write misleading copy by quoting out of context. If someone gives you information in an interview which he requests be off-the-record (not used or printed) honor that request. Moreover, the person interviewed should be protected by omitting anything which might sound unworthy or foolish when it appears in print.

Whenever time permits, especially in the interview story giving scientific or technical information, check the facts with the source after the story is written.

Examples of Interviews

In the news stories that follow the reporters have used various writing patterns. Here's a United Press reporter's interview with a farm organization official:

The American Farm Bureau Federation President said today in an interview that he would urge Congress to fight inflation with tax increases instead of controls over prices and wages.

Allan B. Kline stated that "price-wage controls may be endurable during an all-out war but are unsuitable for a long mobilization period which may last from five to 20 years."

Urging a $4,000,000,000 increase in personal income taxes, he said this would have "an anti-inflationary effect by bringing consumer purchasing power more nearly into line with the prospective reduced supply of goods available for civilian consumption."

The Farm Bureau official endorsed the administration's request for a 55 per cent rate for the regular income taxes of corporations, which now pay 47 per cent.

Note the reader interest appeals in this excellent interview story from a farmer by a Des Moines *Register and Tribune* farm reporter:

Dairying without Hay

By Glen Cunningham

Mitchellville, Ia.—A unique venture in dairy feeding in Iowa—a shift to year-round use of silage and elimination of hay—is under way on the Isadore Pomerantz farm four miles south of here. Pomerantz has one of the largest herds in Iowa—100 Holsteins in the milking line on his 225-acre farm—and his sole purpose in shifting to silage is to lower production costs.

"The dairy farmer is in a tight squeeze," he comments. "He can't do anything about high labor costs or the price he gets for milk and cream. That leaves only one place to cut costs—on feed.

"And you've got to watch out in attempting to cut costs there. You can't short change a high-producing cow on her feed, or milk production goes down. Poor, cheap hay, for instance, means a lot less milk."

Pomerantz is pretty certain he is moving in the right direction. He is enthusiastic about the new program, and believes he can cut feeding costs as much as 50 or even 60 per cent without any appreciable drop in milk output.

"I'm sure it can be done," he said. "I've seen it done by dairymen back east where they feed beet pulp and out on the west coast where the cows are confined in drylot all the time.

"A lot of those farmers have to buy all their feed, too. But they have a big advantage over dairymen in Iowa because they receive more for their milk."

Pomerantz says he can put up silage for about $1 a ton against a cost of from $8 to $10 a ton to bale hay and stack it, not charging for machinery and equipment used in either operation. . . .

[Mr. Cunningham then quoted Iowa State College livestock feeding experts and gave more details about the farming operations of Mr. Pomerantz.]

To get a complete story, a farm reporter may have to interview several persons. This is an example of a composite interview story:

Salt Lake City, Dec. 2 (UP).—A fast spreading poisonous Russian weed is "threatening the very existence" of the $600,000,000 livestock industry of seven Western states.

Livestock men and government officials said in interviews that the nation's supply of beef, wool and lamb will be sharply curtailed unless the weed, called halogeton, is brought under control promptly.

(*Russian Weed—continued from page 121*)

Halogeton, a hardy invader that thrives on land too dry for most vegetation, already has been found in varying degrees in Utah, Oregon, Nevada, Montana, Idaho, Colorado and California. Baffled experts warned that other states, including Texas and its vast rangelands, also might soon find that the poisonous weed has crossed their borders.

"We have to be prepared to halt halogeton's damage to the livestock industry or liquidate the industry," warned Tracy R. Welling, chairman of the Utah Agricultural Commission. "It's a threat to America's sheep and cattle comparable to the hoof-and-mouth disease epidemic that's raised so much havoc in Mexico."

Seeds Hitch Ride

Specialists in noxious weeds say that America's first halogeton seeds probably hitched a ride from their native lands northeast of Russia's Caspian Sea in a shipment of hardy grass seeds being imported to replenish growth on Western rangelands.

The first recorded appearance of the weed was near the railroad right of way in eastern Nevada, near the livestock center of Wells, in 1935. Sheep and cattle eating halogeton in the fall particularly became sick, and scores died as long as fourteen years ago in Nevada. The weed, especially when dry after fall frosts, has a heavy content of oxalic acid that precipitates calcium from the blood of its victims.

Livestock Killed

However, little concern over the invader was felt until a few years ago when a stockman in the Raft River Valley of southeastern Idaho lost 1,620 head of sheep out of a flock of 1,700 in six hours after the animals ate the weed.

"There is no way of telling just how many sheep and cattle have been killed or made so sick they never recovered fully," according to H. Byron Mock, of Salt Lake City, regional administrator for the Federal Bureau of Land Management, "but it runs into the thousands."

On the Federal and private ranges of the seven states now involved are at least 2,000,000 cattle and 5,000,000 sheep. All are endangered by halogeton, Mr. Mock said.

Spreads Quickly

What has frightened the stockmen about halogeton is its spread. From the few plants in Nevada, the seeds have been blown by the wind, skidded over the snow, carried in mud on animal hooves or transported inadvertently by trucks and trains until the weed has bloomed over hundreds of thousands of acres.

The plant closely resembles its botanical cousin, Russian thistle or tumbleweed, in appearance except for a hairlike growth at the tip of the leaves. It is green in early life, the fall. Eight to 24 ounces of the dried weed are enough to kill an average 120-pound sheep because of an oxalic acid content averaging 20 per cent.

The heaviest growth is now in northern Nevada, southern Idaho and western Utah. The other four states have only small spots of infestation. However, some of these are on river headwaters where seeds could easily float downstream to infest new acreages.

Interviews by Letter

You can occasionally make successful interviews by letter when time isn't a problem, but distance is. Ask questions of persons whose opinions on a certain subject are sought and valued; then weave the answers into a story with credit given to the source. For example, study such a letter, the reply, and the interview story.

The reporter's letter to Mr. Prosser:

Your County Agent, C. C. Davis, told me today that you have had a couple of years of experience with the controversial "no-roosts" plan in your poultry house. I would appreciate it if you would be willing to write to me, giving your opinions of this method. If agreeable with you, I would like to use the information in a story for our farm page.

Mr. Prosser's reply:

Last week I heard several speakers tell of the great advances the poultry industry had made during the past fifty years; that several of the fundamentals good fifty years ago are still good today. In my humble opinion it is no better for a flock of hens to lie and sweat on their own droppings now than it was at the turn of the century.

Last summer we completed a 40 x 200 summer shelter, installed an automatic feeder and waterers but *no* roosts. We put in 3,000 Nichols New Hamps. At night when I visited the pen it looked as though not more than 1,000 were in the house. In the morning there was a cake of manure in one corner, and many of the birds had wet, dirty feathers. I have no experimental evidence to prove this harmed the birds, but it just didn't make good "chicken sense." We installed low perches over wire. At present there are 4,000 hens in this house. They all roost, and I figure that I keep about 75 per cent of the manure away from them. There is no crowding at night, and no dirty, wet birds in the morning.

I realize most of the new large houses are being built in New England without perches, and the lights are turned off without dimmers at night so that the birds will be spread out.

The news feature based on the letter:

To roost or not to roost chickens is the question being debated by poultrymen—and there are plenty of arguments on both sides.

Arthur E. Prosser, Orange County, poultryman, lines up on the negative side after trying the no-roost plan. Last summer he completed a 40 x 200 summer shelter, installed automatic feeders and waterers, but no roosts.

"We put 3,000 Nichols New Hamps in this pen," Mr. Prosser recalls, "and when I visited it at night they had piled up and it looked as though there were fewer than 1,000 birds."

Objections Cited

Then he emphasized his principal objections in this fashion: "In the morning there was a cake of manure in one corner and many of the birds had wet, dirty feathers. I have no experimental evidence to prove that this harmed the birds. But it just didn't make good 'chicken sense' to me, so we installed low perches over wire."

There are 4,000 hens in this house now—and all of them roost. The poultryman figures that he keeps about three-fourths of the manure away from them. Moreover, "there's no crowding at night and no dirty, wet birds in the morning."

Mr. Prosser mentioned that he heard several experts speak recently on "the great advances" the poultry industry had made in the past fifty years. They said that several of the fundamental practices which were good fifty years ago are still good today. "In my humble opinion," he added, "it is no better for a flock of hens to lie and sweat on their own droppings this year than it was at the turn of the century."

Building Costs

The Orange County poultryman admits that other farmers he knows like the "no-perch" idea. These poultrymen, most of whom raise heavy breeds, say that building costs are lower, the roostless pens take less to maintain, and they find it easier to work in them. Several farmers add the advantage of fewer rats, but there's no real agreement on this.

Because of some of the difficulties described, Mr. Prosser and many other experienced poultrymen suggested that farmers either wait to see how the practice can be improved, or try it out on a small scale at first.

ACCIDENT ASSIGNMENTS

The first thing a reader wants to know about an accident is "Who?" then "What happened?" followed by "When?" If your news sources are "well cultivated" the facts on these unfortunate occurrences will be telephoned to you promptly. You also should check with police and hospital officials as a routine matter.

The facts in this short item were telephoned to the reporter a few minutes before the 1 P.M. deadline on Saturday:

Roy Hansen, a Freeville farmer, lost his arm in a hay baler just before noon today. At press time his condition was described as critical at the Duchesne County Hospital.

These were all of the facts available at the moment, and the reporter did not have time to dig for further details. A follow-up story on Monday was written like this:

Roy Hansen, who lost his arm Saturday in a machinery accident on his farm at Freeville, was in "fair" condition today at the County Hospital.

Termed by his physician as being in "good spirits considering his misfortune," the 30-year-old farmer, lost the arm in a hay harvesting mishap.

He was operating a hay baling machine when he noticed that the string used to bind the hay was not feeding into the baler. When he attempted to correct the condition, his glove was caught by the string and his arm pulled into the machinery. The limb was severed near the shoulder.

Mr. Hansen was rushed eighteen miles to a Roosevelt physician for treatment and then taken to the Duchesne County Hospital.

NEWS OF DEATH INEVITABLE

Nearly everyone gets his name in the paper when he dies, and you, the beginner or cub, usually will get the assignment to write the "obit." The amount of copy usually depends upon the prominence of the person; the style, upon the writer. Avoid clichés such as "gone to his final resting place," "called to the Great Beyond," "departed from our midst"; simply write, "died."

Accuracy always is important; in the obituary it is even more important because close relatives already are emotionally upset. Check carefully these facts:

1. The full name and age of the deceased person
2. His exact identification—occupation or position
3. Time and place of death
4. The cause if important to the story (not necessary in the case of old age)
5. Funeral arrangements
6. Full names and the addresses of immediate relatives

This is an example of a well-prepared, brief obituary:

John F. Scott, 60, a farmer and lifelong resident of Bonneville County, died Friday night of a heart attack at his farm near Ammon.

For the past two years, Mr. Scott was president of the Bonneville County Dairymen's Association and, since its founding six years ago, a director of the State Artificial Breeders' Cooperative. He also has held many other agricultural positions in the community during his lifetime. . . .

Survivors are his wife, Mrs. Dorothy Hart Scott; two sons, Frank Scott of Springfield, Illinois, and John Scott of Madison, Wisconsin; and a brother, William R. Scott of Houston, Texas.

A prayer service will be held Friday at 2 P.M. at the Scott farm home, followed by rites in the Methodist church Saturday at 2 P.M. Burial will be in the Roselawn cemetery at Ammon.

BY-LINED FARM COLUMNS

You probably look with envy at the more experienced reporter who has a daily or weekly farm column with his name attached. Nice work when you can get it, and a chance to show your individuality. Information for these columns is gathered in much the same way as it is for straight news stories. Only here you don't have to be so formal; you have more freedom of style.

Analyze Jim Eleazer's farm column that is carried by many South Carolina papers. His columns have won first-place awards year after year from the American Association of Agricultural College Editors:

SEEN ALONG THE ROADSIDE

By J. M. Eleazer

"We're getting fish ponds all over the county," says County Agent Miller of York. "We have 200 now, and are building more all the time."

Miller explains that these ponds are serving, or will serve, several purposes. Most of them are being stocked and fertilized for fish. Swimming and boating are available, plus water for livestock. And, with the growing interest in irrigation, he sees their use for storage of the needed showers.

A feed store in St. George has a three- or four-months-old calf raised on its "calf feed"—soft drinks. When a customer goes to the icebox to get a drink, the calf almost breaks out of the pen trying to get it. If you

(*Along the Roadside—continued from page 126*)

hold the bottle, the calf takes it all without stopping.

Clemson's truck station near Charleston keeps coons out of the corn plots with a one-wire electric fence.

Almost 30 million pines were produced by the state, secured by landowners, and set in South Carolina the past season. Barnwell County leads with almost four million. There they have a former forester who does custom setting. You pay him so much per acre, and he gets the trees and sets them for you.

Kershaw was second in tree planting the past season, with about three and a third million pines set. Next was Sumter with one and three-quarters million, then Aiken with a few less, and Allendale with just over a million. All counties planted some, none coming under a hundred thousand.

If you need rain right bad, you can get momentary satisfaction by putting on shaded glasses and looking at any puny clouds that might appear in the sky. Then they will look like sure enough rain clouds. But that illusion passes when you take the glasses off, and the land is just as dry as ever.

There was no such make-believe about bringing water to his parching pasture when County Agent Cannon of Laurens took me by Wallace Martin's farm back in the spring.

From a beautiful three-acre pond there in the middle of his farm he can reach about 65 acres of his tilled land with water when it's needed.

I was interested in the cost—the out-of-pocket cost—to put the needed shower on his land. He said his engine with a built-in pump uses 30 gallons of gasoline in an eight-hour run. And in that time he covers 12 acres. That's two and a half gallons of gas to pump the water for an acre. And the labor required for moving the pipe and attending the operation would be about as much as the gas. So you can see, according to this, it was costing him about a dollar an acre of out-of-pocket money that day to put a good watering on an acre of pasture.

Mr. Martin thinks well of his irrigation and is planning several other ponds from which to greatly extend it over his rolling fields.

Last year Henry Weinges of Calhoun County tried out liquid ammonia on his crops and liked it. It is being used extensively down in the Mississippi Delta region. At Orangeburg I saw custom application being tried. The charge was one dollar an acre, and the farmer paid only for the amount he wanted put on his land.

Watch out for armyworms. The insect traps at Clemson were catching a lot of the moths the last week in July and early in August. They lay their eggs in rank growths of all sorts and the worms soon hatch out and go to work. They likely are eating things up at many places right now. Poisons will get 'em. Ask your county agent.

J. S. Russell, outstanding agricultural editor of the Des Moines *Register and Tribune,* writes a by-lined syndicated farm column

for distribution in many states. Compare it with Jim Eleazer's state-wide farm column. Note the difference in the type of material and the treatment. Each has a specific reason for the way it's written and the type of material chosen:

Des Moines, Ia.—Another chapter is due to be written on government potato programs, and for growers in many areas it may be the final chapter in this era.

Potato growers in the north central region, extending from western North Dakota to northern Indiana, will vote in a referendum to decide whether the marketing agreement now in effect is to be continued or terminated.

An idea as to the trend may be gained from the result of a similar referendum in Maine. In this stronghold of adherence to the potato price support program, when that program was still in effect, the growers voted by a decisive majority to terminate the marketing agreement.

Maine Vote Light

Only 30 per cent of the Maine growers took the trouble to vote, although they represented 40 per cent of the potato production of the state. The referendum showed that 72.7 per cent of the producers voted to end the agreement.

This has nothing to do with price support, because potatoes are no longer being supported, and the objection to the destruction of potatoes and selling them at giveaway prices for use as livestock feed or manufacture of alcohol is no longer in effect.

The marketing agreement merely calls for grading and inspection by government on the market of only the higher grade product.

Less Control

Last year, before the price supports on potatoes were eliminated, compliance with the marketing agreement was necessary to get government support on the crop. This fact may have had some effect on the attitude toward marketing agreements, because there apparently is a trend toward less control and regulation on the part of many farmers.

The vote in the North Central States includes the right to ballot by mail by every grower who produced potatoes for market last year. The reason for the vote in this region is that the committee which has been administering the order has been unable to decide just what ought to be done about continuing the agreement. Growers can obtain ballots at the county PMA offices. Decision will be on the basis of what a majority of the ballots show. Vote will be by mail. Greatest support for the north central potato order has been in the Red River Valley of North Dakota.

Court Case Pending

The vote in the north central region may have more than passing interest, due to the court case which has been pending for more than six months against H. L. McKinley, a northern Iowa grower. The government has sought an injunction against him for failing to comply with the terms of the marketing agreement and having sold potatoes

(*Potato Programs—continued from page 128*)

from last year's crop without submitting to government inspection.

Action has been delayed, indicating that no one is overly anxious to force the issue. The vote on the marketing agreement will have a bearing in this court action, too.

Other Agreements

Several other potato marketing agreement orders are now in effect, although one in the Virginia–North Carolina region recently was suspended. Orders in effect include those in Idaho, Klamath Basin–Central Oregon, Washington, Colorado, eastern South Dakota, New Jersey, and in the New England states of Massachusetts, Rhode Island, Connecticut, New Hampshire and Vermont.

Potato programs generally have drawn criticism and infuriated consumers and politicians.

Although most of Ovid Martin's Washington AP stories are straight news, this by-lined "crystal ball" political story has a pattern smilar to Jim Russell's syndicated farm column:

New Farm Program Seen For Demos' Election Bid

By Ovid A. Martin
Associated Press Writer

Washington, July 22.—The Democrats expect to come up with a new farm program before the presidential campaign.

It will soft-pedal, but not drop, the controversial program advanced by Secretary of Agriculture Charles Brannan three years ago. This featured a new method of supporting prices of many farm products. The government would have made production payments to farmers when prices dropped below set figures.

The new program will advance ways and means of carrying the "know-how" of modern-day scientific farming to millions of farms which now limp along at a substandard level of efficiency.

It is the belief of Brannan and aids that if productivity of the substandard farms could be increased, many of agriculture's problems—problems which show up in demands for price supports—could be solved.

The theory is that if every acre of farm land were used for the purpose for which it is best suited, that if every hour of farm labor were efficiently used, and that if latest farming methods were adopted, the nation would have "balanced" farm production. By "balanced" production, officials mean the proper or desired quantities of crops and livestock products, without either shortages or surpluses.

(*New Farm Program—continued from page 129*)

A balanced agriculture, the experts say, could produce food considerably cheaper—and still provide farmers with a good living standard—because it would exploit the benefits of science and machinery. Cheaper food, in turn, would find a bigger market because many people would buy more if they could afford it. Enlarged markets for foods would reduce the possibility of surpluses—and hence the need for costly price supports.

The administration's new program will set forth ways in which the small, inefficient family farms could take advantage of the technical knowledge and financial aid offered by the Agriculture Department.

Large farms already are using this knowledge. They are producing nearer to their total capacity. Production per acre is nearly double that of the small and medium family farms. The large farms have made greater progress in using improved strains of livestock and improved varieties of crops. Hence, they can produce a given quantity of products at a much lower cost.

CHAPTER IX

The Story behind Today's Farm Magazine

A GREAT number of farmers today credit farm magazines as the most influential of all media. As a matter of fact from the early 1800's American farm magazines have shown steady improvement not only in influence but also in content and make-up.

To understand farm magazines you should study their organizational structures and know how they are put together. *Farm Journal* has been chosen for the organizational case history and Meredith Publishing Company for a "tour" through its plant. Smaller publications—state farm papers and the individual commodity magazines—are less complicated. A visit to any of them would prove valuable to you.

ORGANIZATION OF THE *FARM JOURNAL*

It's far easier to get a typical setup for a newspaper than it is for a farm magazine. Newspapers generally perform the same functions, regardless of where they may be published. Each farm magazine, however, takes a somewhat different approach to its function. The growth of magazines, involving consolidations with other publications, and the addition of new enterprises also result in individualized forms of organization.

In the case of *Farm Journal,* its organization is affected by three relatively recent events: a change of ownership in 1935; a merger with the *Farmer's Wife* (previously a separate maga-

zine) in 1939; and the acquisition of *Pathfinder* as a second magazine published by the same corporation, in 1943.

As in any corporation, over-all policies are made by the board of directors, chosen by the stockholders. The chairman of the board also is publisher of both *Farm Journal* and *Pathfinder,* and, as such, is responsible to the board for broad, general direction of policy.

The chief executive officer is the president of Farm Journal, Inc., assisted by an executive vice-president, who also is advertising director of the two publications. Additional vice-presidents supervise all circulation activities for both magazines; the business department (printing, property, purchasing, personnel, accounting, office management); eastern advertising operations; western advertising operations; and sales promotion programs. The corporation also has a secretary and a treasurer, who perform the customary duties of those offices.

Top Editorial Positions

The chief editorial officer of *Farm Journal* is the editor-in-chief, who also is editorial director of *Pathfinder.* It is his responsibility to lay out the broad editorial program that the magazine is to follow. He also (by personal preference, and not necessarily as a concomitant of his position) writes the editorials and a personalized column of comment. The editor, ranking second on the *Farm Journal* masthead, is the final arbiter of style and supervises the closing of each issue.

The managing editor is the actual operating head of the editorial department. Subject only to the limitations of the broad editorial program laid down by the editor-in-chief, the managing editor decides what articles are to appear; makes the assignments; reviews all copy; and is the executive officer of the editorial department.

He has delegated a large part of these responsibilities, insofar as they apply to the *Farmer's Wife,* to the editor of the *Farmer's Wife,* who performs the more nearly classic functions of a man-

aging editor for the women's section. She ranks fourth on the masthead.

These four, then—the editor-in-chief, the editor, the managing editor, and the editor of the *Farmer's Wife*—occupy the top editorial positions.

The "Working Press"

The majority of *Farm Journal's* editorial staff hold the rank of associate editor, or its equivalent, i.e., art director. Next in rank are editorial assistants, who may be either professional journalists or specialists in related activities.

Editorial contributors are not full-time staff members, but are under contract to contribute certain specialized subject matter regularly, i.e., one editorial contributor, who is a pediatrician, handles a portion of *Farm Journal's* "Children's Clinic" department.

The associate editors fall into three groups. One comprises the men associate editors, based in Philadelphia; one comprises the women associate editors, also based in Philadelphia; and the third comprises the men associate editors based in the field.

The Philadelphia-based editors divide their work along subject matter lines, thus:

Men

1. Preliminary copy editing and presentation. (The latter function calls for working with the writing editors and the art department on all phases of illustration, layout, and typography.)
2. Horticulture. (This editor, as additional duties, handles all nonclassifiable nonfiction and assists the managing editor in allocating editorial space.)
3. Poultry, general economic information, current news, general features.
4. Crops, soils, agricultural chemicals, machinery.
5. Dairy and livestock.

6. Health, education, rural sociology, community development.

Women

1. Preliminary copy editing, responsibility for short departments, general features.
2. Teen-age girls' interests, general features.
3. Foods and home mechanical equipment.
4. Home decoration and furnishings.
5. Clothing, personal care, beauty, and grooming.
6. Fiction.

The men associate editors based in the field have territorial responsibilities, and only one, who also handles *Farm Journal*'s building department, has direct subject matter responsibilities.

One of these field editors is stationed in Washington, D.C. He produces the monthly Washington department as well as occasional features originating in Washington. He also is the "leg man" in the capital for all other editors who need information there. His work takes him not only to Congress and the U.S. Department of Agriculture, but to almost every board and bureau in the government that has only remote connection with farming or farm people, and to farm organizations and business trade associations that maintain headquarters or offices in Washington.

Other field assignments are: (1) East North Central states; (2) West North Central states; (3) East South Central states; West South Central states; (4) Mountain states; Pacific states.

The Northeastern, Mid-Atlantic, and South Atlantic areas, which comprise the Atlantic seaboard, are covered by Philadelphia editors. Philadelphia editors (so-called for convenience) actually travel into any section of the country where their subject matter assignments may take them. This is true of both men and women editors. Field editors, working on specific articles which require information from other sections, may, and do, travel outside their territories to get that information.

Art and Photographs

Farm Journal has two art directors of equal rank. One works exclusively on the men's section; one on the *Farmer's Wife*. The men's art director also has responsibility for selecting front-cover illustrations. Each art director has an assistant. As a matter of practice, relatively little of *Farm Journal*'s art work or photog-

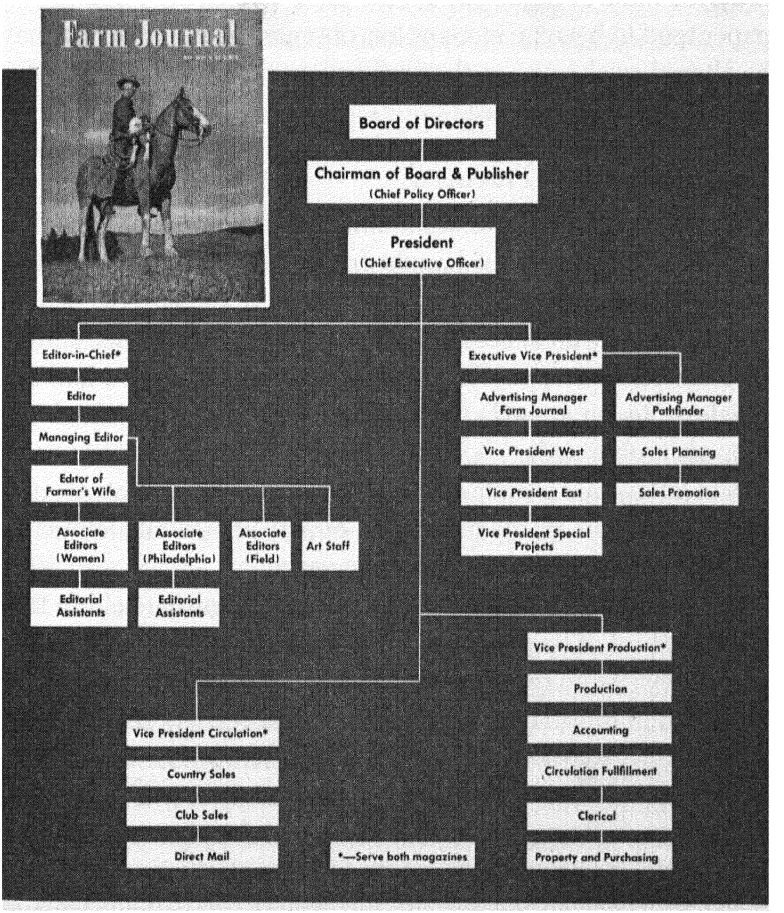


Figure 22. The business of publishing a large farm magazine is complicated, requiring specialists in many different fields. This *Farm Journal* organization chart gives you some idea of the many types of positions involved.

raphy is done by its own staff, save for some photographs taken by field editors.

The function of the art department is to lay out pages, devise art treatment, arrange for its execution by commercial illustrators or photographers, and supervise the more complicated photographic assignments.

So much for the editorial department's organization. The important thing to keep in mind is that while it may be possible to lay out a table of organization, the lines that seem so definite on paper tend to become more or less obscured in practice and may be altered as changes in the staff bring persons with new skills, interests, and experience.

Group Journalism Practiced

Farm Journal practices what amounts to group journalism. In the case of a manuscript bought from a contributor, the article as published usually is the joint product of the author, the associate editor who handled it in the office, and the other editors who edited the copy. Where major changes are made, and the article is to be signed, the original author's approval of the changes is obtained.

Much the same practice is followed with respect to copy originated by editors in the field, who cannot be in Philadelphia at the time their articles are being processed.

Farm Journal also is unique in the farm magazine field in that nearly a third of its pages are printed on news magazine presses at news magazine speed, and it is possible to include copy in any issue within four days of the time the first readers receive their issues.

This means that the editorial staff not only is a feature staff, but a news staff as well, whose coverage is supplemented by the services of correspondents in all sections of the country, who keep editors posted on late news breaks and are available for spot assignments.

In its "news" operation, *Farm Journal* practice calls for mak-

ing specific story assignments to one editor, who may then call on other editors, either in Philadelphia or in the field, for coverage or subject matter information he needs. He may also make assignments to correspondents and use telephone or telegraph to collect additional information.

The final article, which this "quarterbacking editor" may write, usually includes information from a number of other editors, therefore, and may actually include verbatim excerpts from stories written by a number of persons.

To produce a magazine at this speed, it is necessary for an editor to go from Philadelphia to Chicago (where *Farm Journal* is printed) each month to check final proofs, inasmuch as there is not time for proofs to be sent back and forth.

Advertising Department

Now, look at the advertising department.

The department may be divided into two broad categories, staff functions and sales functions.

On the staff side you have:

1. Sales planning group. This group consists of the assistants to the advertising sales manager and has the function of reviewing the progress of all sales objectives; coordinating the work of the several offices in the field selling staff, and planning future sales strategy.

2. Sales promotion department. Under the direction of the sales promotion manager, this department is responsible for the planning and production of selling tools; newspaper and magazine advertising, publicity, and promotional mailing pieces. It serves as the coordinating point with the advertising agency that prepares *Farm Journal*'s advertising copy for other publications. Individual responsibilities within the department include the production of all printed material, cooperation with advertisers to merchandise their *Farm Journal* campaigns to the wholesale and retail level.

3. Commercial research department. This department con-

ducts all studies and surveys and makes statistical tabulations which provide factual information about the publication and the market it serves. Included are individuals with responsibilities in interpretive work and library research.

4. Marketing and sales development. The individuals in this division contact distributors, wholesalers, jobbers, and dealers to obtain maximum recognition at those levels of the advertising program in *Farm Journal* carried on by the manufacturers. They also attempt to secure the maximum tie-ins at the selling level with such advertising.

5. Market development. The individuals carrying on this program are assigned to specific commodity fields and deal directly with manufacturers or distributors on a specific commodity field. They also deal directly with manufacturers or distributors on a national-advertising level. Their function is to develop an awareness of the farm market; to provide counsel on distribution, market surveys, and product development. When this was written, *Farm Journal* had two programs in this field, one for the electrical industry, carried on through an independent office known as the Rural Electric Information Exchange, and one in the food and drug products field.

6. Advertising detail. This division is responsible for processing advertising orders, allocating space and scheduling copy, maintaining all records, and billing for all advertising.

On the sales side there are eight offices, divided into an eastern division, with headquarters at New York, and headed by a vice-president, and a western division, with headquarters at Chicago, also headed by a vice-president. Branch offices are located at Philadelphia, Cleveland, Detroit, Los Angeles, San Francisco, and Seattle. The New York and Chicago offices each have their own independent research facilities and office managers who are responsible for supervision of the clerical staff. Salesmen ordinarily operate either with territorial assignments or are assigned to groups of accounts with some commodity relationship.

Circulation Department

This department in *Farm Journal* is exclusively a sales and promotion department. The functions in connection with subscription fulfillment, sometimes found in circulation departments in other magazines, are located in the business department of *Farm Journal,* described next.

Circulation promotion (i.e., sales) as shown on the organization chart, functions through many channels. These channels are indicated by direct mail, coupon distributors, schools, wholesale agencies, independent agencies.

Part of the inheritance from the *Farmer's Wife* is the Chicago branch office, which supervises country salesmen and the sales program conducted through rural clubs. The New York branch sales office is another holdover from earlier days and supervises certain independent agencies.

To handle the enormous volume of direct mail advertising, *Farm Journal* maintains its own mailing room, supervised by the circulation department. This mailing room has nothing to do with mailing the magazine itself.

The adjustment bureau deals with subscribers' complaints. While its function is directly related to subscription fulfillment, the fact that it deals directly with subscribers dictates that it be placed in the circulation department.

Circulation detail is the division that handles payments, accounting, and the like for salesmen and all records with respect to circulation sales.

The Business Department

Because *Farm Journal* is printed under contract by an independent printer in Chicago, rather than maintaining its own printing plant, it does not have a manufacturing department. All the details of getting *Farm Journal* printed, arranging printing and paper contracts, are in the business department. These details are handled either by the vice-president for business, or

his assistant. These two also divide between them supervision of the other functions of the department, with division supervisors under them. These functions include the personnel division (employment); all secretarial service for the entire company; subsections that send out mail and that open all incoming mail; duplication; purchases and stock keeping; messenger service; shipping and receiving; payroll, accounting, and cashiers' functions; the maintenance of social security and other employment records; telephone exchange and receptionist services; building services and maintenance; and subscription fulfillment.

Subscription fulfillment is divided into two sections, the clerical section, which handles all of the paper work incident to receiving new subscriptions, renewals, cancellations, expirations, and changes of address; and the reliefograph section, which actually prepares the address stencils used in mailing the magazine.

PUBLISHING AT MEREDITH

As you know now by reading about *Farm Journal*'s organization, farm magazine publishing is a complex, interesting business. It is impossible to understand the publishing business in a day or a week, so not every job or every department in Meredith is described here. This "tour," however, will give you a quick picture of a publishing company that creates *Successful Farming* and *Better Homes and Gardens* every month.

Figure 24 shows you where the various departments fit in relation to the flow of production.

Now take a closer look.

Editorial

Each issue of *Successful Farming* and *Better Homes and Gardens* begins in editorial meetings about six months before publication. The path which the magazines follow is almost exactly the same, so each step applies to both. Editors of each department, as well as the art editor, editor, and managing editor, meet several months in advance to plan the issue.

When plans have been set, a second meeting is held three months later. There, last-minute changes and final plans are made. The editors originate ideas for stories and travel thousands of miles yearly to keep the magazines fresh and alive and in touch with developments in their field. About half of the articles are staff-written. In addition, the editors use many of the country's top free-lance writers.

Advertising Sales

The advertising sales department handles the sale of advertising space in both *Better Homes and Gardens* and *Successful Farming*. The sales offices are located in Chicago, New York City, Philadelphia, San Francisco, Los Angeles, and Des Moines.

Figure 23. In this *Successful Farming* editorial planning conference, the editor, managing editor, associate editors, homemaking editor, art editor, and production manager hear the monthly article suggestions of each department. Then they sift these suggestions in the light of space allowances, schedule records, and deadlines. Here article possibilities for several months ahead are considered and put into page position on the board.

The advertising members in Des Moines in the merchandising and sales promotion sections supply the salesmen with materials needed to do a selling job. These materials may take the form of information, large-scale promotions with consumer outlets, or mailing pieces to advertisers and agencies.

Art Department

The art department plays an important part in the editing of the magazines as well as in all of the printed matter which is published at Meredith's. Separate art staffs work exclusively for *Successful Farming* and *Better Homes and Gardens,* while a third section is responsible for material produced for advertising, general promotion, and circulation.

The art editors on the magazines are responsible for the visual presentation of each publication. This includes pictures, drawings, type style, and color for the editorial pages.

The promotion art section has the same responsibilities in connection with all Meredith books in addition to promotion materials for various departments.

Scheduling

It takes coordination of all production departments to publish close to 5,000,000 magazines every month in addition to the

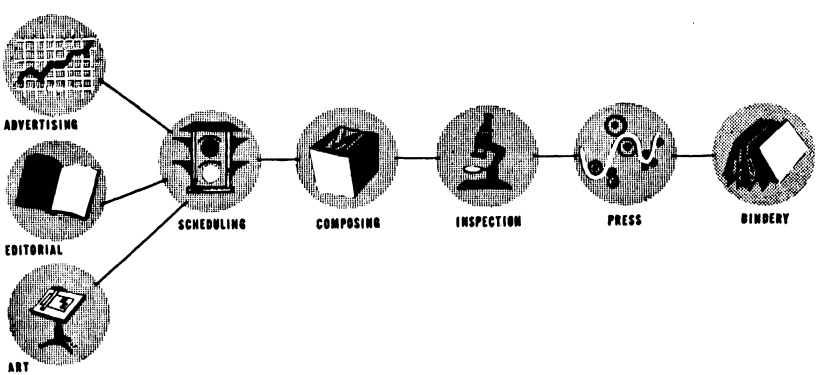


Figure 24. Editorial, art, advertising, and production departments work very closely together and can be connected almost by a straight line.

hundreds of other items which are published at Meredith's. That is the job of the scheduling department. All production work passes through the hands of that department before the production begins. This enables a steady flow of jobs, and, in this way, each job receives a priority which will stay with it until it is completed. Every magazine page and every job is numbered, and the staff members in scheduling can tell you which stage of production a job is in at any given time.

Composing Room

Typewritten pages begin to come to life when they arrive in the composing room. There, the letters and words are set in metal type. This is done with monotype machines which have large keyboards with many letters and numbers. As the keyboard operator punches the keys, a recording is made on a paper tape; the tape is attached to a machine which produces letters individually. The whole operation, by compressed air, is similar to that of an old-time player piano.

As paragraphs and stories come from the casting machine, they are arranged in a page form according to the art department layout. There is, of course, a page form for each magazine page. Then a plastic reproduction of the page is made from the form in the inspection department.

Inspection

The first stop for engravings and press plates is the inspection department. Here, men go over each plate with a magnifying glass to be sure that there are no defects which could result in poor reproduction of a page. Quality printing is one of the company's main concerns. The members of this department have been trained and have experience which enables them to detect imperfections of literally thousandths of an inch.

One of the most interesting parts of this department is the plastic mold, a process introduced at Meredith's. By this process, the impression of a page is molded in plastic. The mold is used

as a form to make the metal press plate at the foundry outside the plant.

Pressroom, Bindery, Mailing Room

To many persons, the big presses are complex pieces of machinery that defy description. The pressroom works three shifts, which means that many of the presses run almost without stopping for several days. The large, double, five-color presses print 560,000 pages per hour. Every press, large and small, is designed to do an important, necessary job.

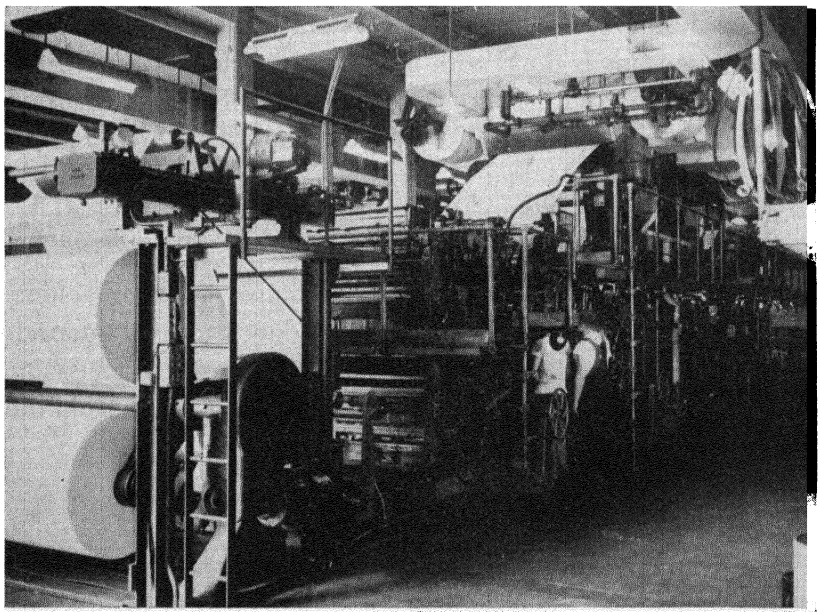


Figure 25. Huge five-color presses like this print more than half a million magazine pages an hour.

After the pages of the magazines have come off the presses, they are taken to the bindery where they are assembled by machines and trimmed. The "stitchers" in the bindery gather magazine pages on an assembly line while new pages are constantly added to the "pockets." A wire stapler near the end of

the line puts the pages together, and then glue is put on the back of the book and the cover is pressed on to complete the magazine.

At this point, however, the edges are still rough, so they go to the big, sharp blades of the trimmers. This is the final step before the magazines go to the mailing room.

Stacks of magazines in this room are higher than the average man's head most of the time. When you think of the several million copies of *Successful Farming* and *Better Homes and Gardens* which pass through this department every month, you realize why. The magazines are put through addressograph mailing machines which imprint the name and address of the subscriber. Then they are shipped by rail and motor freight to post office "entry points" throughout the country. From these "entry points" they are distributed to local post offices and finally to the homes and farms of subscribers by mail carriers. Newsstand copies of *Better Homes and Gardens* are also shipped from this department to magazine wholesalers and retail outlets throughout the country for distribution on newsstands.

The editors at Meredith believe that sound publishing ideas in these and other divisions have led readers to accept *Better Homes and Gardens* and *Successful Farming* as two of America's top magazines.

CHAPTER X

What Farm Magazine Editors Want

IF YOU write for a farm magazine your copy will be taken to homes, farmsteads, and fields and put to work. One blunder in your text—a chemical weed control suggestion that doesn't work—and your readership territory will break out in an uncomfortable rash. The same challenge faces all types of farm information services, radio and television included. The put-up-or-shut-up attitudes of the members of your audience will be largely alike, says Editor Hugh Curtis. Their major standards in journalism are reading performance first, then reading pleasure.

YOUR WORKING TOOLS

Now what working tools do you need to meet the challenge described? They involve much more than mechanical gadgets and machines—the telephone, dictaphone, cameras that record three dimensions or four colors, airplanes, bounceless typewriters, streamlined plastic desks. These are all fine. You like them, hope the inventors will keep turning them out. But they aren't your basic working tools. There were great editors before all these mechanical helps. For instance, it is told of James Gordon Bennett, American journalistic giant and founder of the New York *Herald,* that his paper's first editorial office was an abandoned basement room, his first desk, a plank laid across the top of a barrel.

What, then, are the actual tools that will make you click as a farm magazine writer? You could boil them down, says Jim Roe, Managing Editor of *Successful Farming*, to this basic pair: (1) people doing things; (2) your own head.

The ancient admonition, "No man liveth unto himself," will apply especially to you if you become a free-lance agricultural journalist or a staff member of a farm magazine. You must use other people as one of your working tools. Other people are a veritable wellspring, the original source of most editorial material.

People Doing Things

You are dependent on the farmer out on the rural route for his personal experiences in the use of new methods, seeds, machinery. From the entire farm family you draw material for sociological articles and reports on the farmer's place in his community and the nation.

Another group of people vital to you as a farm magazine writer are the various public officials and employees in the state agricultural colleges, county extension offices, and the United States Department of Agriculture. All these persons are sources of important news on research discoveries and practical farm experience. You would be in a tough spot without them.

Likewise, the manufacturers and processors of goods and equipment used by the farmer are rich veins of material for you. Their research departments are ever striving for better and more efficient service to agriculture. From them have come countless machines and methods to make farming easier, more profitable.

Look at a few examples: Here is an article which gives some answers to a very perplexing problem—how a dairy farmer can make money with milk prices falling and how he can continue to provide his family with the comforts and a few of the luxuries of life. What were the tools in the preparation of that article? The writer used them all. First, the airplane and the automobile

to find the folks—in Wisconsin—who were doing a good enough job to serve as an example. Then both four-color and black-and-white photography to help interpret the story. And then the printing presses, the paper, and the trains, trucks, and autos of the postal service.

All those tools were important. But the real tool was the family of Charles Olson, on a farm just outside of Madison. The Olsons were the people who were doing things. Doing things other farmers wanted to duplicate.

Here are more examples: The bacteriologists in the research laboratories of Lederle Laboratories probably never think of themselves as an agricultural writer's or editor's tool. But they are, because they are actually wresting from agricultural soil the dozens of new antibiotics which return to the farm to cool fevers and save the lives of the farm family in the home and the livestock in the barn. The chemists are people, doing things. They are worth-while tools for you as a farm magazine writer.

There is a brilliant and practical-minded agronomist in one of the cornbelt agricultural experiment stations. He knows soil structure is making many farmers rich and the lack of it dooming many more to austere lives. How to prove it? He devises an experiment, carries it through. Only then could you come in with cameras, pencils, and printer's ink. That agronomist, experimenting with soil structure, would be your tool.

Engineers in farm equipment manufacturing concerns are constantly designing better machines. A farmer in southeast Nebraska figures out a way to have pasture early, late, and in between. Farmers try out new chemicals for the control of weeds or insects and tell how these things worked on their own farms. A Louisiana farmer applies the science of soil management to his thin-soiled farm and counts the results both in increased crop yields and in cars, bathrooms, and draperies. Out of his soil, he draws a better living.

These are the best tools you have. They are people, people doing things.

PLAIN TALK AND "GOBBLEDYGOOK"

Further proof that no farm writer or editor liveth unto himself is his dependence upon his fellow workers. In most publications there is a research department which truly is a working tool. Readership surveys, market analyses, and many other facts and trends the researchers dig up can be useful to you. And here is another tool that generates some honest—and often quite heated—differences of opinion. It is the Flesch formula of simplified writing, as mentioned in other chapters. It does help make technical material more understandable to the farm reader, but it should be held within bounds so as not to make the writing absurdly simple—or simply absurd. As one farm magazine writer commented, after trying to reduce a difficult technical piece to the Flesch formula, "The spirit is willing, but the Flesch is weak."

M. C. Gregory of *Wallaces' Farmer and Iowa Homestead* contends that it is worth the effort. By "talking plainer" than before, *Wallaces' Farmer* has gained from 18 to 66 per cent more readers of its farm copy. The editors found that farmers won't stand for this kind of "gobbledygook": The ability of certain perennials to take possession of land to the exclusion of a crop under ordinary methods of tillage makes it necessary to use special methods for their control. (Maybe the author was writing about weeds.) Incidentally, Maury Maverick, former congressman from Texas, was the man who tagged confused writing and speaking as "gobbledygook." He said the old turkey gobbler back in Texas is always gobbledy-gobbling and strutting with ridiculous pomposity. At the end of each gobble there is sort of a "gook."

How do the editors of *Wallaces' Farmer* know plain talk means more readers? By making tests—much like steer feeding or corn growing experiments. For the past several years, they have been asking questions about readership. Three or four times a year field interviewers quiz an accurate sample of sub-

scribers about their reading habits. These surveys tell the editors what readers like and what they don't like. But they don't tell why. Suppose, for instance, they had two stories about hogs in one issue of the magazine. A survey shows one scores high, the other scores low. Why the difference? Better picture? Better headline? Better layout? Or better writing?

To get the answer, the editors use a gadget called the "split run." Iowa is divided into two parts, about equal in numbers, farming habits, and the like. The story the editors want to test is sent to half the subscribers. Then the presses are stopped and the pressmen change one thing in that story—the picture, the headline, the size of type, the color, or the style of writing. The new version goes to the other half of the magazine's readers. Readership scores for the two versions are compared, with unchanged articles in the same issue as check-lots. Every time *Wallaces' Farmer* has used this system to check style of writing, it has gained more readers for the "easier" version.

The majority of farm editors now submit themselves to some sort of readership survey, depending upon financial resources available to them. This is a working tool, says Jim Roe, that deserves further scientific study. Its present application is accurate enough to warrant a strong degree of confidence in results. There may be a few happy souls today, he explains, who can successfully operate on a hunch about what readers want. "Give me the hunch," he continues, "and then back it up with readership surveys generously sprinkled with good judgment. They can open up new fields you might never have found otherwise."

Organizations Valuable

Inevitably you will want other working tools—organizations such as the church, the Chamber of Commerce, government bureaus, farm and labor organizations, and various scientific bodies. Their literature, which may go into your wastebasket eventually, might first prove to be a valuable working tool. Some of it is propaganda, some silly, and some deserves harsher

names. But two-thirds of the flow can be made into an invaluable source of ideas, if not into actual copy. If you have limited travel money and travel time, this literature may be a lifesaver. While certain reference books remain standard for writers and editors, such as Morrison's *Feeds and Feeding*, many agricultural subject matter books are out of date almost before they have left the printing press. You should use this working tool with discretion.

Famous Three I's

Now to the second great tool—your own head. Take a look at it, and see what can be found inside. This is where you decide which people, doing what things, you should use as editorial tools. Publisher E. T. Meredith sized up the qualifications with the famous three I's—Imagination, Industry, and Integrity.

Above all, there must be in your head the tool of imagination. You must be forward-looking—not dwell in the past or keep playing the same old tune over and over, good as it might have been at one time. Changing the accent on the same old story won't do. You should have the imagination and vision to see the potential in something that looks good now, to see the fallacy in what doesn't look quite good enough. You should have a faith that sees beyond the years.

Another tool you should find in your head is industry. You can be sold on a good thing yourself, but if you aren't willing to work to sell others, you fall down on the job. If you're an inspired agricultural writer you make your readers want to farm better, to live better, to enjoy life more wholesomely, to contribute to the betterment of their communities and the world.

The third tool to look for is integrity. You must dare to stand up and be counted if your opinions are to be taken seriously. You should advocate without fear or favor what you honestly believe best for the cause you are representing. Every day a farm writer or editor could avoid doing his duty because some individual or group might not like it. Commenting on this, Kirk

Fox, editor of *Successful Farming,* says that in his more than thirty years of experience, he has taken bitter and vitriolic abuse for advocating the use of some method or material that is now accepted as common practice. There once, for example, were loud and fervent opponents of rubber tires on farm machinery. Rubber would poison the soil, it was said. And a farm editor at one time was considered quite a radical for even suggesting that hybrid corn might eventually supplant the open-pollinated. But the most daring prediction of all was that the tractor would some time replace the horse as a source of farm power. Many editors have borne the abuse of the horse and mule men for venturing such a wild idea. The American Horse and Mule Breeders Association recently folded up and ended a thirty-year fight against the tractor.

In summary, these should be your three fundamental sources or tools: (1) the farmer and his family; (2) state agricultural colleges, experiment stations, the United States Department of Agriculture and other federal agencies, and (3) the work being done by commercial organizations in basic research and in developing new products. In addition, you will season, according to your taste, the entire output by drawing upon farm and political organizations, Congress, and sources outside these. The tools you will employ to extract the agricultural information from your favored source and write it for farm readers depends much upon your temperament and your circumstances.

OPPORTUNITIES FOR FREE-LANCING

If you like to know successful people in agriculture, learn new and easier ways of farming, and have a keen interest in the life about you, reporting and writing fact features for farm magazines offers both personal satisfaction and financial rewards. If you're a beginner, you'll probably start in this field by contributing (free-lancing) articles to farm magazines.

Practically all farm papers rely heavily on material from free-lance writers. For instance, all members of the *Country Gentle-*

man's editorial staff are writers as well as editors. Yet in an average year they contribute only about one-fourth of the total editorial content of the magazine. Actually, a farm magazine and a wholesale commission house are similar in at least one respect. If farmers refuse to take their produce to the commission house, it goes out of business. Furthermore, the farmer who sells regularly to the commission house has a reputation for good produce and correct weight. He gets some preferential treatment over the farmer who drives up for the first time. A well-known and accepted writer in the agricultural field gets that way because he has produced and produced well.

In one recent year, *Country Gentleman* received 20,127 manuscripts—more than 1,600 a month—from recognized professional writers, beginners in agricultural journalism, and others in the rural field. Of these, 1,653 were purchased. In addition to the unsolicited material received, the editors seek agricultural authorities and topflight writers to do features on assigned subjects. For over a quarter of a century also, a reporting staff has been organized that is to the *Country Gentleman* very much what the Associated Press is to the daily newspaper. Built through extensive travel, correspondence, screening, and much coaching, this organization steadily feeds farm news into *Country Gentleman's* offices. In addition to their publication as "Farm Front" news, these reports frequently warrant further investigation leading to full-length features. The news web consists of some 400 skilled and trained reporters—United States Department of Agriculture authorities in Washington, agricultural experiment station scientists and editors, newspaper editors, county agents, extension editors, and other qualified persons throughout the country. These 400 "Farm Front Reporters" ensure that the magazine receives firsthand reports of important developments occurring anywhere in agricultural America. The several hundred other magazines in the agricultural field operate somewhat similarly, depending on their size and circulation area.

The larger farm magazines—*Country Gentleman, Farm Journal, Successful Farming, Capper's Farmer,* and *Progressive Farmer*—buy articles from beginners if they are well written and meet the magazines' needs. The amount paid for articles is based on such things as the size of the circulation of the magazine, the length and value of the article, the author, and the like. Payment for short items (200 to 500 words) might range from $15 to $50, for full-length features with photographs, $100 to $500 or more.

Some price quotations are listed on a wordage basis—for example, one cent to five cents per word. You can get more information from the editors of the individual farm magazines or from *Writer's Market*—a publication that can be found in many libraries.

Smaller regional and state general farm papers and agricultural trade publications are tailor-made markets for you to aim your first contributions. This doesn't mean that some of these magazines aren't as good as the nationals—competition just isn't so keen. Most of them, although not all, pay a nominal sum for articles—perhaps from $15 to $75 or more depending on the length and importance of the copy and whether pictures are submitted.

Article Ideas from Magazine Editors

The general editorial aims of a farm magazine will give you the tip-off on the types of stories the editor wants:

To make a practical farm magazine that will help readers to farm better and live better.

To print all the agricultural news of the country—first.

To dignify rural living.

To fight editorially for the farmer when his cause is just.

To lead rural thinking, not follow it.

Now to be more specific, consider and study the comments directly from the editors themselves.

From *Country Gentleman* editors:

1. The "Farm Front" section of the magazine is devoted almost exclusively to the work-a-day, business side of farming. Material is wanted which will keep farmers abreast of, or ahead of, new results, new ideas, new developments and new recommendations in crops, orchards, livestock, poultry and dairy. Frequently a slightly new or changed angle on an old subject provides the basis for a "Farm Front" item.

2. One of the major sources of such material is the work of the state experiment stations, agricultural colleges, the United States Department of Agriculture, and similar agencies concerned with current problems of agriculture. The experiences and results of successful orchardists, stockmen, poultrymen, dairymen and crop producers which can be adapted and used with profit by other farmers also make suitable "Farm Front" material.

3. Items are signed by the author except in rare cases. Any individuals, organizations, or other sources drawn upon for material should be quoted or cited as authority in the body of the article.

4. Since helpfulness and usefulness in the direction of better and more profitable farming are the prime requisites of "Farm Front" material, all items should, whenever possible, give farmer-readers the answers to such questions as: Can I use the idea, the method, the recommendation or the result, and how? How much does it cost? Where do I get it? What will it do for me?

5. Routine articles of advice on timely or seasonal farming subjects are taboo.

6. Timeliness is important in the reporting of new results, new facts and new findings. Since material must be selected two to three months in advance of publication, correspondents, whenever possible, must anticipate results, search out material months in advance and be forehanded in their reporting for the release, or the publication, of material to be timed to best advantage according to the season.

7. Brevity, conciseness and completeness also are important. "Farm Front" items rarely should exceed 750 words and preferably should be confined to 500 words or less.

8. Good pictures or other illustrations are wanted whenever they will help to get the story across or explain a point.

9. "Farm Front" also had need for an almost unlimited number of good "Handy-Works." These are handled with pictures and very brief text and may include any gadget, machine, idea, method or system which farmers have devised or are using to save time, labor, feed, steps, money, livestock losses or even human life. Professional-quality action pictures showing essential details are preferred with brief text of 100 to 200 words explaining how the outfit was made, what it cost, what it will do, and the like. Regular payment is $25 per "Handy-Work," including one or two good pictures and the text, with a $10 bonus for exceptional ones.

From the editors of *American Agriculturist:*

1. First of all we want articles that help farmers make a better living. The *American Agriculturist* is primarily a farmer's trade paper. The farmer should be able to look to it for accurate, up-to-the-minute information basic to the science and practice of agriculture in the region where our publication circulates.

2. Neither our magazine nor its readers are concerned with the citrus problems of California or Florida, but we are vitally concerned with the dairy and poultry problems which compose more than two-thirds of the farm business of the Northeast and we are almost equally interested in the vegetable and fruit crops which make up most of the remaining business of this section.

Note how much emphasis the editors put on the circulation area. For this and other reasons you should study the magazine's coverage and editorial policies, agricultural conditions in the coverage area, and other facts before you try to write an article.

From the editor of the *Farm Quarterly:*

1. Since the magazine is pictorial, a writer who can also provide superior photographs is favored. The availability of good photographs is often the determining factor in selling a story, and in all cases a writer should have a photographer or photographs available.

2. Editorial needs are grouped under four heads: crops, livestock, soil and cultivation, and features. The "how-to-do-it" article pre-

Figure 26. Each farm magazine has definite editorial "wants." The popular farm paper on the left wants articles slanted only to farmers in its northeastern circulation area. The national pictorial farm magazine on the right favors writers who can also submit good photographs to illustrate their articles.

dominates, although features range from the Australian rabbit pest to "Goodbye Nellie," a piece on an old-time threshing engine.

3. The sociological and political aspects of farming are almost completely ignored. These include stories on the Grange, F.F.A., the Brannan Plan, and the like. The magazine uses no poetry and few shorts, the latter presented in dairy, poultry, and swine columns.

From the editor of the *National Livestock Producer:*

1. We are at all times interested in new developments in the production, feeding and marketing of cattle, hogs, and sheep. We particularly are on the lookout for any and all information that will be of help to livestock producing farmers in solving their day-to-day problems in the production and marketing of commercial meat animals.

2. Our rate of payment to authors ranges from $25 to $50 for stories accepted for publication. If available, we would like suitable photos for illustration. For an exceptionally good story, which in our opinion merits top payment, the rates may be higher.

From the Watt Publishing Company, Mount Morris, Illinois:

We're always interested in good pictures and stories of any length on research in the fields which we cover. We are even more interested in some good field stories with ideas that our readers can put to use. So that you may be a little more familiar with our publications, here's a brief description:

Poultry Tribune—General farm poultry magazine reaching 450,000 poultry producers east of the Rocky Mountain region. Edited for commercial poultrymen and better than average farm poultry producers.

Hatchery & Feed—A controlled circulation magazine reaching about 20,000 readers, half of whom are hatcherymen and half feed dealers. Particularly interested in good stories on merchandising of chicks, feed, and supplies; modern hatchery and feed store buildings; and research in breeding and nutrition for poultry.

Turkey World—Reaching 20,000 of the larger turkey growers throughout the United States. Interested in stories of management, breeding, feeding and marketing which would be helpful to these growers.

Broiler Growing—Reaching 20,000 broiler growers throughout the country and interested in the same type of information as *Turkey World*, but applied to commercial broiler production.

Pacific Poultryman—General farm poultry magazine serving 50,000 poultrymen in the seven Far Western states and interested in the same type of material as *Poultry Tribune*.

Better Farming Methods—Controlled circulation magazine reaching all vo-ag teachers and county agents in the country. Also reaches soil conservation specialists and other agricultural leaders. Interested in material which will help these people do a more effective job in teaching farmers, vo-ag students, and 4-H club members, rather than straight subject matter material.

U.S. Egg and Poultry Magazine—This reaches primarily poultry and egg dealers and processors. We need material dealing with processing and marketing—the handling of poultry and eggs from the time they leave the farm until they reach the retail store.

For good feature articles running 1,000 to 1,200 words, with pictures, *Poultry Tribune* can pay up to $70. The others pay up to $35

or $40. We are especially interested in short picture and caption items on "chore savers" for which we pay around $10. If you have any doubt about an article, it would be well to correspond with the editor before putting much time on it.

From *Farm Journal* editors:

1. We look for new or out-of-the-ordinary information that will make farmers more money, make their work easier, or make their lives happier (either on their farms, in their homes, or in their communities).

2. That information can be as local in its origin as a single farm, or farm home, in any farm community anywhere in your state.

3. That information should be as wide in its application as to make a difference to farmers in at least a region. It doesn't have to be national, but we'll seldom buy a story of only state significance. Ask yourself, "Would farmers a half-dozen states away want to read about this?" If the answer is "yes," it's a story for us. Then ask yourself, "What would these farmers in another state want to know about this?"—and that's what to put in the story.

4. We aren't much interested in "typical" situations. We don't want stories like thousands of others. We want to be ahead of the pack, not back in the bunch somewhere. We're looking for a farmer who's doing something that makes him different from other farmers. Maybe he's doing the same type of things that others are doing, but maybe he's getting much better results—then that's a story. Maybe he's doing an old thing in a new way; or maybe he's doing something that's altogether new.

5. We want facts more than we want beauty of writing. A beautifully written story without the facts is much worse than a poorly written story full of facts. We'll put the polish on the stone, if you turn up a diamond of an idea.

6. We want pictures, too. Selling pictures to national farm magazines is the best free-lance business today.

From the managing editor of *Progressive Farmer:*

1. We want the old story of farmer accomplishments in a new way. (Note emphasis on the "new way.") No objection to how-to-do-its,

certainly, but change the formula occasionally. Always have human interest.

2. New scientific developments around an agricultural college or experiment station—new varieties proving better than old ones, fertilizer applications bringing higher yields, spray materials doing a better job of controlling insects and diseases, and farm management practices that are paying off.

3. We currently need: (1) articles telling how individuals and groups are doing an effective job of processing, grading, and marketing farm products, and (2) articles on recreation and group social life, the "revival of rural community life."

4. We are interested only in articles from our 14-southern-state territory.

5. We prefer articles of 1,000 words or less with a few top-quality illustrations.

Company Publications

In addition to the hundreds of general and commodity type farm magazines, there are those issued by companies for farm readers. These, too, are a good market for you, and among them are the excellent *Esso Farm News* and *The Furrow.* The latter, published by Deere & Company, is of the "outside house organ" type, mailed to farmers on circulation lists made up by local John Deere dealers. Although its editorial contents are similar to those in conventional farm papers, the display advertising space is devoted exclusively to the company's products.

Editorial content is of the practical, day-to-day farming type —the "how-to" sort of article and item, the success story of farming methods and farm living. If the story can be told in pictures, then the editors' preference is to tell it that way—to the extent of devoting a half to two-thirds of available space to illustrations. While some partiality is shown to stories featuring efficient farm equipment, this is not to the exclusion of other subjects. The aim is to interest all members of the farm family.

A small amount of copy—both narrative and illustrative—is

purchased. Bulk of the copy is prepared by the regular advertising staff of the publisher. Started in 1895, *The Furrow* has perhaps one of the longest uninterrupted publication records among American house organs.

TO QUERY OR NOT TO QUERY?

In most instances it will save your time and the editor's if you write to him to find out if he is interested in your feature story idea. Sell your idea in advance. This procedure, of course, isn't recommended for short, news-type items. They should be sent directly to the editor.

When you write to the editor about a feature story idea, give him enough information to make a decision. Don't merely tell him that you think Alfred Johnson is a good dairyman and would make a good story. Write a brief outline, including the heart of your idea. Tell him why you think he should run the story you have in mind. If you can't write that kind of a letter—in other words, if you aren't convinced in your own mind that the editor ought to run the story—then the chances are that the story isn't good enough, or you don't have enough facts. But if you can, and do, tell the editor why he should run a story, the chances are much better that he will.

EXAMPLES OF STORY TIPS THAT SOLD

Study the following brief tips to farm magazine editors. (The customary letter form and some of the detail has been omitted.) They may give you ideas for marketable articles. Each of them sold a story for both professional writers and beginning agricultural journalists in college. The manuscripts ranged from 500 to 3,500 words.

(1) A mow drier in only part of the barn for emergency hay making is now recommended by an agricultural engineer here at the College. He has interesting results of experimental work on drying time necessary for high-quality hay.

(2) A recent agricultural economics survey shows humidity exerts the greatest influence on egg quality when temperatures in egg rooms are quite high. For example, in August, with average temperature at 68°, lots with high humidity had 62 per cent AA quality—low humidity lots 50 per cent AA. Story possibility: Kenneth Carson, a poultryman at Stanley, gets cold air and a humidity of 70 per cent in his new egg storage room. Means better eggs, a better price for him.

(3) Over the past eight years a steady stream of visitors have come to Sunnyhill, the 180-acre farm of Leland H. Cooke, near Preston Hollow. They traveled to see how birdsfoot trefoil has transformed poor hill land into a productive, prosperous farm. The home farm is all trefoil now; Cooke hasn't plowed it for eight years—even thinking of selling his plow and drill.

(4) Mastitis costs dairymen in this state alone $20,000,000 a year, but Leon Atwood of Chazy has almost entirely eliminated it from his herd in the past three years. Now has 13,814-pound average (4.2 milk) 585 pounds fat. His Ayrshire herd has highest average on a mature equivalent basis of any herd of the same breed. Other dramatic examples are available.

(5) He makes money. Francis Snow, a poultryman of Onondaga County, is able to do all of the chores in taking care of his flock of 1,300 White Leghorns, including packing the eggs, in just 1½ hours a day. Moreover, he got a 12-month average of 229 eggs per hen. Cuts costs by using every possible labor-saving device and by growing most of his grain. Feed bill, $2,000; gross income $11,000. Snow had an income of more than $8 per bird above purchased feed costs; according to our agricultural economics and poultry specialists, this record is practically unheard of.

(6) Several farmers are marketing hothouse lambs for select Easter trade. In many cases net price of these smaller lambs (six to eight weeks; forty to fifty pounds) equals prices paid for older, larger market lambs.

(7) A little barn door figuring by Lawrence Smith, dairyman at Dundee, proved that it cost him fifteen cents a day to control a serious outbreak of mange in his herd. He thinks it's good business to spray the herd every fall just to check any mange infection that might be there. Gets lice, too.

(8) Something "new" on dairy stable ventilation. Here's the system now being recommended by agricultural engineers here—slot intakes draw air in from the mow. This air is warmer than the outside air, thus more can be brought in without cooling off the stable too much, and more moisture will be removed. Condensation can be eliminated completely from stable walls and ceilings. Before, small farmers could not afford two fans (approximately $100 apiece); now one fan will do the same job with a $30 shutter. Farmers with new slot system—one near Lafayette, another in Dryden.

(9) Four years of tests with tillage tools prove the old-fashioned moldboard plow still comes out on top, considering crop yields and physical effect on the soil.

(10) There's a Russian refugee (formerly an agronomist in the USSR) working on a Pennsylvania farm at Washington Crossing. He has an interesting comparative story to tell.

(11) Thirteen Aberdeen Angus calves on the Garrett farm in Wayne County graded "Choice" and weighed 445 pounds at 178 days of age. This was 47 pounds heavier than the average age of the 463 calves weighed last fall and 129 pounds heavier than the "low herd" in the Beef Production Project.

(12) According to cost account records on apples, growing costs per bushel vary from 47 cents to $2.20, and harvesting costs from 16 to 86 cents. The farmer who had the 47- and the 16-cent figures would have a worth-while story to tell.

(13) Warren W. Hawley at Batavia sells $100 worth of eggs a day to consumers at his farm; received 50 cents a dozen last week while

buyers were paying poultrymen 35½ cents for top-quality eggs at the farm. Hawley started retailing to make the business big enough for him and his two sons; they also market cull hens at farm. How does he do it? How has he built up this trade?

(14) Might be a story angle in this: Why are eggs cleaned? In the first place, the consumer doesn't like to purchase dirty eggs. Then it is a matter of dollars and cents to the poultry farmer. In the wholesale market there is usually a differential of four to six cents per dozen between clean and dirty eggs. This means that if a poultryman, his wife, or hired man could clean three cases of eggs an hour the return per hour would be $9. I have found such a set-up on a nearby poultry farm.

(15) Slow down those grain burners is the gist of some research financed by two farm organizations in this area and conducted at Rutgers. When grain costs $75 a ton or more and the farmer's milk price drops below $3.96 a hundred pounds, he'd show a greater profit if he fed no grain at all. The experiment went even further—showed that the only time heavy grain feeding becomes profitable is in the extremely unlikely situation when a dairyman can buy grain for $40 or less a ton and at the same time get better than $3.50 for his milk.

(16) Our area had a "big blow" this week. Power lines were down for three or four days; roofs "blew their tops." Many farmers had a tough time; milked by hand, etc. A story on what various farmers did under these emergency conditions would be worth-while. Some of them for a cash outlay of less than $2 were ready to milk their cows with a farm tractor or other motors on the farm.

(17) These facts would make a very readable story on how much pasture is worth to the beef producer. Actual dollars-and-cents figures add strength to the idea. George Moore, who operates a farm at Geneva, has been keeping some records on the gains of beef animals on pasture. Three years ago he seeded a twelve-acre field to a mixture of alfalfa, Ladino clover, and smooth brome grass. This past season it supplied pasturage for eighteen head of beef animals. Gains in

weight averaged 432 pounds per acre, after allowing for that part of the gain put on from grain. The gross return per acre was $120. After deductions were made for fertilizer, seeding cost, clipping, depreciation, maintenance of fence, and the like, the net return per acre was $90. How he planted and managed his pasture would give other farmers some pay-off tips.

(18) A new weed is popping up here and there over the country. It's called giant foxtail and is a seven-foot version of the old knee-high foxtail or pigeon grass. Farmers in east-central Illinois say that it's one of the worst weeds they've come up against in a long time. It takes over small grain and soybean fields completely, slashes corn yields, and slows down the corn picker. Last summer, agronomists spotted this new weed in western Indiana, and along U.S. Highway 36 in Missouri. A farmer in Pottawatomie County, Kansas, hung a six-foot giant foxtail plant in the Farmers State Bank at Westmoreland.

Where did giant foxtail come from? What can farmers do about it? The answers would make a top-notch story.

(19) Here's a money-saving idea for tobacco growers that would make a good short item with one or two pictures: Thomas H. Babcock of Campbell County strings his flue-cured tobacco on tobacco stalks instead of buying expensive wooden stringing sticks. After the fields are primed, Babcock goes in and cuts down enough tall stalks to give him all the stringing sticks he needs for next year's crop. The stalks are cut to the proper length before they're stored. The stalks are strong, light, and best of all—inexpensive.

(20) The success story of Homer Dean could be developed into a fascinating feature story. In 1905, Homer and Mrs. Dean started with a whopping debt and a mortgage on their home. Now, with their sons as the co-owners, they manage over 10,000 acres, with half the land in cotton. They have built their big plantations—and they run them—with the closest kind of teamwork. They believe in being partners with their sons, the people they work with, their business associates and, above all, their land. The Deans' good living is an earned return. They have worked out their success with vision,

planning, persistence, and fair play—with good farming. It has paid off handsomely in education and careers for their sons, comfortable homes, mortgage-free lands—and best of all, in the satisfaction and security of accomplishment.

When the editors gave a green light on these stories, that was no guarantee they would buy and print them. The articles had to be written and submitted to the editors in an acceptable fashion.

ETHICS IN FREE-LANCING

Many farm magazines of the same type and with circulation in the same area feel competitive heat to a degree that you probably would not suspect. In a way, this competition is a recent phenomenon, particularly in its extent and importance.

Farm magazines are highly competitive for advertising and for editorial copy. Editorial competitiveness stems from the pride of the editors of each magazine in having the story first and the best story about a situation. They want their readers to depend on them. Each has the same desire and intent to be of service to agriculture, but for the sake of pride they don't want to run the same story that a competitor has. Actually, it's a waste of space to duplicate stories. There are too many exclusives to be told.

Is all this good or bad? How does it affect you? If there were no competition what would happen? The magazines could borrow things from one another. They could divide the market and the material. They wouldn't pay as much for stories—they wouldn't need to. Staff members would relax, wouldn't work as hard. They wouldn't take as many trips, wouldn't be so alert to spot stories. They probably would lapse into handouts.

Even though there may be some duplication of effort in this competitive situation, it is better for everyone. It's better for you, if in no other immediate way, in that there are more markets for your articles. It's better for farmers. The magazines work

harder to bring them the best stories and information. As a result farmers make more money and work less hard doing it. The benefits of agricultural research are spread faster, and the whole educational process is accelerated.

This competitiveness and the fact that farm magazines work from several weeks to several months ahead in their story planning are responsible for most of the principles of ethics that arise in relationships between free-lance writers and magazines.

What the Editors Expect

What are the ethics that editors believe should prevail between you, the free-lance writer, and their farm magazines? First of all, editors expect your story to be accurate. They expect that the data, the figures, and the conclusions are accurate and based on sound judgment. They don't want a story that's oversold. They don't want stories that blow up facts and figures just for the sake of selling an article or making an impression. They want the facts, not a lawsuit. Neither do they want an article that does damage to farmers by using recommendations that are harmful. In that respect every word can be full of potential dynamite.

Moreover, they expect that your story has been checked with responsible authorities if it's the kind of an article that needs that kind of checking. When it is a farm story the farmer should have either seen the story or approved of everything you say about him. And the farmer should be of a type, personally, who can rightfully be pointed out for acclaim.

When you turn up a story for one of the farm magazines, whether you suggest it as a tip or sell the story, whether it's research results or an idea—if a magazine takes it, the editor also expects:

1. That he is getting the story exclusively.
2. That you will be completely honest about where the information has previously appeared in print, if it has.
3. That you won't volunteer the information to a competitor.

4. That you will keep mum about the story around those who aren't concerned.

5. That if a competitor runs into the story, you, if you're informed, will let the magazine to which you sold it know so that the editor might have the opportunity to shake the story loose faster in case he is holding it for a more seasonable time, or waiting for a particular spot to open up in the magazine.

Four Typical Problems

Farm magazine editors can point to scores of unethical practices by free-lancers—some of them intentional, others unintentional. Here are four:

1. A farm magazine bought a feature story from a free-lancer. When the story was checked, it was found that many of the facts were not true and that the farmer was in very bad repute in the community.

2. A farm magazine bought a story from a free-lance writer and got it into the magazine immediately. That same month another farm magazine published a story from the same writer, taken from the same farm. The facts did not duplicate each other, but it was evident that the writer was splitting his stories to get two checks. The trouble was that these two stories could have been one feature, which would have brought this free-lancer a much bigger check than the two small checks he did get.

3. A free-lance writer sent a national farm magazine a story, and the editor wrote back saying that the magazine would take the story under certain conditions. The editor wanted to know if the author could find if such and such were true about the situation, and if the magazine could arrange for plans to be made available so readers could make this particular thing. The writer's reply was "yes." The same day his letter came in, a competing magazine came out with a new issue that carried the whole story. It was plain that the free-lancer, though he had not sold the story to the other magazine, knew positively that

the other story had been sold to a competing magazine. The editor, of course, sent the story back to him.

4. A free-lancer approached a member of a farm magazine staff about a story. What the editors did not know was that this writer had already sold the story to a competitor. A writer-editor was well into the story, with the same local contacts that the free-lancer had used and suggested, when he found that the story had already been written and sold by the free-lancer.

CHAPTER XI

How to Write Fact Feature Articles

EDITORS want your agricultural feature articles written in magazine style, not in the more strict news-story-style approach. Both give the farm reader facts in an interesting form adapted to quick reading. Feature articles, though, both for farm magazines and newspapers, are written in a more informal fashion—with the "you approach" for one thing. Furthermore, they generally do not have to be written so fast. Facts can be amplified with much more research. The news reporter on the paper writes mainly of what he sees; the feature writer not only of what he sees, but the "why" or background of the story.

Never Forget the Reader

Both writers, however, have the same assignment of interesting the farmer who knows all about the subject and the one who knows little or nothing about it. You, the feature writer, particularly, should put yourself in the place of the reader when you write. For instance, ask yourself, as the writer, "If I were a farmer in Worth County and read this article, what would I want to know?" In the article you would probably answer such questions as these: Does this mean anything to me? How much does it cost? Is it worth the cost? How much will it make me? When do I do it? How long does it take? And many similar questions besides. If you put yourself in the place of the reader

you are not likely to leave out details that the farmer wants. Furthermore, he is more likely to understand and use the ideas you describe in your article if you tell as much of your story as possible through farm experiences. This technique also helps to get away from preaching and editorializing and makes a much more readable story.

You cannot be an expert in all the subjects about which you write, and research is the only way to compensate for this lack of prior knowledge. You should dig for facts in libraries, interview authorities on the subject, take notes, and organize facts. If you are competent enough in these departments you stand a chance of getting your agricultural feature stories published. If you presume that you can string words together well enough to make a good fact feature article out of carelessly gathered facts, or out of your head without facts at all, your manuscripts will go begging.

"PRE-WRITING" MOST IMPORTANT

After gathering the facts, thinking before writing is most important in writing the feature. It is so closely tied up with the actual writing that many authors call it "pre-writing." If it is done properly, the business of putting words on paper will be much less complicated for you, and your feature article will be much easier to read and understand.

This "pre-writing" may be more difficult than you expect. For instance, if you are writing a feature based on the results of many years of research at an agricultural experiment station you will have a pile of notes from interviews and a mass of data and conclusions on hand. You may hardly know where to begin, but you have to figure it out. You have to decide what is essential, what you can safely omit, what to start with, and how to end your article. Some writers do this almost by instinct, but most have to really work at it. The late William C. Pryor of the Soil Conservation Service always advocated five simple "pre-writing" steps that should make feature writing easier for you:

1. Write down in any order every main fact, item, or point pertinent to the topic you are going to write about. Be sure you have not missed a single one that has anything to do with your subject.

2. After this is done, pick out the one most important fact of all, and write it on a second sheet. Then study it carefully in relation to all the other points on the first paper. Ask yourself: Which of all these are most important? Which are moderately important? Which ones can I leave out, without weakening what I have to say? You may think there will be none you can omit, but if you are coldly analytical you probably will find that there are a number of things you can leave out. Professional writers do this constantly. So mark out the ones to be omitted, hard as it seems—and it is hard to chuck overboard even a feeble brain child.

3. Now copy on the second sheet, after the most significant idea of all, the more prominent remaining points, this time in the order of their importance. Under them, list the moderately important ideas which may help to explain or support the preceding ones. Do not copy the facts you are going to omit. You now know what you want to say—that is, you know what you will include in your article. You have yet to decide how you are going to say these things—how you are going to arrange your facts. It is one thing to decide to have three bedrooms, two baths, a kitchen, a dining room, and a living room in your house, and another thing to decide how they should be arranged to be most convenient and efficient. That is the next step.

4. Now you should arrange your facts, this time in the order that will make your writing most effective. What this order should be depends upon what you want to accomplish. Ask yourself: What arrangement of my material will be most interesting to my readers, and most effective in results? Keep in mind that the average farmer hates to settle down to read anything. He may know he ought to read a certain article, but that does

not mean he can hardly wait to start. It usually requires a conscious effort, like getting out of a warm bed at 4 o'clock on a cold morning to go milk the cows. So, think of the farmers who are going to read your writing as being bored by the prospect, and try to arrange and present your material in a way to arouse and hold their interest. The simplest way is to write down the principal facts once more in the order which will attract the reader most quickly and hold his interest longest.

5. You might think you are ready to start writing now, but you are not. You know what rooms you want in your house, and about where you want them, but you have not drawn your plan. At this point prepare an outline. The simplest way is to divide your article into parts. Write these down, too, on other sheets of paper. Under each section, note briefly what is to be said in that part of your writing.

And now you write it! If you have performed the first five steps carefully, the actual writing should not take as long as the preliminary thinking—the "pre-writing."

PREPARING AN INTRODUCTION

Most writers and editors accept the fact that a farm magazine can catch or lose the reader in the first two or three paragraphs of an article. Very often, though, the beginner will put the natural beginning of an article on the last page of the manuscript.

Don't begin your article with some irrelevant palaver to "introduce" the subject, such as explaining how you came to write on the subject or your difficulties in developing it. Your reader wants to know about the subject; your troubles as a writer bore him. Therefore, begin directly; say something about your topic in the first sentence.

Beyond this, there is no fixed formula for writing the introduction of your article. Examination of the work of experienced farm magazine writers, however, reveals three patterns of in-

troduction that are used frequently: (1) a direct, and, if possible, a striking statement; (2) a question with an implied answer; or (3) a personal appeal to the reader.

The more you study the best introductions in farm magazines, the easier it will be for you to write them. Analyze the following examples of each of the principal types of introductions—summary, quotation, striking statement, question, and narration—and note how each sets the theme of the article.

Summary

River-bottom land that has grown and still produces bumper cotton and other row crops is helping young John W. Olvey, Jr., produce some good harvests of Hereford cattle at Tallulah, Madison Parish, La. The Olvey Hereford Ranch seems to be one of the successful signposts of rapidly expanding beef cattle production in Louisiana's agriculture.

Quotation

"We're all through picking twice as many peaches for half as much income."

That's what Chris Scheuerman has to say about the new blossom-thinning sprays.

"When we used to hand-thin 30 acres of peaches, it took three weeks. Now we use spray and do it in a day," he says. "Besides our peaches bring us $1 more a bushel—they're that much bigger and better. That's why we're sold on blossom-thinning sprays."

Striking Statement

One measly little kind of mite picks farmers' pockets, including yours, to the tune of ten million dollars a year. Add him and his relatives to the flies, fleas, lice, and ticks that prey upon your livestock and poultry, and you can chalk up loss figures that are really appalling.

Question

Do you ever lie awake at night wondering whether there is Bang's in your herd? Maybe you have hesitated to have your cows blood-tested because of the expense, or because of a natural dislike for the production-knocking ordeal of drawing blood samples. Or, you may live in a Bang's eradication area where herd blood tests are as much as three or four years apart.

Thousands of farmers today are being spared much of this anxiety and doubt, for they are benefiting from a new Bang's test which has been growing in popularity by leaps and bounds.

Narrative

Before daylight Memorial Day morning, a light truck turned off Route 41 near Sheffield, Massachusetts, onto a dirt road and along it to a gravel pit one-eighth of a mile off the highway.

With the truck safely out of sight of chance passers-by, the men walked across a pasture to the rear of Nicholas Pshenesky's barn less than 50 feet from the highway. Here they opened an obscure barbed-wire gate opening into the pasture, went into the barn, and stole two of the best milk cows out of a string of 33. There were at least three men involved, judging by the tracks around the barnyard. They seemed to know their way around the barn and through the hard-to-find gate, but the tracks indicated that they experienced difficulty in leading the animals.

At 6:30 A.M., when Pshenesky and his sons went down to the barn to milk, they noticed the two empty stanchions and discovered fresh tracks leading through the dew-covered pasture in a straight line to the gravel pit. Massachusetts State Troopers at Lee were on the scene within an hour, but the trail died where the thieves' truck regained the highway.

This scene has been enacted many times in the Northeastern States in the past year—12 times in New Hampshire, 18 times in New York, 15 times in Vermont, and at least a dozen times each in Pennsylvania and Massachusetts.

But this cattle theft took a different twist—it led to murder!

Human drama such as this in the *American Agriculturist* appeals to everyone; to present people moving and speaking is a natural interest-getter. Hence the popularity among agricultural journalists of the narration of a pertinent incident or anecdote illustrative of some aspect of the subject. The reader's interest, thus aroused, can be led on through the article.

WRITING THE BODY OF THE ARTICLE

The inspiration of a good introduction is mostly perspiration, but the rest of the feature, if the "pre-writing" was capably handled, is not nearly so difficult to write. In developing the body of the story, think hard about your topic so that your enthusiasm will come through in interesting detail and effective phrases. Work hard, too, on transitional devices to carry your reader smoothly from idea to idea, and on an ending that leaves your reader with an important thought.

After you have written the body of the story, compare it with these points:

1. Is it accurate, easily understandable?
2. Does it tie in with the introduction?
3. Is it interesting and smoothly written with a change of pace?
4. Are the sentences and paragraphs long and involved?
5. Does it need color, humor, or other enlivening touches?
6. Is the treatment of the subject proper?
7. Do you need more facts to strengthen the story?
8. Is the article as short as you can write it and still have it worthwhile and interesting?
9. Can you take out any more unnecessary detail or useless words?

Rewriting

Now comes perhaps the most important work of all, for it is said that "there is no such thing as good writing—there is only good rewriting." Consider each sentence, and rewrite it whenever improvement is possible. It is best to attend to one thing at a time. Some writers, report the editors of *Reader's Digest,* rewrite their articles five or six times, each time trying to improve it in one of the following ways:

1. Beginning and ending. Does the beginning seize the reader's attention? Does the ending give him a memorable idea?
2. Purpose, logic, and proportion. Have you said what you set out to say, persuasively and pointedly?
3. Sentences: correctness and effectiveness. Is each sentence well constructed and strong?
4. Diction. Can you think of better words and phrases?
5. Punctuation, spelling, mechanics, and neatness. Are there any marring mistakes?

If you have gone about your work in the foregoing craftsmanlike and painstaking manner, you may have the satisfaction of knowing that the result represents the best writing you can do

with your present skill. Moreover, the hard work that went into it will make you able to write better next time.

COMPOSING A TITLE

A farmer reader is reluctant; he does not have to read what you write. If you are not to lose your time and effort, if you are to gain the end for which you write—to persuade your reader—you should have a title that will hold his interest and induce him to read further. The first thing the editor or your reader sees is your title. Make it work for you. It should be short and yet define or describe accurately your subject. But it need not merely name it. A little ingenuity will often transform the dull name of the subject of an article into a title which will stir the editor's or reader's interest or arouse his curiosity and so put him in a frame of mind receptive to your message.

Note the reader interest in these well-written titles:

New Sprays for Better Fruit
He Takes Work Out of Hog Raising
Get More Eggs with Less Work
"Frost" When You Want It
Rich Returns from Green Acres
"I Like Farming by the Square Mile"
How to Make Money Even on Cheap Milk
Do Chores Faster; Make Them Easier
Silage Goes Underground
Does Mow Curing Pay?
Push-Button Weather
Stretch Your Cotton Acreage

Some agricultural journalists prepare a working title before they begin writing the manuscript, then improve it later. Others wait until the manuscript is finished to compose the title. Whichever way you like to work is the answer for you.

If the editor changes your title, don't get upset. He knows what appeals to his readers. Moreover, the layout may call for a longer or shorter title, and he is the only judge of that.

HOW TO "PACKAGE" THE MANUSCRIPT

Your article should be put in the proper "package" for the editor if you want it to receive the proper attention and consideration. Most farm magazine editors agree on these suggestions for contributors:

1. Typewrite and double-space your manuscript; start it about a third of the way down from the top of the first page.
2. Type your name and address in the upper left-hand corner of each sheet of manuscript; write the same information on the back of each photograph with a soft grease pencil. Letters attached to both manuscript and photographs frequently become separated, causing doubt as to the identity of the writer.
3. Give each article a title so both you and the editor may have a common way of referring to it.
4. Give your count of the total number of words the manuscript contains and put it in the upper left-hand corner of page one.
5. Never roll manuscripts; send them flat or folded once horizontally through the center. If photographs are sent be sure to put them between heavy cardboards.
6. Postage for return of material not purchased should accompany each manuscript or group of photographs submitted.

As mentioned in Chapter X, an editor buys only articles for the exclusive use of his magazine. It is not journalistically ethical to send copies of the same article simultaneously to more than one publication, with the purpose of making a sale to the first that accepts it. This practice is likely to result in serious embarrassment.

WHAT HAPPENS TO A MANUSCRIPT?

After you have mailed your manuscript what happens when it reaches the magazine? The procedure differs, but the path your story takes at Curtis Publishing Company will give you a good idea of the interworkings. Once a "Farm Front" manu-

script, for example, is received in the central mail room, it is sent to the *Country Gentleman* editorial offices on the second floor and arrives in the mail and file room. There it is opened by one of the secretaries. After she finds that it is manuscript rather than correspondence or other material, she gives it an exclusive manuscript number which is indicated on the envelope and also entered in a separate card file she keeps. Each manuscript (envelope attached) then goes to the office of Editor Robert Reed, who briefly ascertains its contents and then pencils on the envelope the name of the staff member to whom it is to be directed. Sometimes, he also makes a short comment in pencil.

Then the manuscript returns to the file room where the name of the person to whom it is assigned is added to the manuscript card. This information is kept as a check against loss or misplacement of any manuscript. Following this, the manuscript goes to the person assigned, who reads it carefully. If there is any chance that it might make the "Farm Front" columns, it is marked "dairy," "poultry," "orchards," or whatever major "Farm Front" classification it falls under and put temporarily into file boxes. If it appears to have no chance whatsoever, it is returned to the author promptly with a short note of explanation or a rejection slip.

Selection by "Committee of Editors"

Sometime during the first or second week of each month, the "Farm Front" selection committee (usually composed of two to four associate editors) goes carefully through all the material in these file boxes. Manuscripts and pictures which are accepted are entered on the payment sheets and stamped with a payment number and date. Within two days thereafter, letters are sent to the authors notifying them of acceptance and the rate of payment. A check in payment is mailed the author under separate cover at the end of that week.

Manuscripts that are not accepted are returned to the author with a letter, also within two days after the committee meets.

Although the letter writing in connection with unacceptable "Farm Front" manuscripts places a considerable burden on staff members, practically all of them are answered by personal letter rather than printed rejection slip.

There is rarely any attempt made to inform the author in which issue accepted manuscripts will appear, since space and scheduling difficulties quite often make such a prediction hazardous.

Editor Makes Final Decision

Front-of-the-book feature story candidates follow much the same procedure as "Farm Front" manuscripts—no matter whether they have been requested or whether they come in "cold." From there on, though, the procedure is a little different.

In a few cases, the editor will read the entire manuscript before passing it on to someone else. This is particularly true if it is the result of an assignment to some specific writer. More often, though, he will pencil a staff member's name on the envelope and have it sent down the hall to him by messenger. The staff member reads it carefully and jots down brief comments and recommendations on the envelope. The manuscript is returned to the editor, who may then decide to get another one or two staff members to comment on it if it shows any promise. If the first recommendation, however, is a flat "no," as is the case with the majority of unsolicited manuscripts, the manuscript is generally returned to the author immediately. If the author is someone known to a member of the staff, or if the manuscript shows enough work or promise to merit a letter, the staff member who made the recommendation generally receives the manuscript once more and writes the letter. Otherwise, a rejection slip is attached in the mailing room, a notation to that effect is made on the manuscript card file, and the manuscript is mailed to the author.

Manuscripts about which there is some doubt as to acceptance or rejection are often the subject of discussion by two or more

members of the staff. The editor or managing editor may also sit in on the conference.

Once the editor gets the penciled or spoken recommendations of staff members on a story, and they seem at all favorable, he reads it and makes the final decision. Then a letter is written to the author informing him of the decision and returning the manuscript if the answer is "no." Usually, final decisions are made within two weeks and sometimes within a week. A check is mailed the Friday following acceptance of any manuscript.

WAITING FOR THE "YES" OR "NO"

When you have a story in the hands of a magazine editor you look at the mailbox or incoming mail with all the interest of a cat waiting for a mouse to show his head out of a hole in the barn floor. Not all magazines let you know the fate of your manuscript within a week or two. You wonder what in the world that editor is doing with your story.

The situation differs with each magazine, but here are some of the reasons why you don't get a decision more quickly. Many of the magazines are organized on a departmental basis. One writer-editor, for instance, handles the livestock material. Your story comes in a day after he leaves on a two-week trip. You may hear from his secretary saying that he is out of town. Now when he gets back, there is always a big pile of stories—or two or three different piles—on his desk. It takes him a while to get through them. Then there will be some stories, maybe one of yours, that he will want to get an opinion on from someone else on the staff, maybe the managing editor. That may take a day or two, or longer. Also there may be two or three days after he returns when he can't do anything but work on stories that have to be finished immediately. The presses won't wait. Most editors, however, don't hold your stories a day longer than necessary. Practically all of them have been free-lancers at some time and know how important it is to you to hear from your story as soon as possible.

THOSE REJECTION SLIPS

After you send in your feature article, you should be painstakingly persistent and absolutely immune to "rejection shock." Rejections are not always failures, for they will teach you the hard way the lessons that bring the checks. Here are two different types of those notices that no writer likes to see when he opens his mail:

DEAR CONTRIBUTOR:

We greatly appreciate your letting us see this material. Our return of it does not necessarily mean that we do not like it but merely that it does not meet our current needs.

We would like to go further than this and explain in detail why we are not accepting your material and what you might do to tailor it to our pattern and space requirements. With our volume of manuscripts this, of course, is impossible. The most common reasons for return are duplication or near duplication by some manuscript already in our files or simply lack of space in today's crammed issues.

Please do not become discouraged at this return. If you have further material which your study of the magazine convinces you has a good chance of acceptance, let us see it. To make this publication the best farm magazine published, we need your cooperation and that of every contributor.

Cordially yours,
THE EDITORS

Report:—Contribution Received for Examination
Returned as unusable because:

_____ Not using this type—suggest further study of material now used in the magazine.

_____ Much material of the same type on hand waiting to be printed —now "overstocked."

_____ Good, but has hardly enough importance and interest to enough of our readers.

_____ Good, but a little outside the field of a magazine principally for farm people.

_____ Too late—not seasonable for the issues now being prepared.
_____ Idea all right, but workmanship hardly up to our standard.
_____ Much too long for our use—see magazine for length of material preferred.
_____ Much poetry on hand and we use little—see magazine for length and type preferred.

In general—

We are grateful for the opportunity to examine your contribution, and sorry that we can not use it for the reason or reasons checked above.

Faithfully yours,
THE EDITORS

Some of the best professional writers for farm magazines still pull out rejection slips from their mailboxes. Their reaction? "We'll fix it up and sell the piece somewhere else."

T. Swann Harding, a nationally known writer and editor who recently retired from the United States Department of Agriculture, advises you not to give up. He tells of the time he had a stock of from twelve to twenty manuscripts which he kept in circulation continually—rewriting, revising, tearing up, writing anew. He paid absolutely no attention whatever to rejections, just kept trying to market the articles in other magazines. For five years, he recalls, nobody sent him anything but a printed rejection slip. Then he suddenly received a critical letter from an editor. A few months later he sold an article. Within two or three years he was making about $6,000 a year in free-lance writing. He sums up his advice like this: "To be successful as a free-lance writer you must write about the subject the editor wants treated at that particular time in such a way that the editor finds it in line with his magazine's needs and policy and acceptable to his readers. If, instead of that, you start out to educate the editor, as I did, you will wind up with a basketful of rejection slips."

REJECTED AND ACCEPTED ARTICLES

Now, consider the following letter from a farm magazine editor and a typical rejected article. How would you proceed to get the additional information he requests and rewrite it?

Dear Professor Ward:

Here is the bicycle safety manuscript which Professor Edwards sent in. The pictures are fine and there is a lot of fine background material in the story. But as written now, it is more of an annual report than a story. There is very little human interest or quotes to get the kids' side.

I believe, however, that if someone in your Department could work with Professor Edwards on this it could be revamped into an acceptable story for us.

Cordially yours,
[Signed] BUCKLEY MAITS
Associate Editor

The rejected manuscript:

Many Communities Adopt Bicycle Safety Program

By Carlton M. Edwards

Seneca County, New York, is an outstanding example of how the 4-H Bicycle Safety Program is training boys and girls in safe bicycle riding. Last year all schools larger than one room used the program with about 1,500 boys and girls in grades four through five. Madison County, New York, has followed their lead and this year all schools larger than one room and some of the one-room schools are using the program. These two counties are the leading examples of what is being done in forty counties of New York State this year.

This Bicycle Safety Program teaches traffic laws and regulations, bicycle controls, and care of the bicycle, beginning with boys and girls in the 4th grade and continuing with them through the 6th grade. Several community organizations cooperate in giving this instruction to boys and girls. The County 4-H Club Agent is the county administrator of the program. He assists people in local communities to set up the program and furnishes instructional materials. Local police, public school teachers, parent teacher association members, and service club members each take a part in the conduct of

the program. These community people as well as the boys and girls have a great deal of enthusiasm for the program.

The contents of the program are based upon a study made by the author which determined that four out of five bicycle accidents are caused by the cyclist's failure to observe traffic regulations or to properly control his bicycle. Also, this study revealed that about 70 per cent of the bicyclists injured in New York State are under 16 years of age. The study showed that at 10 years of age cyclists began riding on the road in large numbers. Bicycle accidents rose sharply. Therefore, the program instruction is concentrated on cyclists eight to twelve years of age.

The first year of the program instructs the cyclists in checking the condition of their bicycle for safe riding, teaches traffic laws and regulations and some of the necessary skills in the control of the bicycle. The second year of the program teaches bicycle adjustments, more about traffic laws and regulations and more skills for the control of the bicycle. The third year of the program teaches proper cleaning and care of the bicycle and junior leadership. In this section the cyclists give demonstrations on bicycle controls, observing traffic regulations with those who are in the 1st and 2nd years of the program. Awards are made at the completion of each year's instruction on the basis of the degree of skill accomplished by the cyclist.

There is a program handbook for the use of leaders which contains all of the necessary information to be taught to the boys and girls. Printed work sheets and test sheets for use by the boys and girls and leaders' handbooks are supplied by the Agricultural Extension Service through the County 4-H Club Agent.

Last year in New York State alone there were 15,000 boys and girls who received this instruction in 70 communities in 30 different counties. The enthusiasm for the program has carried it into the other communities of those counties as well as in neighboring counties and other states. Last year, New Jersey, Massachusetts, and Connecticut used the program in a few communities. Many new communities are being added to the list this year. [End]

Now here is the accepted rewrite, which was published by the *Country Gentleman.* Note carefully the different treatment —the personalized, conversational approach, the use of the survey figures that bogged down the other story, the change of pace in the copy.

How to Make Bike Riding Safe

By CARLTON M. EDWARDS

WOULD you like to take a classroom, schoolyard and road course in bicycles? . . . Learn to ride a bike safely? . . . Study the traffic rules you should follow? . . . Have lessons in how to take a bike apart and put it together again?

It's now all a part of the studies in schools and 4-H clubs of 75 communities in New York—a three-year 4-H project, if you please, in which thousands of 4th to 7th graders are tested and graded much as they are in reading, writing and arithmetic.

Of this 4-H bicycle safety program, Police Captain George Murphy, Oneida, New York, says, "We haven't had a bicycle accident in our community in the past year. Four years ago, when the safety program was just starting, there were 10 to 12 a year."

Police officers elsewhere in the state have much the same to say. Altogether, more than 3000 boys and girls a year used to be killed or injured in bike-and-auto accidents. About six out of each 100 accidents resulted in deaths.

There's more to these courses than bike riding, too, the students are finding out. Instructors in auto driver-training report that good bike riders make good auto drivers. Most practices learned in safe bike riding apply to driving cars.

And it's not so hard to convince your parents that you should have a bike, 4-H club agents report, once dad and mother know that the teacher, the cop on the corner, the bicycle-repair mechanic, members of the Parent-Teacher Association and Service Club men all are going to help with blackboard talks, riding lessons, traffic-rule movies, balance tests, and screwdriver-and-wrench demonstrations.

In many communities, where farm and town boys and girls don't take bikes to school because they ride the school bus instead, parents and interested motorists can sometimes be seen hauling bikes by car or truck so that students will have something to practice on for their classroom work.

Bike-safety classes start in fourth grade because accident reports show that one of five accidents happens to a child of ten or under. The great majority of the rest are between 10 and 16 years.

Fourth-grade work includes riding and traffic-rule tests, and study of New York's set of state bicycle laws. Lanes, turns, intersections and other traffic problems are marked off by lines put down on playgrounds or safe, off-street locations until students learn to balance and steer a bicycle easily. By the time a student has taken two years of the course, he is ready to help the teachers train the beginners.

How to tell when a bicycle is in good, safe mechanical shape—and what to do about it if it isn't—is usually taught by classroom demonstration in winter, when bikes are ridden the least.

Charts and pictures showing how to take care of bikes are furnished by 4-H agents in charge of the program in each of 35 counties where Safety First is more than just a slogan.

WHAT CAUSES BIKE ACCIDENTS?

A STATEWIDE New York survey shows the following:

1. Over 52 per cent are due to rider not paying attention to traffic laws—passing stop signs, running red lights, and so on.
2. In 31 per cent of the accidents, the rider did not have bike under control—he wobbled, didn't watch where he was going, and so on.
3. Less than 1½ per cent caused by coaster brake not working or other mechanical trouble.
4. Not quite 15 per cent caused by careless motorists.

Extra rider on bike, stunting, no lights, or riding several abreast didn't cause as many accidents as you might expect—only a little over 6 per cent.

Figure 27. After having his manuscript rejected by a farm magazine, the author of this short article rewrote it to eliminate the "annual report style."

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"Surgery" Brings Another Check

The "painful surgery" on the 4-H story is similar to that performed on an article about a farm family. The editor requested that it be rewritten with a different slant and built mainly around one farm family instead of several. He also wanted the story cut almost in half! Here's an excerpt from the editor's letter after the rewrite was submitted to him:

> The story is a "honey" now. You have been most patient.
>
> I just learned today that the representatives of a magazine have been forbidden another campus, because they had gathered so much material which they later killed or changed. I hope this will not be our fate because we asked you to severely cut this article. I mention it because you should understand the delicate balances that exist between choices of editorial material and the timing thereof, and the fight for space. . . .

Compare the original introduction with the final one. (The rest of the story has been cut to save space.) Note carefully the rewrite—the "surgery." Material deleted from the first draft is set in italics. The new or inserted copy is bracketed.

(The old title and subtitle)

Century Farms—
Inspiration for Today and the Future

Their story is that of gracious living and satisfaction derived from the good earth. These farms have been owned and operated by members of the same family for 100 years or more.

(The new title and subtitle)

["Good Farming Is Not Enough"]

[—say the Spaces—cover subjects this month—about their family's record of 144 years on the same 160 acres. Their interesting argument for adding good living to the "formula" is here reported in *Successful Farming* by William B. Ward.]

(The old introduction)

Into the beautiful Finger Lakes Region of New York State there came three Revolutionary soldiers, Jacob Space, Edward Griswold, and John West, "resolved to advance their fortunes in this new territory." With the Revolution over, a grateful New York legislature wanted to make some award in recognition of the valor of its Colonial soldiery. So in 1789–90 it set aside as a Military Tract an area of more than 1,500,000 acres from the Finger Lakes in the central part of the State to the shore of Lake Ontario to the West. Then, according to their rank the Revolutionary veterans of the State received warrants of land in this choice area: a major general would be allotted 5,500 acres while a non-commissioned officer or private got 500.

Here begins the story of our cover farm family, Mr. and Mrs. Ralph Space and their son Ronald. When I arrived at Millbrook farm shortly after milking time in the evening, Mrs. Space pieced together the family history while her husband was out in the dairy barn selling foundation stock to a young farmer. Not only did I find that several Century Farm families are kinsfolk, but that Mr. and Mrs. Space are, too.

Some of their pioneer families were blood relatives when they settled in the area; others became bound by the ties of relationship as their children grew up and married each other. John West was the great, great, great grandfather of Mrs. Space, whose maiden name was Zetta West. One of those greats was removed for his relationship to Ralph Space. Jacob Space, Ralph's great grandfather, settled in a log house on the farm near Dryden in 1805 and Edward Griswold, his maternal great, great, great grandfather, began to farm a 640-acre tract of land in 1802. He was so interested in developing the nearby village of Dryden that he gave a blacksmith 40 acres to induce him to come there. The Village Green and church sites also are a gift from him. You may want to read more about the Griswold farm later in this article.

Mrs. Space, a quiet-voiced, dark, attractive woman, told me that they settled on the 160-acre Space homestead, in the heart of Tompkins County, when they married 24 years ago. Ralph's father and mother then moved into Dryden village where his mother still lives.

As she mentioned that they bought their first registered Holstein heifer that year, Mr. Space, medium-build and 48 years of age, but looking no more than 40, entered the neat, com-

fortable living room. From the spreading, broad smile on his farmer's sun-tanned face, it was plain to see that this was a favorite subject with him. He modestly described how, from this foundation, they had built their herd of registered Holsteins through careful selection and the use of top-notch herd sires.

(The new introduction)

[There have been members of the Space and West families around the farming community of Dryden, New York, for quite some time. Since 1790 to be exact. And what's that got to do with you?

Well, we're going to visit Mr. and Mrs. Ralph Space and their son Ronald now. And we're going to try to find out not only what keeps a family farming in one community for 159 years but also how one farm of 160 upstate acres can support a family bounteously and keep them contented for 144 of those years. Maybe you can use a couple of the answers on your place, too.

As you have guessed from the dates and figures above, Jacob Space (Ralph's great, great, great grandfather) and John West (Mrs. Space's great, great, great grandfather) came into the territory as discharged soldiers of the American Revolution and claimed their share of the land granted by a grateful New York legislature.

Of course, the last traces of the first Space log cabin have long since gone, but Ralph and Zetta did remodel an old mill that was built about a hundred years ago by Ralph's maternal grandfather. From that old mill came the farm's name—Millbrook. And from that old mill, too, has come a modern, six room tenant house which now stands across the little brook from the Space's own home. "We like to have our hired man, Howard Bundy, and his family live as good as we do," said the Spaces.

Four years ago, Ralph, Zetta, and Ronald remodeled their own house. On the cover of this issue you can see—as the wing nearest to you—the sunporch they added to the gracious old home. You can't see how they tore out interior partitions to make new, larger rooms. Nor can you see without reference to a "before" picture, the larger windows added for more light. Based on plenty of electric current, automatic heat, running water, and insulation, the Spaces have built a program for comfortable living no matter what the weather. And they need

no longer take refuge from the deep snows and cutting winds of their region behind tiny windows and thick walls.

That's the way the farming has gone, too—a studied effort to keep modern, employ laborsaving machinery, out-figure the markets, and yet not go overboard for things just because they're new. The Spaces have been around too long for that.

Dairying is a favorite subject with Ralph and Ronald. When I called at Millbrook last summer, he modestly described how, from their first registered Holstein heifer, they had built their herd of registered Holsteins through careful selection and the use of top-notch herd sires. . . .]

USING BACKGROUND MATERIAL

Suppose you have a pretty good story idea on controlling mastitis and have gathered reams of material for it from one of the veterinarians in your agricultural college. Just how would you proceed to make it a salable feature? Your best chance is to locate a few good farmers around whom you can weave the story. The college authority, of course, provided essential and authoritative facts about how to keep a herd mastitis free. But in this instance the author knew if the article was to be marketed, it would have to be tied up with the experiences of dairymen. Veterinarians at the college knew of several farmers who had success stories to tell, so these sources were easy to find and interview for this article:

They've Quit Gambling with Mastitis

By William B. Ward

(Published by *Successful Farming*)

"If someone had offered us $500 for the farm—lock, stock, and barrel—we would have been tempted to say good-bye. We had bought nothing but mastitis." This and other bad practices were loaded against John Nahrwald at Middleburg, New York, and no one at a dice table could have been "cleaned" more thoroughly or been more dejected. Half of his Ayrshires were carrying mastitis infection three years ago. But when I visited his farm recently with two veterinarians and the county agent, not one quarter was infected. As a matter of

fact, Nahrwald said: "I'm now making more money than I did three years ago on the same number of cows, even though the price of milk is only $3.40 per hundred, compared with $5 then."

That's an unusual case, you'll say. No, far from it. I found scores of good dairymen with similar experiences in each section of the state, with bona fide case histories in mastitis laboratories.

Take Wright Jackson at Hopewell Junction, for example. His story is almost identical with Nahrwald's. He's now in good shape, but for a long time, an average of six cows went out of Jackson's herd every year because of mastitis.

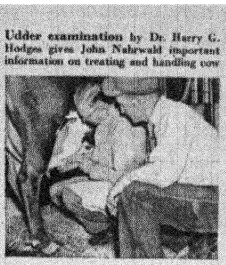
Wilson Day's 30 milking Holsteins at Horseheads had 34 infected quarters two years ago—now none. Leon Atwood at Chazy has almost eliminated mastitis from his herd in the past three years. Roy Christensen at Cazenovia—about a third of his 85 cows had a "strep" infection a year and a half ago; now down to less than half that. Sixty per cent of Alfred Rickard's herd at East Cobleskill had some type of mastitis infection three years ago; now it's cleaned up and the cows are making more milk than ever before.

The list could go on and on. One out of every four cows in New York State shows clinical signs (as shown by examining udders) of mastitis, and two out of every four cows have mastitis bacteria in their udders. The cost for many individual dairymen runs from $2,000 to $3,000 a year—$21 million a year when losses are totaled for all of them in the state. Add Midwestern and other states' losses to the figure, and it's staggering.

Let's go back to John Nahrwald's farm and get firsthand facts to prove that these losses don't have to pick your pocket. As you will recall, half of his Ayrshires were carrying a mastitis infection three years ago. "Actually," he says, "there was only one cow from which we dared drink milk for a while."

He had bought cows from here and there to build up his herd, and that's when the trouble began. Now he raises all his own replacements—wouldn't buy another cow unless he absolutely had to. And in this case, he would first try to purchase bred heifers.

The teats of a heifer are well sealed prior to freshening or being sucked before freshening. This seal and the unimpaired tissue, say the veterinarians, keep the mastitis bacteria from getting into the udder. If mature milking cows are purchased, it's best to test all replacements before making out the check, or buy them subject to test and isolate them until it's done.



Udder examination by Dr. Harry G. Hodges gives John Nahrwald important information on treating and handling cow

Udder massage is given by Nahrwald, who uses a clean towel dipped in antiseptic solution. Now he wants to use a single-service paper towel

Detects mastitis early by using a strip cup. This step prevents more serious damage, also stimulates the milk flow

They've quit gambling with mastitis

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By William B. Ward
Cornell University

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Half of his Ayrshires were carrying mastitis infection three years ago. But when I visited his farm recently with two veterinarians and the county agent, not one quarter was infected. As a matter of fact, Nahrwald said: "I'm now making more money than I did three years ago on the same number of cows, even though the price of milk is only $3.40 per hundred, compared with $5 then."

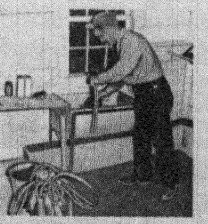
That's an unusual case, you'll say. No, far from it. I found scores of good dairymen with similar experiences in each section of the state, with bona fide case histories in mastitis laboratories.

Take Wright Jackson at Hopewell Junction, for example. His story is almost identical with Nahrwald's. He's now in good shape, but for a long time, an average of six cows went out of Jackson's herd every year because of mastitis.

Wilson Day's 30 milking Holsteins at Horseheads had 34 infected quarters two years ago—now none. Leon Atwood at Chazy has almost eliminated mastitis from his herd in the past three years. Roy Christensen at Cazenovia—about a third of his 85 cows had a "strep" infection a year and a half ago; now down to less than half that. Sixty percent of Alfred Rickards'

Dips teats in an antiseptic solution (chlorine or quarternary) to wash away the small milk droplets and to kill some of the bacteria

Dips inflations between each use on cows. Nahrwald uses clean water to remove milk, then antiseptic solution to kill the bacteria



Rinses all surfaces which have touched the milk. Then he brushes with cleansing-powder solution, rinses again

Figure 28. Material from veterinarians at a land grant college, plus interviews with farmers, were the basic ingredients for this published article.

Because Mr. Nahrwald's herd was in such bad condition, the county agent suggested that he could profit by getting in on the Mastitis Research and Control Program, operated by the New York State Veterinary College at Cornell University in cooperation with the State Department of Agriculture and Markets.

Briefly, this is a program through which he (and other dairymen) could receive free laboratory analyses of the milk from each quarter of every cow in his herd. This service otherwise would cost about $4 per cow.

To get these laboratory analyses made in the nearest regional laboratory (one of six in the state), Mr. Nahrwald called in Dr. E. W. Tucker, Cornell University field veterinarian, and his local practicing veterinarian, Dr. Lincoln Field. The herd was "surveyed," which means they took samples of milk for laboratory analysis and checked over each quarter of every cow in the herd. Mr. Nahrwald in turn agreed to use the recommendations of the laboratory and the veterinarians.

Treatment by Dr. Field was the first order of business with the Nahrwald herd. Infected udders were injected three times at intervals with penicillin, sulfanilamide, and mineral oil.

Then these were the eight steps taken by Nahrwald: [Author's note: The eight steps were described in detail and followed very closely the recommendations of the college veterinarian. They are omitted here to save space.]

A lot of work? Yes, but Mr. Nahrwald says it doesn't take very much more time once it's a part of the regular routine, and it will continue to be a part of his regular routine every day.

"Without the help of the mastitis control program, I would have gone out of business," he emphasizes. "I was stuck, practically desperate. Perhaps some dairymen who don't care can put up with mastitis, but it certainly bothered me."

But now, neither insomnia nor mastitis is a problem with him. His DHIA production records for the 22 milking Ayrshires have climbed steadily as the mastitis has been cleaned up—from 8,367 pounds (315 pounds of fat) to 11,000 pounds of milk (430 pounds of fat). The Nahrwalds' attractively remodeled home and the newly painted barns are further evidence that mastitis control pays off. . . . [END]

EASY STORIES TO WRITE AND SELL

You are sitting in a saturation of articles without leaving your agricultural college campus. Basic information—the stuff arti-

cles are made of—is available in most of the departments and in the experiment station. A type of article most prevalent and easy to write and get published is the "how-to" story. The following article (with three photographs), sold by a Cornell student for $50 to the *Home Garden* magazine, is a typical example. The author gleaned all the information and the photographs for the article from the conservation department.

How to Get Rid of Moles

By James E. Lawrence

The old adage about out of sight out of mind works in reverse where moles are concerned. It is the out-of-sight part that keeps moles in mind. Recently our front lawn suffered a severe mole outbreak. No one needed to tell us that those tell-tale ridges and mounds indicated that moles had secured a firm foothold on our property. Moreover, we soon discovered that the mole is one animal we could not kill with kindness. We had to do it deliberately. In fact, moles should be given their eviction notice in the form of a death warrant. For no other living creatures of comparable size do so much damage in so short a time to your grass or prized flowers as can moles.

But before you sit down and write the obituaries for your moles, you should first take into account a couple of general points about their habits. One thing in your favor is that moles are slow breeders. Knock off a few mama moles, and you put a distinct check to their progress, usually forcing the male moles to get busy elsewhere. But don't get lazy; you have to harass moles incessantly. Allow a few breeding pairs to get together, and you are in business again.

Furthermore, contrary to popular belief, moles are not extraordinarily active during any one period of the day. Recent studies show that they work any time of day or night when the urge takes them. Since moles spend most of their time underground anyway, day and night mean little to them. It has also been found that if any opening is made into a mole's runway the eager-beaver will invariably patch up the damage in a relatively short time. Knowledge of this comes in handy when you want to draw the mole's fire. It works like this: Clamp your foot down on the mole's burrow; wait around awhile until the mole shows; when he does, clamp down on the mole. The idea is that when you see apparent movements just below the sur-

face of the ground it is safe to assume that the mole is on the spot. Then a shovel or a hoe is used to throw him out into the open where you can lambaste him. Patient gardeners have had success this way, especially those plagued by a particular problem mole. But this method of mole control is not altogether satisfactory for those harboring whole platoons of moles. In these cases we throw the whole book. So acquaint yourself thoroughly with these six up-to-date tactical measures.

1. Poison. Earthworms covered with one-tenth their weight of red squill make an easy-to-use poison bait against moles. Red squill is harmless to humans and domestic animals but deadly to moles. Most hardware dealers and druggists handle red squill, and it can be purchased as powder, liquid, or paste. Cover a dozen or more worms with this material and carefully insert them into the mole burrows at various places along the whole length of the runways.

2. Water. Where a hose connection is available, mass mole murder can often be efficiently accomplished in all but very sandy soils. Open the burrow and insert the hose; let the water run for about five minutes after you see it seep out through all the runways. This flooding of the borrows to drown the moles is best done during early summer, when the young are most likely to be in the nest and cannot escape the water. Whole families are so killed.

3. Gas. Another quick way to destroy moles is by the use of calcium cyanide dust and gaseous carbon disulphide. Both are administered with the aid of special guns which can be obtained at most garden supply stores. But be careful. Both materials are poisonous to humans. A small hole is made into the burrow, and the end of the gun is placed in the tunnel as close to the mole as possible. If this cannot be done because the mole's location is unknown, insert the gun into the burrow every ten feet of the runway. Cyanide or cabon disulphide, whichever you use, is pumped into the burrow rapidly, and the hole is plugged up. This method is effective only under certain conditions. Ordinarily it is not dependable, and it may need to be repeated several times. The cost is usually more than the results justify.

4. Repellents. Lye, paradichlorobenzene, and naphthalene (the last two are better known as moth flakes or mothballs) are also sometimes useful in keeping moles in check. Applications should be made every eight feet along the tunnels. Use a small stick to make the hole, and in it place a teaspoonful of one of these materials. Then close the opening to the tunnel. When these repellents are used, the mole is often driven over to your

neighbor's yard. This would be fine except that if the mole does not like his new surroundings he will more than likely come back to your place, mothballs or no mothballs. Also he might simply make a new set of burrows and abandon that portion containing the repellents. In such a case the mole would probably destroy an even larger part of your lawn or garden.

5. Fencing small areas with woven wire or with concrete is a method used where valuable plants require special protection. Galvanized hardware cloth with three meshes to the inch is ideal. It will exclude not only moles but ambitious mice as well. Such hardware cloth will last a number of years. Concrete walls one inch thick or more are also good and usually cheaper in the long run. Fencing alone, however, as well as the other methods previously described, cannot always be relied upon for sure-fire results. Many times it is necessary to supplement these methods of control by trapping.

6. Trapping is probably the quickest and best method of destroying moles. Mole traps may be bought from hardware dealers or from mail order houses. These traps are of two general types, the harpoon and the choker. Both are good, but the harpoon seems to be the most popular because of the ease with which it can be set. However, it is somewhat less efficient than the choker type, as the mole may escape if the prongs of the harpoon fail to strike a vital spot.

The clue to successful mole trapping is to locate the runways which are in active use. Such tunnels can be located by pushing down on a number of ridges that protrude above the surface of the ground. Then note which ones are later repaired and set your mole traps in these places.

To set the harpoon trap, you pack down the active runway ridge with your foot. Then set the trap—be sure the safety catch is in place—and push it into this spot so that the trigger pan rests firmly on the depressed ridge. Have the two pointed supports straddle the runway evenly. Now release the safety catch. That's all there is to it.

The choker trap is set somewhat similarly. However, it is often necessary to make an excavation across the mole's tunnel, especially if the tunnel is on your lawn and not in loose, damp soil. This excavation should be a little deeper than the tunnel, but just the width of the trap. After you make the excavation, you place the trap in the depression so that its jaws straddle the tunnel evenly. Then block the excavation with loose soil from which all rubbish and gravel have been removed. This is done so that nothing will interfere with the working mechanism

when the trap is sprung. Now pack the soil firmly beneath the trigger pan to allow the trigger to rest snugly on the built-up soil. The trap hole is then filled with enough loose dirt to cover the works to the level of the trigger pan and exclude all light from the burrow. If your trap fails to catch your mole in twenty-four hours, you will probably find that you are barking down the wrong mole hole.

One final point to remember: never send a boy to do a man's job. Outsmarting moles is often a trial of wit in which brain power is matched by mole power. By being as persistent as the moles themselves and by using the proper controls against them, you will have little trouble in eliminating these pests for good from your lawn and garden. [END]

CHAPTER XII

Case Histories—from Story Idea to Published Article

CASE histories of two feature articles for two farm publications are presented here as an aid to you in magazine fact writing. The first one tells the background of *Successful Farming*'s managing editor and something about his writing methods. The second one describes the procedure used by the author of this book. Both case histories trace for you each of the steps taken from the time the story idea is hatched until the final manuscript is completed.

CASE IIISTORY NUMBER ONE
AGRICULTURE'S PUBLIC RELATIONS

(A 3,000-word feature article appearing in *Successful Farming*, December, 1951)

About the Author

Some psychologists may argue that experience is not the best teacher. But in making this statement they are no doubt forgetting that walking, talking, typewriting encyclopedia—the agricultural writer. In Jim Roe's case, experience combined with natural writing ability has made him one of the best agricultural journalists in the country.

Jim's training for his present job started the day he was born. An Ohio farm held him until an agricultural scholarship took

him to Ohio State University. At Ohio State he majored in rural economics and received his Bachelor of Science degree in 1940. From there, Jim went to the University of Wisconsin on another scholarship and received his Master of Science degree in agricultural journalism in 1941.

Figure 29. Farm and journalism experience, combined with natural writing ability, helped boost Jim Roe to the managing editorship of *Successful Farming.*

Sooner or later, most writers find a special crack in the door of opportunity. They cling to it, broaden it if they have the ability, and finally emerge successfully on the other side—an expert in their field. It took Jim a few years to find his special opening, but when he found it, it broadened rapidly.

After receiving his Master's degree, Jim worked one year as assistant editor on the Chicago *Daily Drovers Journal.* From there, he moved east and worked one year for the United States Department of Agriculture as a feature writer. When the war came along, the armed forces gave him the go-by; he returned to Ohio and added practical experience to his academic background in agriculture by operating his own farm for three years.

In 1946, Jim came to *Successful Farming* as an assistant editor. His work included the two basics of all agriculture—soil and crops. It's not often a writer finds himself in the enviable position of almost being a member of his own audience. But coming from a farm to *Successful Farming* put Jim in that position.

Today's agriculture is a complex mixture of chemistry, engineering, agronomy, and economics. Having operated a farm, Jim knew this and through his articles tried to dissipate some of the complexities in writing. He wrote for his readers. That his efforts were successful is apparent by the recognition given him by authorities and readers alike.

Three elements—experience, knowing his readers, ability to put words together in a way his readers could understand—are Jim's assets. He uses them wisely and well. His articles have the coveted ability of exploring a subject from beginning to end without losing readers along the way.

In 1950, Jim was appointed managing editor of *Successful Farming*. But even with the extra duties that go with this position, he still devotes considerable time to writing on a variety of subjects.

Agricultural journalism is the special crack in the door for Jim. He's widened it perceptibly, and perhaps even now he's on the other side. Even though much of his writing has been the first of its type in the agricultural journalism field, Jim feels that the surface of the subject has only been scratched. To him, the surface scratches are past history—what exciting possibilities lie beneath are as yet unknown. But when the possibilities unfold in printed form, there's little doubt that many will carry "By Jim Roe" below the title.

The Idea

Agriculture was in the "doghouse" with consumers, labor unions, and others so Roe's idea or slant for this article was to find out three major things: (1) Who is saying what about agriculture and why? (2) What are their motives? and (3) What can agriculture do about it?

Gathering the Facts

Jim's first step after deciding on the angle for the story was to go to Washington, D.C., in May to interview several persons and gather printed material on the subject. For four days he interviewed United States Department of Agriculture information personnel; Sam Bledsoe of Selvage and Lee (a public relations firm); Congressman Alvin Weichel of Ohio; Walter Garver of the United States Chamber of Commerce; Fletcher Boehrem of the *Wall Street Journal* (he's the reporter who with one question "blew up" the Washington press conference on the beef situa-

tion referred to in Chapter XVII); Roger Fleming of the American Farm Bureau Federation; and Bob Howard, a free-lance writer and a former editor of *Farm Journal* and *Pathfinder.*

During his stay in Washington, Jim picked up a foot-high stack of printed material. Some of the items were: reports on recent hearings before the House Committee on Agriculture and the Senate Committee on Banking and Currency; speeches and statements by the Secretary of Agriculture; speeches by Senators George D. Aiken and Homer E. Capehart; copies of the *CIO News;* weekly newsletters of the Farmers' Union and the American Farm Bureau Federation; Doane Agricultural Digests; news stories, editorials, and columns from metropolitan newspapers; articles from news magazines such as *Time;* statistics from the Bureau of Agricultural Economics on subsidy payments, parity, production and marketing costs, farm prices and income, and the like.

After this amount of research, you would think that Jim possessed plenty of information to write his article. To do a thorough job, though, he needed to talk with more "sources." In August he returned to Washington to interview these men: Dr. E. G. Nourse, former chairman of the President's Council of Economic Advisors; O. V. Wells, chief of the Bureau of Agricultural Economics; Mike DiSalle, administrator of the Office of Price Stabilization; Charles F. Brannan, Secretary of Agriculture; George D. Aiken, Senator from Vermont; B. B. Hickenlooper, Senator from Iowa; Don Lerch, National Grange; Don Montgomery, CIO; Dick Wilson, head of the Washington Office of the Des Moines *Register and Tribune;* Walter Wilcox, Library of Congress; William Green, president of the AFL.

Organizing, Restudying, Writing

Soon after Jim returned to Des Moines, he began organizing everything he had collected. In variety and in sheer bulk, there was an imposing amount of material—on paper and in his head. He read all his notes and the important printed material twice,

COOLER

CHICAGO DAILY NEWS

★ An Independent Newspaper ★

76TH YEAR—90 THURSDAY, APRIL 30, 1931. 30 PAGES 5¢ STATE Edition

AIRLINER, NAVY PLANE COLLIDE OFF FLO...DA COAST; 43 DEAD

Flood Refugees

Asks Curb On Farm Prices

Truman to Urge Ceiling on Paity

Chicago Welcomes MacArthur Today

Big Parade in Afternoon; Pageantry and a Talk Tonight

Reds Peril Seoul, Allies Fall Back

16 Bodies Found in Ocean

Big Craft on Way From Miami to Cuba

KEY WEST, Fla. — (UP)—A Transatlantic Cuban airliner and a naval plane rammed together over Key West Wednesday. Forty-three persons perished when the two shattered aircraft plunged into the sea.

The Navy said 16 bodies were recovered from both planes.

There were no survivors. It was the second major collision

HUGE NEW PLANT

Buick to Build Jet Engines Here

Mighty Flood Crest Passes Quad-Cities

Muscatine, Iowa, Next in Path Of Mississippi's Rising Waters

Germans Visit Illinois Mine

Senate O.K.s 1st Child Home In S. Illinois

Raise O.K.d For Million Rail Men

Senate O.K.s Gas Storage Underground

Mac to Head N.Y. Loyalty Parade

Newspapers Set Safe-Driving Mark

Yet Benefits

To Stalin:

You'll Find:

Figure 30. Research material for Roe's article included newspapers such as this, published testimony at congressional hearings, interviews, newsletters, magazines, U.S.D.A. reports.

then jotted down several lead ideas and a working title. (The final lead came from a talk with DiSalle.) In Roe's opinion, an article's lead is so important that you should start working on it as soon as you have a fair knowledge of your subject.

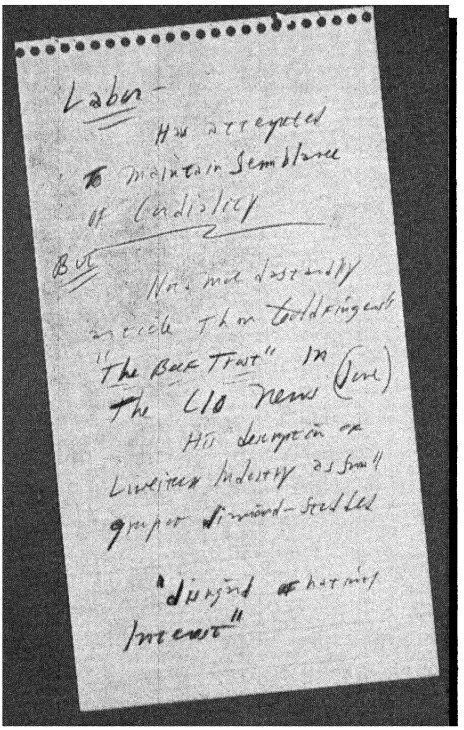


Figure 31. As is the case with many journalists, Jim Roe's handwritten interview notes leave something to be desired. That's one reason they are quickly translated and typed.

Jim believes that you can organize and arrange your notes and other research material as methodically as you wish. Still when you get down to writing your article, if you haven't got the notes firmly fixed in your mind, it will be rough going. It takes too much time, he says, to refer to something every time you want to write a new paragraph. Moreover, any semblance of continuity in writing will be broken. Jim finds that the better he has his notes in mind, the better and quicker the writing will flow. When he wants to find an exact quote or a figure his "picture" memory is a great timesaver. Roe notes that in writing an article the points that stick in a writer's mind really are the most important. If anything is so obscure you don't remember it, chances are it will get lost in the shuffle when you revise and cut for space.

After a study of his material, Jim prepares a preliminary outline. This is a procedure he calls "absolutely necessary." As a rule he follows his outline only in a general way, but it helps to keep

him "on the track," and it aids logical organization for easier writing and reading.

Here's his preliminary outline:

A. Introduction
B. Who is responsible?
    1. Agriculture itself
    2. Government
    3. Labor unions
    4. Industry
    5. Urban press
C. How great is their success?
    (Short transition into "what to do?")
D. What are we going to do?
    1. Good principles, first; positive, not merely negative

After this, the author prefers to write the lead pages. He then prepares a final outline and goes through selected material, jotting down items in sections in this fashion (note how he follows it in his manuscript):

A. Under section "Who is responsible?"
    1. Government
        a. Aiken's statements on new credit to speculators and war contracts without regard to ceilings.
        b. Aiken: Why agriculture is attacked? administration, industry, labor; break political power and make subservient to government.
        c. How credit built inflation.
        d. U.S.D.A. attitude—"some gloomy folks."
    2. Labor
        a. Green's office wouldn't talk.
        b. CIO beef article and pix on front of *CIO News*.
        c. Fleming—Inevitable that they attack us; Green now writes Patton; 72-hour labor meeting.
        d. O. V. Wells on wages.

e. Meat used as tool for labor's escalator clauses; might just as well have been wheat, sugar.
f. Montgomery's (CIO) interpretation of lower support prices.
g. Agriculture stabbed in back at every opportunity—CIO beef trust; long meetings with OPS.
h. Why?
Divert attention from wage demands; cheap food myth; unions always must be "agin" something.

3. Urban Press
a. Fleming's report on feelings.
b. Wilson's report.
c. Newspaper Guild members and low salaries.

B. Agriculture's principal failures
1. Nourse—Agriculture elected to live dangerously.
2. Brannan—criticism of some farm organizations.
3. Patton's newsletter; difficult to find bad names.
4. Parity problems and liability.
5. Big ACP and liability.
6. Bledsoe—confused self-interest and left consumer uninformed.

C. How bad off are we?
1. Aiken's experience.
2. Fleming—"perhaps our greatest ally."
3. "Beef strike."

D. What do we do?
1. Not hire "smoothie."
2. Nourse—Good principles.
3. Lerch—Combat labor's ideas.
4. Brannan—Think first; don't be negative.
5. CIO—Get farmers and workers together.
6. Less lobbying—more factual information; speak for self.
7. U.S.D.A. should talk more to consumers.
8. Primary problem—whom do city folks resent?
9. PMA panel—explain farm problems; tell what raises prices.

Jim then went to work on the first draft of his manuscript. He wrote this draft quickly from introduction to ending, not stopping to edit and rewrite as he went along. The final draft was completed by the October 10 deadline. Note the major changes he made between the first and last drafts of his manuscript. The italics indicate copy he deleted, the brackets material he added.

Agriculture's Public Relations

Our customers are being taught to hate us. It's high time we learned the facts on what farmers should be telling housewives and how to tell it.

By Jim Roe

A great many people are hard at work these days, tying big tin cans to agriculture's tail.

The biggest and noisiest of these ["cans"] is the responsibility for high prices—all high prices. "The greedy farmers are doing this to us," they say. "There's nothing wrong with our price system that cheaper beefsteak won't cure!"

Yet, ponder these facts:

United States government statistics show that from 1947 through 1950—

—Industrial wages and salaries increased from $122 billion to $145 billion per year.

—Corporate profits after taxes moved upward slightly from $19.1 billion to $22.1 billion.

—Government spending increased from $28.8 billion to $42.1 billion.

—Farm operators' net income from farming dropped from $17.8 billion to $13 billion.

Incredible, you say? Incredible that our inflation can be so successfully blamed on the only major group whose income has fallen while all others went up? Yes, it is incredible. But it has been done.

This, then, becomes an interesting and highly meaningful case study of how folks hide their own jam-stained fingers, point to another, and shout, "He did it!" [It's a case study of the political hokum deliberately placed in every housewife's market basket.]

Sadly, our government itself has done the most to slur the names of part of the people it governs.

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Almost alone, among government officials, Agriculture Secretary Brannan has tried to explain the facts about food prices From the president on down, most other government spokesmen have tried to inflame housewives into resentment against farmers No matter that the farm share of beef prices accounts for only about 3 percent of a city householder's expenses Beef is a "symbol" And, admits Price Controller DiSalle "When the economists tell me that the psychological factors in an inflationary trend may be far more important than the economic factors themselves, I'm inclined to agree"

The only flaw in this thinking is that while the controllers enthusiastically chase the psychological 3 percent, the nonpsychological 97 percent of prices continue their merry climb

The same front page which announces President Truman's brave decision to ask for curbs on farm prices, also quietly announces that "Economic Stabilizer Eric Johnston Wednesday approved a . wage increase for 1,000,000 railroad workers, even though it pierced the government's 10-percent ceiling on pay boosts"

On the day President Truman charged that consumers face "a beating" if farm prices of beef are not rolled back, the adjoining front-page column reported, "The Wage Stabilization Board today approved an additional above-ceiling wage increase for 200,000 packing-house workers"! During the six months after the Korean outbreak, *the government itself* helped make available nearly 8 billion price-boosting dollars in new credit and purchasing power—money which really didn't exist

If you are in embarrassing trouble in one spot, create a diversion, make a loud noise, in another, that has always been sound military and political —strategy That, some sober men believe, is exactly what is motivating government antifarmer talk

Vermont's Senator Aiken puts it this way "After last fall's election, administration authorities intimated that controls were coming Every time these officials mentioned the coming possibilities of controls, it was the signal for a markup of consumer prices Every time government officials predicted higher prices to come, millions of consumers were scared into buying goods they did not need

"The result was inflation [*Turn to page 132*

Figure 32. Although written by the managing editor, this farm magazine article was cut, rewritten, and edited several times before it was published.

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Vermont's *clear-thinking* Senator Aiken puts it this way: "After last fall's election, administration authorities intimated that controls were coming. Every time these officials mentioned the coming possibilities of controls, it was the signal for a markup of consumer prices. Every time government officials predicted higher prices to come, millions of consumers were scared into buying goods they did not need.

"The result was inflation induced by the acts of the very people who were supposed to prevent it.

"On January 26th, farm prices, wages, and prices of nonfarm commodities were theoretically frozen. As was anticipated by nearly everyone except the control agencies, consumer prices moved upward still further. Labor refused to ac-

cept a freeze in wages. Corporation reports indicated all-time high profits.

"The price and wage control program has been a flop. The net result to date has been a sharp increase in consumer prices, . . . and a desire to find a way out of their present predicament by those who took the wrong course in an effort to control inflation. They either have to blunder ahead, start over, or find a scapegoat upon which to put the blame for their own blundering. According to reports, it is the latter course they intend to follow.

". . . (Now) through the government's propaganda system, the public is being told that farm-commodity prices are largely responsible for the increase in consumer costs. And that if farm prices can be frozen, it will be a comparatively simple matter to hold wages within bounds."

Why such deception?

Very simple. First, the promise of "cheap food" is almost as old a political device as is a firm stand against sin. And, in either case, you can always blame it on someone else if things don't work out just as you say they will. Also, since there are fewer and fewer farmers each year, politicians are increasingly safe from antagonizing a damaging number of voters.

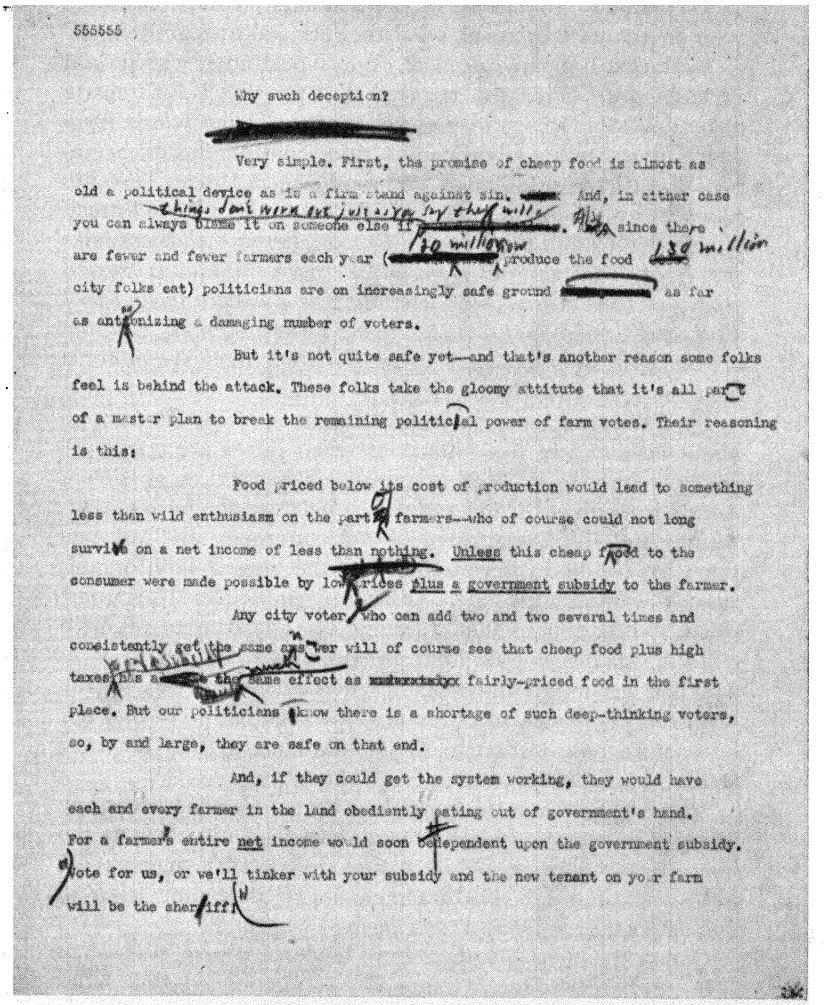
But it's not quite safe yet—and that's another reason some folks feel is behind the attack. These folks take the gloomy attitude that it's all part of a master plan to break the remaining political power of farm votes. Their reasoning is this:

Food priced below its cost of production would lead to something less than wild enthusiasm on the part of farmers—who of course could not long survive on a net income of less than nothing. Unless this "cheap food" were made possible by low food prices to the consumer plus a government subsidy paid to the farmer [but really subsidizing the consumers].

Any [city] voter who can add two and two several times and consistently get the same answer will of course see that cheap food, plus high taxes to pay a subsidy, has much the same effect as honestly priced food in the first place. But [our] some politicians think there is a shortage of such deep-thinking voters, so, by and large, they think they are safe on that end.

And, if they could get the system working, they would have each and every farmer in the land obediently eating out of government's hand. For a farmer's entire net income would soon be dependent upon the government payments. "Vote for us, or we'll tinker with the subsidy, and the new owner of your farm will be the sheriff!"

Perhaps those are some of the reasons which motivated the



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Why such deception?

[redacted]

Very simple. First, the promise of cheap food is almost as old a political device as is a firm stand against sin. [redacted] And, in either case you can always blame it on someone else if things don't work out just as you say they will. [redacted] since there are fewer and fewer farmers each year ([redacted] 120 million now produce the food 130 million city folks eat) politicians are on increasingly safe ground [redacted] as far as antagonizing a damaging number of voters.

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Food priced below its cost of production would lead to something less than wild enthusiasm on the part of farmers—who of course could not long survive on a net income of less than nothing. Unless this cheap food to the consumer were made possible by low prices plus a government subsidy to the farmer.

Any city voter who can add two and two several times and consistently get the same answer will of course see that cheap food plus high taxes [redacted] the same effect as fairly-priced food in the first place. But our politicians know there is a shortage of such deep-thinking voters, so, by and large, they are safe on that end.

And, if they could get the system working, they would have each and every farmer in the land obediently eating out of government's hand. For a farmer's entire net income would soon be dependent upon the government subsidy. Vote for us, or we'll tinker with your subsidy and the new tenant on your farm will be the sheriff!

Figure 33. First draft copy "takes a beating."

then Economic Stabilizer Eric Johnston to accuse farmers and others who opposed rollbacks of taking the attitude "Damn the consumers—Full pockets ahead!"

Some even think those ideas are perhaps at least partly the reason Price Controller Mike DiSalle charges: "Farm organizations believe in free enterprise when prices are going up, but want supports when they start down. This gives people the idea that the farmer is consistently on the taking end, and

never wants to give. Most of the blame is on the spokesmen who do not actually speak what the farmers' true position is."

Mark that last sentence well. ". . . spokesmen who do not actually speak what the farmers' true position is." Circulate around Washington and you get those selfsame words from four sources: union labor leaders, price-control officials, Secretary of Agriculture Brannan, and the Farmers Union. They are all referring, of course, to leaders of the American Farm Bureau Federation [.] *and the National Grange. Perhaps all these folks just happen to feel that way, and perhaps the idea is carried from one to another. Quite possibly it is a sincere feeling that F. B. and Grange members are being misrepresented; still, the technique of slyly setting one part of a group against another is sometimes suspected.*

It's interesting, too, to shine a bright light on that charge about believing in free enterprise when prices are going up, but switching to a belief in supports when prices go down. Actually, much of the fire and smoke between the farm organizations and the Department of Agriculture for the last few years has resulted from the fact that the biggest farm organizations wanted moderate, "disaster-insurance-level" support prices, while government, through the Department of Agriculture, was insisting on high support prices.

When we in agriculture allow government to sneak up the walk and lay that dead cat on our doorstep, it's proof that our lines of communication to the minds of city folks are very tangled and broken.

Next to government, labor unions have done as much as any group to put across the idea that all farmers commute from the house to the barn in private planes. Indeed, it's sometimes a little difficult to tell whether government is leading labor in this respect, or is being firmly pushed.

One of the latest brickbats from labor, of course, was when A.F. of L. President William Green announced that labor would no longer "appease" and work with agriculture. It was an announcement that sounded something like, "Beginning at exactly 8 o'clock, we will no longer be friends."

The question which immediately came to agriculture's mind, of course, was, "How good friends were we at 7:30?"

One clue to this is what labor leaders were saying about us while supposedly friends.

The June 4, 1951, issue of the *C.I.O. News* carried to union members an article entitled "Beef Trust Has No Real 'Beef.'" It reported: ". . . the gentlemen from the cattle-growing industry are posing as 'poor farmers' in a fight with a 'big, bad

government.' The cattlemen, however, have as much relationship to family farmers as Wall Street brokers have to a page boy on the New York Stock Exchange. . . .

"Cattle growing is big business. The beef on your table probably comes from a steer raised on a huge ranch of several hundred thousand acres. Very likely it was fed up to selling weight on a large commercial feed lot, which quarters hundreds of steers at a time.

"The ranchers and feeders are a comparatively small [crowd] *group,* but they account for a large chunk . . . of agricultural income. It is a business—dominated not by small farmers, but by rich ranch owners and commercial-feedlot operators.

". . . The cattlemen have no case in their attempt to exempt beef prices from control. That is their reason for their threats to withhold cattle from the market and to club the government into submission.

". . . there can be no economic stability without control over the price of beef."

Two weeks later the same paper carried a large scare photograph on how to buy a steak on credit terms, and reported a congressional committee ". . . began special hearings to determine if—as everyone already knows—the meat industry is striking against the government."

When I telephoned A.F. of L.'s Mr. Green's office recently for an appointment to discuss the problem, the first thing I was asked was: "What do you want to talk to him about?" After explaining I wish to discuss agriculture-labor relationships, the voice on the other end of the wire decided Mr. Green was not in town, and no, no one had any idea when he might be.

One topic which would have borne discussion is what labor has been telling government.

Last summer, labor staged a full-scale walkout on the wage stabilization board, and pulled labor people out of all the defense agencies where they were on loan. After this, there was a closed meeting which lasted for days. Reports from folks who were there indicated a good share of the time was taken up by labor leaders damning the farmer. Soon after, labor walked back in, and many agricultural people thought they detected a marked increase in the number and velocity of verbal brickbats from both labor and government.

Another brickbat is labor's fantastic interpretation of why farm organizations fought for moderate support prices:

"That's just so the small farmer will be starved out before the support prices take hold and protect the big farmer" is the amazing way this policy is being explained to union members.

It's like saying the 75-cents-an-hour minimum wage was designed to squeeze the low-pay worker for the benefit of the higher-paid. Which is an interpretation of the minimum-wage law labor has never put forward.

Again the question: Why? It is of no value to us merely to point out who is talking against us, and what they are saying. We must know why they are saying it, so we can effectively inform them of the truth—and impress upon them the value of using that truth.

One interesting explanation:

"Both industry and labor are somewhat shocked at the audacity of agriculture that now wants to participate in the traditional privilege of a free-enterprise system; namely, to make money, not merely stay alive.

"Time was, the farmer would lift his hoe back to his shoulder and trudge slowly back to work, accepting as inevitable the fact that his lot was not a happy one.

"Now, he hires an economist and sends him to Washington to bargain along with industry and labor, who have both been there a long time."

Another view: "It was inevitable that labor attack us. As we in agriculture become more and more of a minority group, labor and others will of course use the tool of division and prejudice against us. Some politicians, too, will be not unwilling to contribute to the misunderstanding, if they think all they are hurting is a small minority of the voters."

And another:

"Labor's campaign against beef is not necessarily vindictive —it's merely a tool to aid in the fight for escalator wage clauses in labor contracts. It might have been against sugar, or wheat, if these instead of beef had happened to be in short supply."

Then, too, some feel that the campaign tends to divert attention of consumers away from labor charges [.] *which make up 50 per cent of the drain on our total disposable income, and focus it on agricultural prices—though all farm prices take only 10 per cent of that disposable income. Perhaps, too, the "cheap food" is such a magical term union leaders cannot resist using it.*

Finally, any organized group of humans seems to possess the perverse qualities of greater friendship and cohesiveness within the group, if they are strongly "agin" some other group. Labor seems to be no exception to this sad law of human nature.

And the old specter of political domination creeps into one over-the-coffee discussion after another:

"It's not so obviously against the farmer as an individual, as

against his free institutions. People are trying to discredit the farmer's own thinking. They attempt to build personal feuds between personalities (example: the Brannan-Kline case) to cover the deeper, basic issues."

"An agricultural spokesman can enter into this problem," he goes on glumly, "with all the speed, fire, and sense of responsibility of a herd sire. Folks will put an arm around him and call him a good fellow. But, if he doesn't watch out, he'll come out of it headed right down a narrow chute to the steers' feed lot!"

It's hard to tell sometimes, too, who is friend and who is foe. Much of the problem is our own fault—within agriculture itself. A quarreling, divided group is always an open invitation to any outside troublemakers.

And the truth is that lately it's been a little difficult for outsiders to find a name to call us that we haven't already used against one another.

Most dramatic, of course, is the U.S.D.A. Farm Bureau "difference." But it goes much deeper than that. Individual commodity-or-crop pressure groups haven't always looked too carefully at whom they stepped on to gain their ends. Some pretty ridiculous crops have been muscled into a "basic" list.

We've not thought through too carefully the long-time taxpayer reaction to our acceptance over the years of a total of 6 billion government dollars for "soil conservation"—some of which we would and should have done for ourselves, and some of which we failed to deliver even after accepting the checks. True, both the Farm Bureau and Grange have wisely tried to reduce this handout, but Congress, unconvinced, has continued it.

"Agriculture long ago elected to live dangerously," points out Dr. E. G. Nourse. Doctor Nourse is a former Iowa State College economist, and onetime chairman of the President's Council of Economic Advisors.

"One way was in the way we tied private and public farm organizations together (Farm Bureau and Extension Service). Another was in the way individual farm-commodity organizations exploited their power (butter vs. margarine—a campaign where the dairy farmer's money bought him only antagonism). Farm-state politicians, too, have felt strong benefits to agriculture were a good issue upon which to work.

"And then there is that element of farmers themselves who say, 'Well, I know this isn't very good economics, and maybe not too good politics. But we've had some mighty lean years,

so let's ride along with this another year.' There has always been 'just one more year.' "

Some of these off-color chickens are now coming home to roost, and we may as well recognize them as our own.

Our very foundation stone, parity, has sometimes been as much liability as help. Though the principle is sound, we have become so impressed with it that we sometimes fail to make the adjustments which new production methods and new elements of farm costs dictate.

This leads to floods of potatoes at much less than 100 per cent of parity, since we've learned how to produce potatoes much more efficiently than we did in 1910 to 1914, when parity was figured. Yet we have a shortage of beef even though the price is 150 per cent of parity, since risks and costs make beef raising less attractive than some other farm projects.

And, we are soundly damned for both the flood of potatoes and the trickle of beef.

What is infinitely worse, we have utterly failed to keep in touch with our city customers.

We have failed to explain the costs and risks of farming—that meat and milk and grain do not spring up from the ground unassisted.

We have failed to explain our part in providing—for all the people—tenderer steaks, sweeter fruit, purer milk than our grandfathers could obtain at any price.

We have failed to talk directly to our customers to explain the marketing system which lies between our farms and their tables. If milk goes up a half cent a quart at the farm, it's been the middleman, not us, who told the housewife: "Your milk price is now one cent higher, due to a higher price for the farmer."

And we've let it go at that.

A great portion of marketing costs are fair charges, for an increasing number of services consumers now demand. But if we don't explain that only 3 cents from a 20-cent loaf of bread gets back to the farmer, and that bread sometimes actually goes up in price while wheat is going down, we can't really expect labor, the transportation industry, or the baker to do it for us.

The end results? All this mass of confusion, half-truths, rumors, and downright falsifications is daily being fed to our customers in the columns of city newspapers and magazines. It creeps into cartoons, becomes the grist for columnists in their constant search for material, and is even carefully fed into national radio and television comedy shows.

Most of this is perfectly honest reporting of what newspapermen find. It is in line with what their judgment tells them will appeal to their readers. They are honest men, pinched as we all are by crazily rising prices. Over a course of years, many of them have come to believe that agriculture is out for all it can get.

That's agriculture's biggest problem today. What can we do about it?

There's some evidence that perhaps we are not so badly off as we might think from reading all the descriptions of ourselves. One indication: President Truman himself made a personal appeal for housewives to flood recalcitrant Congressmen with letters demanding rigid and drastic beef rollbacks. But all Congress received was the President's echo in the form of letters by twos and threes, along with a uniform mailing of union-mimeographed postcards with signatures solicited at industrial plant gates as the workers filed in and out. "Biggest fiasco of the year," commented Senator Aiken.

And what resentment there is in housewives' minds may actually be a very great and real agricultural ally, reasons Roger Fleming, Secretary of the American Farm Bureau. City consumers' very resistance, he feels, may help thinking, producing farmers fend off excessive government-sponsored farm subsidies which could only lead to government control of individual farms.

In spite of these hopeful signs, each of us as a farmer faces a very real problem of improving our relations with other occupation groups.

We won't solve it simply by hiring a smoothie to slap folks on the back and tell anyone who will listen that really, farmers are nice people.

First and most important, we need to put our own house in order and develop sound principles to guide our actions. *If agriculture had a unified, clear, and common sense principle to turn to, the individual problems of how high this or that support price should be, or who should do what for farmers, would be solved before the sound of our own quarreling carried out into the corridors and all our neighbors took sides and joined in the fight.*

[Actually, we already have many of those principles well thought out, but not yet stated in a form which has captured the imagination of our people.]

These principles must of necessity be positive. A constant attitude of being against everything, but for nothing, does just what Mr. Carnegie's book warned us about.

Secondly, we must take our story to the country. Have we ever adequately explained that the reason totally unsupported farm prices can break so disastrously is because you can't turn a farm off? How in slow economic times both industry and labor can ease off on production and keep prices up to some extent—but that the sun still shines, the rain still falls, and cows still must be milked? I think not.

Have we ever gone to consumers and asked them exactly how they felt agriculture was mistreating them, then answered their complaints honestly and convincingly? It's still to be done the first time.

[And, though we have tried hard, we still haven't effectively explained the reason why choice beefsteaks cost money —because wage earners are energetically bidding against one another for it, their pockets full of that tremendous increase in industrial wages.]

Actually, much of this job can be done—once a firm foundation is created—by time-tested methods used by industry.

We can take urban editors to producing farms, just as industrial tours are held. We can take a part of our farm-organization funds and set up agricultural information offices in the hearts of cities, staffed by farm people who know the answers.

We can use advertising space to explain agricultural price changes, to explain the marketing system.

And we can, and must, go far beyond all that. Beyond selling cattle, swine, sheep. Beyond merely defending the farmer. Beyond the problems of marketing spreads, freight rates, shrinkage.

We are selling public health, through nutritious food. We are selling higher living standards; better things for better living. Our products are building individual strength of humans, family happiness, better towns, finer homes. Farmers are helping build a richer, stronger, more democratic life across America. We are working in the common interest—labor's, the housewife's, our own.

More food and better food for more people. No other nation in all history ever had an agriculture so efficient that famine and hunger were merely conditions to read about under foreign date lines.

We have done it. And we've only just begun to farm as well as we know how.

These are the things we must tell our country, sell our customers. We must sell health . . . sell the general betterment . . . sell honest marketing . . . sell quality products. We

must do it with all the wild-grape color, all the October-forest romanticism—and all the hardheaded common sense—which so enriches farming. If we do this, we will help ourselves solve our problem of public relations. [END]

CASE HISTORY NUMBER TWO

WITH VENDING MACHINES THEY'LL REACH FOR YOUR MILK

(A 2,500-word article by the author appearing in the *Country Gentleman,* November, 1951)

The Idea

One day John Strohm, associate editor of *Country Gentleman,* while visiting the Cornell campus, talked with the author about several story possibilities. One of them concerned the experiments being made by the University with milk-vending machines in various campus buildings and the rapid spread of the machines in several large cities. The suggestion seemed to be good. Aside from the Cornell experiments, which were interesting and significant in themselves, there was plenty of indication in several sections of the United States that this method of marketing milk had tremendous possibilities for farmers and for the dairy industry.

John asked for a letter outlining possible story angles, and, after a little additional checking for more information, the author sent him the following communication on April 14.

That milk story, if you're still interested, might follow these angles:

1. Now is the time to get set to sell more milk, with vending machines as a great possibility. Don't wait until national defense and war demands slacken and milk surpluses develop again.

2. Cornell tests with machines prove that if you get milk "at the right place at the right time" it can often outsell "coke" and other soft drinks. Chocolate milk outsells white 3 to 1, except during lunchtime.

3. Comments from dairy farmer leaders and milk distributors in New York, Chicago, Pittsburgh, and other areas.

4. A case history of the experiences of Challenge at the Anaconda Smelter. When the milk machines were taken out, the union insisted that they be returned, or else. Here's a short statement from E. S. Trask, general manager at Challenge (Idaho Falls, Idaho):

"We are rather proud of this distribution (Anaconda) due to the fact that it is a brand new market that was held by 'coke' and similar soft drinks."

5. Several New York City apartment houses have these milk machines; home delivery at store prices.

John, there could be other angles, but these probably would be the main ones.

I'll be leaving for the West about June 1. If you want me to go ahead on this story, please let me know by then.

The "green light" came a couple of weeks later in a letter from Arnold Nicholson, managing editor:

John Strohm has forwarded to me your letter on the story possibilities in the spread and acceptance of fresh milk vending machines. We're definitely interested, and would like you to try this one for us.

We're thinking of a page feature, running heavily to photos—maybe only two, but each a good shot. My choice would be the set-up at Anaconda or some other manufacturing plant, and the other, one of the machines in a New York apartment.

The itemized ideas you listed in your letter to John certainly ought to cover it. I imagine we'll have to lean rather heavily on No. 3—the comments from dairy farm leaders—to bring the story from the city and put it in our farm readers' laps. We'd like to keep it near 2,500 words.

A few days later, John Strohm wrote the following letter to the author with a couple of useful tips:

You have heard from Nick on the milk story. I know he is quite anxious for you to do this. There are some of these vending cabinets in Illinois and Wisconsin. The President of the Pure Milk Association of Chicago is extremely enthusiastic about running some tests in the Chicago area.

Whistle if I can be of any help.

Gathering the Facts

As you will note in the letter from Arnold Nicholson, the managing editor, he indicated that the author should lean heavily on Number Three, "to bring the story from the city and put it in our farm readers' laps." One of the first steps, then, was to contact a dozen or so dairy farmer leaders to get their experiences with vending machines, if any, and their opinions of the possibilities of this method of marketing milk. Because these men were scattered widely across the country, a majority of the interviewing was done by letter. The following letters and the replies are typical:

May 8, 1951

Mr. E. S. Trask
General Manager
Upper Snake River Valley
Dairymen's Association, Inc.
Idaho Falls, Idaho

Dear Mr. Trask:

At the request of the *Country Gentleman* I intend to prepare a feature article on the possibilities of the spread and acceptance of milk vending machines. I would like to center part of the story around your operations at Anaconda if agreeable with you. Your brief description of these operations in a previous letter to me was very interesting.

I need a little more help, and, if I ask for too much, please don't hesitate to tell me so.

First—I would like your comments on what you think the spread and acceptance of these machines on a wide scale would mean to dairymen, to milk marketing cooperatives, and to dealers.

Second—What are some of the handicaps, in your opinion, in getting greater use of them? We've had some trouble, for example, in getting dealers in Syracuse to go ahead on such a project.

Third—Would it be possible for your agent at Anaconda to interview the superintendent and two or three labor union members to

get their frank comments on the value of the milk machines to them? These should be specific comments with names.

I plan to be in Idaho Falls some weekend next month (June) to see you, at which time we could discuss these questions in some detail. Do you expect to be away for an extended time during the summer?

Sincerely yours,
WILLIAM B. WARD

This was Mr. Trask's reply on May 14:

Regarding the proposed article for the *Country Gentleman* on the milk vending machines, I shall do everything within reason to be of help. I am going to Montana next week and will endeavor to get the interview with the superintendent, who is very favorable to milk vs. soft drinks.

I will be in and out all summer as far as I know now. If you will let me know about when you expect to be in Idaho Falls I will do my best to be home. Meantime, I shall be prepared to answer your questions.

May 9, 1951

Mr. W. E. Winn, President
Pure Milk Association
608 South Dearborn Street
Chicago 1, Illinois

Dear Mr. Winn:

At the request of the managing editor of *Country Gentleman* I am preparing an article on the possibilities of the spread and acceptance of fresh milk vending machines and would appreciate your opinions on the matter. Your comments on what the widespread use of these machines might mean to dairy farmers would be particularly valuable to this story.

If you have had any experience with this type of milk marketing, I could also make good use of this kind of information.

Sincerely yours,
WILLIAM B. WARD

This was Mr. Winn's reply on May 17:

My interest in vending machines was greatly increased at the Dairy Marketing Conference at the University of Illinois this spring.

Since that time, our voting delegates, by resolution at the annual meeting on March 31, requested that we attempt to place vending machines for milk in any schools where such machines were permitted by school authorities. I, therefore, have requested Mr. McWilliams of our staff to write to the manufacturers of vending machines about types of machines available, and any information they may have as to the success of these machines, particularly in schools. We intend to present a recommendation to our board as soon as we can give them the supporting information they will need for this new venture.

As we develop our plans, I shall be only too glad to give you the benefit of our experience, the same as we are benefiting from the trials you have made at Cornell University.

Increasing the total consumption of milk by the usual method of advertising persuasion is usually a slow although a sound process. There is much reason to believe that the use of a product like milk, which has an appeal as a thirst quencher and a refreshment, as well as high food value, can be sharply increased by the simple means of making it more available. We sincerely believe that the placing of vending machines selling milk in schools, large offices, and manufacturing plants has tremendous possibilities of selling more of our product.

The author sent a similar letter to L. A. Chapin, president of the Dairymen's League, and received this reply:

In your inquiry you have asked for an expression of opinion as to the possibilities of greater use of vending machines for expanding the sales of fluid milk.

The actual experience of the Dairymen's League with this method of milk sales has been very limited. We have used quite a large number of mechanical dispensers in industrial installations in our Rochester and Buffalo operations. It has been our experience that

where a large number of people are employed with well disciplined organizations, the operation of these dispensers furnishes a very desirable outlet for dairy products. However, we have had some very disappointing experiences where fewer people are employed and where less discipline of employees is exercised. Many times machines have been damaged and abused, causing a great amount of expense for service and maintenance and ultimately leading to the withdrawal of the machines from service. . . .

There are other concerns in the metropolitan area experimenting with mechanical dispensing devices in large apartment houses. It is my understanding that these operate reasonably well where the apartment houses are under good management and well supervised. . . .

As you may know, our experience in the past in using the dispenser has been so limited that most of the above information is merely opinion and based upon observations of other operations. Should you desire further information or discussion of this problem, we will be very glad to furnish anything that we may have available.

Many other interviews were made with dairy farmer leaders, both by letter and in person. Some of their comments appear in the manuscript.

Among the other interviewees were the federal milk market administrators in New York City and St. Louis; S. C. Slaughter, assistant to the vice president of Borden's Farm Products, New York City; E. O. Mather, president of Dellwood Dairy Company, Yonkers, N.Y.; Ben L. Simon, City Milk Company, Inc., New York City; John S. Mill, vice president of Rowe Manufacturing Company (builders of one of the most popular vending machines); H. A. Loebel, Food Engineering Corp., Manchester, N.H. (manufacturer of a vending machine); Forrest C. Fairchild, manager, Prairie Farms Creameries, Chicago; G. Dewey McDonald, manager of Heatherwood Farms, Lansing, Michigan; Lowell Treaster, director of information, Michigan State College; Bruce Campbell, director, California Bureau of Milk Control; A. Warren Austin, Arizona state dairy commissioner; Clark G. Diamond, vice president, Chestnut Farms Dairy, Wash-

ington, D.C.; Dr. Harvey Kimball, H. P. Hood Co., Boston; Richard Crabb, sales manager, Milk Division, General Ice Cream Corp., Schenectady, N.Y.; William England, vice president, ABC Vending Co.; Dr. Leland Spencer, milk marketing specialist, Cornell University; Dr. L. A. Maynard and Dr. P. E. Ramstad, School of Nutrition, Cornell University; Genevieve A. Judy, supervisor, Dairymen's League; and the advertising manager, Coca-Cola Company.

Each of these interviewees and many others added useful material for the story. Some of it was used in the manuscript, the bulk of it as background.

Other research included wading through piles of miscellany. Some of the items were press releases on milk vending machines; speeches at dairy conferences on the subject; a list of milk vending machine manufacturers; "Milk Vending—A New Horizon" by Everett J. Newcomer (*American Milk Review,* November, 1948); "Problems and Potential in the Automatic Merchandising of Milk" by Everett J. Newcomer (*Milk Plant Monthly,* February, 1948); "Vendors Are a Specialty" by Hugh Robinson (*American Milk Review,* September, 1948); "New Milk and Soft Drink Dispenser," *The Dairy World,* May, 1949; "Juice Builds Milk Route Sales" by Fred Amann (*Vend,* May, 1950); "Milk at the Drop of a Coin" by A. V. Gemmill (*Food Industries,* March, 1950); "Apartment House Route" by Is Horowitz (*Vend,* August, 1950); New York State Department of Labor's *Monthly Review;* "A Survey of the Vending Machine Industry," reprinted from *Vend* (January, 1951); *Advertising Age,* May 21, 1951; *Tide,* May 18, 1951; *Food Industries,* March, 1950; *Milk Distribution through Vending Machines,* from the *Milk Dealer,* December, 1950; pamphlets from manufacturers of milk vending machines; special reports from Cornell's School of Nutrition.

The author, like Jim Roe, does a tremendous amount of research, a large share of which is never used. Nevertheless, even the unused material gives an article depth.

Organizing, Outlining, Writing

Once the research was finished, the author classified it into five general categories as information from:

1. Dairy farmer leaders
2. Dairy industry leaders
3. Cornell studies
4. Manufacturers of milk vending equipment
5. Soft drink companies

Following this he jotted down several lead ideas, among them:

1. The football adage—the team that follows the ball gets the winning breaks—is being applied to milk marketing.
2. The idea of following the crowd, so long used by soft drink companies. Coca-Cola official: "The history of our business has been a story of following the crowd of consumers and we realized early that future development and distribution would have to be marked by more intense application of this principle."
3. The Rip Van Winkle sales-manager angle.

As you will see in the first draft, Number Three was used. None of them, however, appeared in the final draft.

The author also believes in preparing a general outline for the same reasons advanced by Jim Roe. This was it:

A. Lead
    1. Rip Van Winkle slant—behind the times; compare milk marketing with soft-drink marketing
B. The possibilities of milk vending machines
    1. Survey results of potential
    2. Coverage at present
C. What method means to farmers and the milk industry
D. What it has meant to soft drink companies—Coca-Cola and PepsiCola
E. Experiences at Anaconda
    1. New market
    2. Labor union angle
F. Pure Milk Association plans

1. Play up quotes from Winn

G. Heatherwood Farms
   1. Commission angle

H. Apartment house market
   1. Growth to date
   2. Future possibilities
   3. Mather comment
   4. Simon's review

I. Slaughter letter interview
   1. Problems encountered

J. Dairymen's League President and Jake Pratt quotes

K. Cornell studies
   1. Maynard's opinions
   2. Results of tests

L. Industrial plant experiences and possibilities
   1. N.Y. Labor Dept. survey

M. Ending

Before beginning to write the first draft, the author reviewed carefully all of his notes and the classified material which was underlined here and there for emphasis. A working title was chosen, and, in this case, it remained the same through each draft but was changed in the published article.

No two writers think or work alike. The author doesn't follow Roe's quick beginning-to-end writing style but prefers to write, edit, and rewrite as he goes along. After the first draft was completed, the author went all the way through the manuscript, again *x*-ing out unnecessary words, sentences, and paragraphs. The manuscript was then retyped and sent to the magazine with this letter dated July 1:

> Enclosed is the milk vending article that you requested, along with a half dozen photos.
>
> I hope the article is what you expected. If you have any suggestions for improvements, I would be glad to have them.

The editors of *Country Gentleman* had several suggestions for improvements in this letter from Robert Reed dated July 26:

I don't want to add to your summer burdens, but we feel the milk article can be bolstered a bit. As one of the men remarked, "It's good enough as an article, but maybe it could be made a little stronger." I hope you won't mind a modest piece of rewrite along the lines we suggest.

First: I'd take out specific mention of Coca-Cola and PepsiCola. Refer to them merely as soft drink companies.

Why not head into the article with the statement that the soft-drink companies, by modern, aggressive merchandising methods have brought cold, appealing beverages right to the hot, thirsty consumer in almost every spot in the country. If the dairy industry uses like means of bringing cold, pure, sweet milk right to the finger tips of old and young America we *might*, once and for all, solve the recurring distress of heavy production and light demand. Why not tantalize the dairy industry with the *possibility* that this is the answer?

Of course, our readers are the individual producers, and the writing will have to be aimed at them, but also the article should stimulate the active interests of the heads of co-ops or big milk handling organizations.

Dutch and John want to know who owns these milk dispensing machines; are they bought or leased? What is the process of keeping them filled? You should run through one operation simply to show how it works. All the details.

Finally, what about the different types of machines and types of outlets?

I know that a little sharpening right from beginning to end will give us a really top article.

What would you do after receiving such a letter? Call it quits? Send the story to some other magazine? The editor was right, his suggestions were excellent. Do some more work on it, make it suit him.

The author studied the suggestions carefully, then dug up additional facts on the milk vending machines and a typical operation—all of which were in the mass of research but had been deleted because of the detail involved. This was one case where not enough detail was included, rather than too much.

The next step was to prepare a new outline. Compare it with the first one.

A. Lead
   1. Use Bob Reed's suggestion in third paragraph of his letter
   2. Lower milk consumption
   3. What the soft drink companies have done

B. What milk vending machines could mean to dairy industry (transition from soft drink marketing to milk marketing)

C. Evidence
   1. Anaconda
   2. New York City—Ben Simon
   3. Heatherwood Farms
   4. Cornell experiments—Dr. Maynard
   5. Pure Milk Association—Winn quote
   6. Pratt and Chapin quotes
   7. Slaughter's comments on difficulties

D. Details on types of machines—Dr. Ramstad
   1. How they work
   2. Costs
   3. Types of containers
   4. Locations and profit
   5. Causes of failures
   6. Three methods of milk vending

E. Description of a typical operation in Pittsburgh
   1. Milk-vending Service, the retailer; Rieck-McJunkin Dairy, the supplier
   2. Present status
   3. How dairy functions
   4. Part vending service plays
   5. Success so far

F. Summary ending

The rewrite, of course, progressed faster than the first draft, but it also was edited, cut, and revised before final typing. It then went to Editor Reed with this letter dated August 6:

Here's the rewrite of the milk article along the lines you suggested. I think it's much better.

I'm enclosing a list of milk vending machine manufacturers. You're certain to get a batch of letters requesting this information.

Within a few days the author received a telegram informing him that this rewrite was accepted.

With Vending Machines They'll Reach for Your Milk

By William B. Ward

Soft-drink companies, by modern, aggressive merchandising methods, have brought cold, appealing beverages right to millions of thirsty consumers in almost every spot in the country. If the dairy industry uses like means of bringing pure, cold, refreshing milk right to the finger tips of old and young America, it might once and for all solve the recurring distress of heavy production and light demand.

It's not news to you that consumers have been drinking less milk every year since 1945. But this pick-your-pocket trend can be reversed with automatic milk-vending machines. These "silent milk salesmen" are revealing a vast new nationwide sales outlet for your dairy products.

Batteries of automatic vending machines in every city and hamlet gulp down millions of nickels and dimes for soft drink companies each day. These automatic sales now make up a good proportion of the nation's soft-drink business. Two years ago, one of the two largest firms found its sales chart was nose-diving, in a manner paralleling the discouraging picture of lower per capita milk consumption. When a new sales-promotion manager found the company had actually discouraged the vending machine operation, he prescribed a big program in this unexploited field. A vending department was created and a half-million dollars' worth of vending machines was purchased.

Apparently the new policy was sound, because this soft-drink company's vending sales increased 126 per cent in 1950 over the previous year and officials expect 1951 to double that figure. In just one city, Alexandria, Virginia, where two years ago the company had no vending machines, sales are 90 per cent ahead of last year.

This marketing method also pays off handsomely for the other big company. Ten years ago only 5 per cent of its soft-drink volume was sold through coin operated vending ma-

COUNTRY GENTLEMAN
NOVEMBER 1951

With Vending Machines THEY'LL REACH FOR YOUR MILK

"Silent salesmen," tapping a big new market 24 hours a day, are helping co-ops and other distributors increase their sales from dairy herds.

By WILLIAM B. WARD

Machines in industrial plants have set amazing sales records.

SOFT-DRINK companies, by modern, aggressive merchandising, have brought cold, appealing beverages right to millions of thirsty consumers in almost every spot in the country. If the dairy industry uses like methods to deliver pure, cold, refreshing milk to the finger tips of old and young America, it *might* once and for all solve the recurring distress of heavy production and light demand.

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This marketing method also pays off handsomely for the other big company. Ten years ago only 5 per cent of its soft-drink volume was sold through coin-operated vending machines—this year the figure will be between 20 and 25 per cent.

By now you're probably thinking, "Sure, that's just dandy, but perishable milk has more obvious, tougher distribution problems than soft drinks." That's granted, but the recent experiences of several wide-awake milk companies and dairy co-operatives in at least half the states prove that these problems aren't unbeatable. Their rapid strides in retailing milk via the vending machine in factories, offices, schools and other popular locations have caused many in the dairy industry to eye this method as a possible path to greener financial pastures. And it's no wonder when you consider that nearly all of the milk sales through coin-operated vending machines are *plus*—they don't take the place of milk sales from other sources.

In some locations, milk-vending machines have outsold the soft drinks standing alongside. In others, they hold their own with the toughest kind of competition. Milk is there, too, at the right place at the right time when the thirsty consumer wants a quick, refreshing drink. Any way you look at it, vending machines can spell *increased* milk consumption, particularly in the warm-weather months—the time of greatest milk production.

Now for the actual evidence. Several thousand dairy farmers in the Challenge Cream and Butter Association have a brand-new fluid milk market at the huge Anaconda smelter in Montana. The success there has encouraged this co-operative to make plans to expand operations into other locations, possibly the new atomic plants in Idaho.

Early this year E. S. Trask installed four milk-vending machines at Anaconda and they started right off selling more than 2600 one-third quarts of milk in paper cartons a week at ten cents each. Then four more were put in and sales climbed above 5000 units a week. In fact, the setup was so popular with the workers at the smelter the superintendent complained that the men were wasting too much time drinking milk.

Then what happened is told by Mr. Trask: "The superintendent telephoned, asking our agent to take out one of the machines immediately. Well, the men at the smelter almost mobbed him when he came to remove the machine. And that's not all, they took the matter up with their union. A couple of days later the superintendent called to tell our agent to return the machine because the union was making it pretty hot for him."

Similar situations have existed in other industrial plants. An official Labor Department survey in 15 of them employing from 40 to 2400 persons in the New York City area showed that the workers interpret the milk

(Continued on Page 112)

Figure 34. The lead position in the magazine was the result of rewriting and sharpening this article from beginning to end.

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Early this year E. S. Trask installed four milk-vending machines at Anaconda, and they started right off selling more than 2,600 one-third quarts of milk in paper cartons a week at ten cents each. Then four more were put in and sales climbed to higher than 5,000 units a week. In fact, the setup was so popular with the workers at the Smelter the superintendent complained that the men were wasting too much time drinking milk.

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Similar situations have existed in other industrial plants. An official Labor Department survey in 15 of them employing from 40 to 2,400 persons in the New York City area showed that the workers interpret the milk machines as an indication

of the interest on the part of management in their health and welfare. The survey also disclosed that milk in the vending machines is popular enough with the workers to displace lower priced soft drinks in some instances. It's generally popular, too, with management because time is saved in plants where workers tend to slip out for midmorning and midafternoon snacks.

In America's largest city, Ben L. Simon, President of the City Milk Company, has had more than a dozen years of experience with this particular business, primarily in industrial locations. Two years ago, however, he placed the first quart-milk-vending machine in the basement of an apartment house in New York City and made a direct bid for the housewife's trade. A huge potential market is definitely there—more than half of the milk-purchasing public lives in apartments, and it doesn't buy anywhere near the quantity of milk recommended for good health.

The apartment-house segment of this milk company's vending machine operation is still its smallest part, and for competitive reasons it is reluctant to disclose the number of quart machines now on location. It has, however, hundreds of dispensers in various locations in the New York metropolitan area and the cartons of milk sold run into several millions a year.

Mr. Simon explains that these four advantages are won with the machines in apartment houses: (1) Milk is available 24 hours a day, every day; (2) "home delivery" at "store" prices; (3) low delivery cost; and (4) milk doesn't stand unrefrigerated in hallways.

In Michigan, G. Dewey McDonald, manager of Heatherwood Farms, has put in machines on a rental basis in dormitory recreation rooms at Michigan State College. Others are in office buildings and small factories in Lansing on a so-called unit basis—the location gets a commission of half a cent for each ten ounce carton of milk.

Again this dairy manager hits the main target: "All the milk sold through these machines are extra sales that we would not otherwise have!"

To sum up his opinion of this type of milk marketing he says, "I personally believe the milk vending machine business is sound, it's extra sales, and any well organized dairy can very easily handle it as a separate department."

Dr. L. A. Maynard, Director of the School of Nutrition at Cornell University, minces no words when he says that he's convinced milk consumption can definitely be increased through more widespread use of vending machines. He has

been promoting the idea ever since World War II when he helped get the machines installed in several industrial plants. Then about a year ago he started a series of tests on the Cornell campus. Sales through the few "experimental" machines at the University has totaled $10,000 representing 100,000 drinks of milk, most of which Dr. Maynard says would not otherwise have been consumed. Chocolate whole milk has been outselling plain milk three to one, but it's close to the reverse in factories and office buildings where older workers prefer plain milk.

Although the Pure Milk Association in Chicago hasn't started a milk-vending machine operation at this writing, its President, W. E. Winn, is thoroughly investigating types of machines, locations, and marketing methods. He says, "There's every reason to believe milk sales can be sharply increased by the simple means of making it more available in milk-vending machines at schools, large offices, and manufacturing plants."

Another farmer leader and milk producer in New York State, Jacob Pratt, also thinks this method of merchandising has "great possibilities," and he urges farmers to "get actively behind its expansion." As president of the organization, "Milk for Health, Inc.," he is very close to the problem of inducing people to drink more milk.

The 26,000-member Dairymen's League has used mechanical dispensers in New York State, and President L. A. Chapin reports that where a large number of persons are employed with well-disciplined organizations, the operation of the milk machines "furnishes a very desirable outlet."

S. C. Slaughter, Assistant to the President of Borden's Farm Products, points out certain restrictive regulations by local laws and Boards of Health (several states and cities are revising them now), the initial cost of machines, and fairly high servicing costs. In spite of these obstacles his personal opinion is that milk-vending machines will spread into high-traffic locations.

There are machines of different makes, types, colors, capacities, and prices. Selection of the proper equipment might mean the difference between success and failure. Actually, the question of what equipment is best may depend in part on the manner in which it is to be used.

Some of the lower-cost milk-vending machines are manually operated—a coin dropped into the machine unlocks a mechanism which must be operated by the customer to remove milk. Other vendors are automatic—the finger just puts a coin in the slot and electric motors automatically do the rest. Often-

times, the higher cost of the automatics can be justified because they sell more milk. This increased sales volume is not just the result of the novelty appeal of the automatic machine —it serves more customers in less time. Vending speed seems to be of great importance in vending milk. In many locations, the greatest portion of a day's milk sales may be made during a couple of hours in the morning and afternoon. Consumers may not buy if they have to spend a large proportion of their lunch period waiting in line before a vending machine.

Another type of machine dispenses individual servings of milk directly into paper cups from a ten-gallon bulk container. Sanitation is sometimes more of a problem with this type.

The cost of milk-vending machines obviously is a matter of major importance to anyone going into this business. They are priced from $250 to $1,000, depending upon their make, size, and accessory equipment, such as coin changers.

Dr. P. E. Ramstad, who has been supervising the tests at Cornell's school of nutrition, says to look beyond the first cost of vending equipment. His research reveals the following facts concerning the operation of these machines:

"Like all mechanical devices, they require a certain amount of maintenance. The labor costs required for the upkeep, cleaning, and servicing of a machine during its lifetime of several years may be much greater than the initial outlay for the machine. Therefore, careful consideration of various features is important in selecting equipment.

"Milk is sold in containers of various types and sizes—a source of difficulty to equipment makers. Most machines can be fitted to vend any size container provided this is specified in the original order to the manufacturer. Recently, however, machines have been put on the market which can be very readily adjusted for any desired size or shape of container. Glass bottles can be handled, but they aren't as satisfactory as paper containers. The most popular sizes for individual servings are one-half pint and one-third quart; the most common price, 10 cents a half-pint. In some places, a one-third quart is not a legal measure and cannot be used. In a few locations pints and quarts are sold through machines.

"Some types of vending machines can produce a modest profit for their owners in practically any sort of location. Unfortunately, this is not true of milk machines. The required refrigeration adds to their initial cost and makes a reliable source of current a necessity. Moreover, consumers seem to demand that these machines be provided with fresh milk daily. A milk-vending machine, therefore, must do a certain

minimum volume of business each day. There's no profit until sales go beyond the break-even point. If, for example, the break-even point on a machine is 60 units daily, then that machine will return twice as much profit at 100 units as at 80 units daily: Oftentimes, the location spells the difference between success and failure. A high-volume or high-traffic location is vital.

"Another cause of failure in a milk-vending operation is inadequate service. Customers properly expect both the refrigeration and the vending mechanisms of these machines to be kept in good operating order. If they aren't the location and the business may be lost."

Milk vending has been operated in three different ways: (1) ownership and operation of vending equipment by a dairy; (2) the business is owned by an organization whose primary interest and activity is in vending; milk is purchased wholesale from a dairy and distributed to the machines by the vending company personnel; and (3) the dairy delivers milk to machines that are owned by a vending company.

The latter system is a very common arrangement made necessary by regulations governing milk delivery in many localities. According to Arthur Yohalmen, it is used in the Pittsburgh area, where Milk Vending Service is the retailer and the Rieck-McJunkin Dairy the supplier.

Currently, he reports that this vending service operates close to 100 of the fully automatic twin-selection machines, about three-fourths of which are in industrial plants. These dual dispensers hold 70 paper cartons of both plain and chocolate milk on each vending level (140 total), and store 100 more in a pre-cool compartment. The ability of these machines to serve two lines of patrons simultaneously on a split-second basis is a major consideration in the enterprise, since most sales are made during brief lunch-hour and "break" periods.

Milk vends at 15 cents a pint and 10 cents a half-pint. About three-fourths of this volume is tallied in pints, and about 80 per cent of the machines are geared to straight pint operation. Of the balance, 10 per cent stock only half-pint containers, while the remaining 10 per cent are "mixed," dispensing both sizes. All the machines carry prominent brand-name decals of the dairy.

Describing this milk vending operation, Mr. Yohalmen says that when the automatic merchandising program first got under way two years ago, driver-salesmen of the dairy were instructed in how to load the machines. Vending locations have

been integrated as stops on the dairy's existing wholesale delivery routes, and the men stock the machines each morning. In the afternoon "collectors" visit the outlets, shifting the reserve supplies from the vendor's pre-cool compartment to its dispensing levels. These men also make cash-box collections, clean the equipment, handle minor mechanical repairs, and check on sales. Each collector can handle from 35 to 40 machines daily, since the machines are located fairly close together. Any major repair work is performed by the firm's mechanic, who takes care of service calls phoned in by the collectors.

New locations are checked carefully during the first few weeks of operation to determine customer preferences. Day-to-day volume generally holds to a fixed level, though any sudden rise in temperature will increase sales. Efforts are made to see that a vendor carries fewer than 10 containers over from the previous day, and the amount of milk to be stocked in an individual machine is left to the discretion of the driver-salesman of the dairy. Since the vendors serve a permanent group of customers, Harry Rosen, the manager, points out that the milk must be a fresh top-grade product to encourage daily repeat patronage. A double-check is made on Thursdays so that the machine will "sell out" the next day and there will be no holdover of milk on the weekend. This system has worked out so well that Mr. Rosen rates his percentage of returns as "negligible."

While the majority of these vending stops function on a five-day schedule, some of the steel mills maintain limited shifts on Saturdays and Sundays, functioning on a "curtailed" basis. On those days, "special" deliveries are required for machines in such sites, though the vendors are only partly stocked because of the reduced number of workers on duty.

As this evidence shows, farmers, their milk cooperatives, and the milk companies all have a big stake in the intense application of the soft drink companies' marketing principle—follow the crowd of consumers with vending machines. With top-quality milk, trained personnel, and practical equipment, the dairy industry can harness milk-vending machines for a more profitable future. [END]

To get an idea of the rather extensive changes made in the milk article to have it accepted, study the following material. Copy deleted by the author in the final draft is in italics, the material added is in brackets.

(Old title:)

How You Can Sell More Fluid Milk

(New title and subtitle:)

[With Vending Machines
They'll Reach for Your Milk]

["Silent Salesmen," tapping a big new market 24 hours a day, are helping co-ops and other distributors increase their sales from dairy herds.]

by William B. Ward

(Old introduction:)

"You're like Rip Van Winkle—asleep and behind the times —when it comes to ways of selling more milk." That's one indictment a group of dairy farmers and I received when we talked recently with a friend who is sales manager of a big soft drink company. Here's another: "You, in fact all dairymen, talk a lot and worry a lot about milk production rising, consumption falling. But you don't really do much about it. Why not take just one page out of our book and push it hard?"

The page he turned to was entitled, "How to Increase Sales with Vending Machines." Right about here you'll probably say that milk has more distribution problems than soft drinks. Granted. But the recent experiences of several dairy farmers' associations and milk companies in cities across the nation prove that these problems aren't unbeatable. Their rapid strides in retailing milk via the vending machine have caused many others in the dairy industry to eye this method as a possible path to greener financial pastures.

Are these dairy people talking through their hats or could this really be big business for you and other dairymen? One milk company vice-president contends that the United States could absorb 100,000 milk-vending machines. More conservative men point to surveys that indicate a ready market over the next few years for at least 40,000 to 50,000. They expect milk sales to be predominantly in industrial plants, although schools, large office buildings and apartment houses will be a substantial part of the total. Milk-vending machines are currently in operation from coast to coast in at least these states: Montana,

Michigan, New Hampshire, California, Washington, Texas, Colorado, Florida, Georgia, Alabama, Tennessee, Virginia, Maryland, Pennsylvania, New Jersey, New York, Connecticut, Massachusetts, Rhode Island, Iowa, Indiana, Illinois, Minnesota, Missouri; and in Washington, D.C.

In many present locations milk-vending machines have put the soft-drink vendors out of business, in others, outsold them. Experience in several big apartment houses in New York City also reveals a vast new sales outlet for milk.

One of the surprising facts is that nearly all of the milk sales through coin-operated vending machines are plus—they don't take the place of sales from other sources. They spell increased milk consumption—more income for you.

Batteries of automatic vending machines in every city and hamlet gulp down millions of nickles and dimes for beverage manufacturers every day—raking up millions of dollars in profits every year. Look at two of the largest, first Coca-Cola, then PepsiCola. The volume of Coca-Cola sold through coin-operated vending machines has grown remarkably in the past ten years. Only 5 per cent of the company's volume was so vended ten years ago. This year the figure will be somewhere between 20 and 25 per cent. An important sidelight is that since 1886, when the product was first put on the market, the company has spent $240,000,000 to advertise its single product. This year's advertising budget alone will run in the neighborhood of $15,000,000.

What happened with PepsiCola teaches an obvious lesson. Just two years ago when this company's sales chart was nosediving, a new sales promotion manager made "a discovery of horror"—the company had actually discouraged the vending machine operation in the past. Said the sales manager: "Heretofore it has been practically unexploited, with the result that competition had virtually a clear field." All that is changed now. The company has created a vending department and acquired about $500,000 worth of vending machines, each of which is capable of paying for itself in three years.

Apparently this new policy was sound because PepsiCola's vending sales increased 126 per cent in 1950 over the previous year and officials expect 1951 to double that figure. For example, in just one city—Alexandria, Virginia, where two years ago there were no Pepsi machines, at present 600 sales are 90 per cent ahead of last year.

(The new introduction:)

[Soft-drink companies, by modern, aggressive merchandising, have brought cold, appealing beverages right to millions of thirsty consumers in almost every spot in the country. If the dairy industry uses like methods to deliver pure, cold, refreshing milk to the finger tips of old and young America, it *might* once and for all solve the recurring distress of heavy production and light demand.

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Now, let's take a trip across the country, stopping first in the west to talk with E. S. Trask, manager of the Upper Snake River Valley Dairymen's Association at Idaho Falls, Idaho. He becomes enthusiastic when he tells you about his milk-vending machines at the huge Anaconda Smelter in Montana.

(Note this different transition:)

[Now for the actual evidence. Several thousand farmers in the Challenge Cream and Butter Association have a brand-new fluid milk market at the huge Anaconda smelter in Montana. The success there has encouraged this co-operative to make plans to expand operations into other locations, possibly the new atomic plants in Idaho.]

Early this year E. S. Trask installed four milk-vending machines at Anaconda, and they started right off selling more than 2,600 one-third quarts of milk in paper cartons a week at ten cents each. Then four more were put in, and sales climbed above 5,000 units a week. In fact, the setup was so popular with the workers at the smelter the superintendent complained that the men were wasting too much time drinking milk.

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"The officials of the union are a little put out with us, though, because we cannot afford to give them a cut on the milk sales as the beverage companies do, but there just isn't that kind of a margin for us to work on."

Mr. Trask emphasizes that the 3,900 dairy farmers in the association, a member of the well-known Challenge group, are keenly interested in this development that is enlarging their fluid-milk market. The largest sales through the machines, incidentally, are during warm weather months, the season of greatest milk production. These farmers also have high hopes that vending machines can be put in other locations, including the new atomic plants in Idaho.

(The following paragraph was near the end of the article and out of place in the first draft. Tying it in with the Anaconda industrial plant improved the continuity:)

[Similar situations have existed in other industrial plants. An official Labor Department survey in 15 of them employing from 40 to 2,400 persons in the New York Ctiy area showed that the workers interpret the milk machines as an indication of the interest on the part of management in their health and welfare. The survey also disclosed that milk in the vending machines is popular enough to complete with lower-priced soft drinks in some instances. It's generally popular, too, with management because time is saved in plants where workers tend to slip out for snacks.]

(The copy that follows was reduced to less than half the original length:)

In America's largest city, I found that Ben L. Simon, President of the City Milk Company, has had more than a dozen years of experience with this particular business. Just two years ago he placed the first quart milk-vending machine in the basement of an apartment house in New York City and made a direct bid for the housewife's trade. A huge potential market is definitely there—more than half of the milk-purchasing public lives in apartments, and it doesn't buy anywhere near the quantity of milk recommended for good health.

When I asked a friend of mine who is president of another New York City milk company (it doesn't service milk-vending machines) to comment, he replied in a good-natured fashion: "I'm sorry to say that the possibilities are great that these fresh milk-vending machines will spread and be accepted in any location where the 'traffic' will warrant it. One was put into a large apartment house in the Bronx where we served and we lost about a dozen fairly large customers."

The apartment house segment of the City Milk Company's milk-vending operation is still its smallest part, and for competitive reasons it is reluctant to disclose the number of quart machines now on location. It has, however, hundreds of dispensers in various locations in the metropolitan area, and the cartons of milk sold run into several millions a year.

Mr. Simon explains that these four advantages are won with the machines in apartment houses: (1) Milk is available 24 hours a day, every day; (2) "home delivery" at "store" prices; (3) low delivery cost; and (4) milk doesn't stand unrefrigerated in hallways.

His quick review of the past, the present, and the probable future is worth attention: "Our most recent experience is of an ever ready and greater acceptance of milk-vending machines on the part of management, of industry, and of the individual consumer. We have been rather pressed lately to keep up with all the calls made upon us for our service. My own analysis of the 'why' is that management has become more aware of the desirability of doing something for employees and that automatic machines are no longer the curiosity they were ten years ago, but are very much accepted. Ten years ago the poor performance of any vending machine, whatever it dispensed, militated against all vending machines. Similarly, poor operation on the part of any operator reacted against all operators. Merchandise vending has come of age and is known and accepted. Poor performance today does not bring about the same over-all reaction, but rather as you would react against a poor tailor—you would not go without clothes, but seek a better tailor.

"There is not any doubt, however, that the quality of equipment and service will have a great effect both on the success of the enterprise as such and the acceptance of the product being vended. An area burdened with poor operation and poor equipment will reject vended milk or any other product and conversely will receive it with open arms and in increasing volume if the quality of product, equipment, and service is good.

"We have not been promoting milk dispensing for home use too vigorously due to our preoccupation with industrial service. I firmly believe, however, that that form of milk sales through machines carries its own seed of success. But a great deal will have to be done to enable that seed to sprout."

(The rewritten copy on Mr. Simon:)

[In America's largest city, Ben L. Simon, president of the City Milk Company, has had more than a dozen years of vending experience, primarily in industrial locations. Two years ago, however, he placed the first quart milk-vending machine in the basement of an apartment house in New York City and made a direct bid for the housewife's trade. A huge potential market is definitely there—over half of the milk-buying public lives in apartments, and it doesn't buy anywhere near the quantity of milk recommended for good health.

The apartment-house segment of this milk company's vending-machine operation is still its smallest part, and for competitive reasons it is reluctant to disclose the number of quart machines now on location. It has, however, hundreds of dispensers in various locations in the New York metropolitan area, and the cartons of milk sold run into several millions a year.

Mr. Simon explains four advantages won with the machines in apartment houses: (1) Milk is available 24 hours a day, every day; (2) "home delivery" at "store" prices; (3) low delivery cost; and (4) milk doesn't stand unrefrigerated in hallways.]

(This copy remained the same:)

In Michigan, G. Dewey McDonald, manager of Heatherwood Farms, has put in machines on a rental basis in dormitory recreation rooms at Michigan State College. Others are in office buildings and small factories in Lansing on a so-called unit basis—the location gets a commission of half a cent for each ten-ounce carton of milk. Again this dairy manager hits the main target: "All the milk sold through these machines are extra sales that we would not otherwise have!"

To sum up his opinion, he says, "I personally believe the milk-vending-machine business is sound, it's extra sales, and any well-organized dairy can very easily handle it as a separate department."

Dr. L. A. Maynard, Director of the School of Nutrition at Cornell University, minces no words when he says that he's convinced milk consumption can definitely be increased through more widespread use of vending machines. He has been promoting the idea ever since World War II, when he helped get the machines installed in several industrial plants. Then about a year ago he started a series of tests on the Cor-

nell campus. Sales through the few "experimental" machines at the university have totaled $10,000, representing 100,000 drinks of milk, most of which Doctor Maynard says would not otherwise have been consumed. Chocolate whole milk has been outselling plain milk three to one, but it's close to the reverse in factories and office buildings, where older workers prefer plain milk.

(The following copy was rewritten and cut quite drastically:)

Now on to Chicago to see W. E. Winn, President of the Pure Milk Association. He says there's every reason to believe that the use of milk can be "sharply increased" by the simple means of making it more available. Then this dairy farmer leader spells it out: "We sincerely believe that the placing of milk-vending machines in schools, large offices, and manufacturing plants has tremendous possibilities of selling more of our product."

Any action, or just talk? The voting delegates of the association, by resolution at their annual meeting this year, requested that an attempt be made to put milk-vending machines in schools where it would be permitted by authorities. Further development will proceed from this starting point. Pure Milk officials are investigating the various types of machines and methods of marketing milk in this manner. They know that experienced companies have found milk vending to be a specialized job. It's best to set up a separate vending department and have it run by a man not only grounded in the milk business, but possessing a firm understanding of the "ins and outs" of selling via vending machines.

At least 60 of these dispensers are in Chicago Heights and 20 in Decatur, all increasing milk sales for farmers and dealers. Another company in Wisconsin reported a 30 per cent increase in the sale of milk when the machines were installed, compared with previous types of selling.

A New Yorker, S. C. Slaughter, Assistant to the President of Borden's Farm Products, points out certain restrictive regulations by various local laws and Boards of Health (several states and cities are revising them now), the fairly high initial cost of machines ($250–$1,000) and high servicing costs. In spite of these obstacles his personal opinion is that milk-vending machines—both these vending cartons and bulk milk in paper cups—will spread into high-traffic locations.

Similar ideas are expressed by Jacob Pratt, successful dairy farmer in New York State and President of the organization,

"Milk for Health": "This method has great possibilities and farmers should get actively behind its expansion."

The 26,000-member Dairymen's League has used quite a large number of mechanical dispensers in industrial plants in its Buffalo and Rochester operations. L. A. Chapin, President, reports that where a large number of persons are employed with well-disciplined organizations, the operation of these machines "furnishes a very desirable outlet." Where conditions were the opposite the League had some "disappointing experiences" with damaged machines. Other distributors in the two cities have had success and believe there is a good future in it for them and for dairy farmers.

(Note the improvement in the rewrite:)

[Although the Pure Milk Association in Chicago hasn't started a milk-vending-machine operation at this writing, its president, W. E. Winn, is thoroughly investigating types of machines, locations, and marketing methods. He says, "There's every reason to believe milk sales can be 'sharply increased' by the simple means of making it more available in milk-vending machines at schools, large offices, and manufacturing plants."

Another farmer leader and milk producer in New York State, Jacob Pratt, also thinks this method of merchandising has "great possibilities," and he urges farmers to "get behind its expansion." As president of the organization "Milk for Health, Inc." he is very close to the problem of inducing people to drink more milk.

The 26,000-member Dairymen's League has used mechanical dispensers in New York State, and President L. A. Chapin reports that where a large number of persons are employed with well-disciplined organizations, the operation of the milk machines "furnishes a very desirable outlet."

S. C. Slaughter, assistant to the president of Borden's Farm Products, points out certain restrictive regulations by local laws and boards of health (several states and cities are revising them now), the initial cost of machines, and fairly high servicing costs. In spite of these obstacles his personal opinion is that milk-vending machines will spread into high-traffic locations.]

(The remainder of the published article, with the exception of the ending, included new material requested by the editor and was approximately the same as submitted by the author.)

CHAPTER XIII

Story-telling Pictures

SOME agricultural pictures tell the story plainly; others are just pictures—snapshots. Like nature, they just grew. In most cases story-telling pictures will be carefully planned and will be balanced for tight publication arrangement. Good photographs are a combination of technique and the handling of subject matter. Subject matter in agriculture, of course, is of major importance.

Editors of newspapers, farm magazines, and other publications use agricultural illustrations for three important reasons: (1) because they often satisfy emotional or cultural desires and tell a complete story in themselves; (2) because they sometimes make a point clearer than do words alone; (3) because they open up and brighten a publication, making it more inviting and easier to read.

If you wish to succeed in agricultural journalism, learn how to use the camera; learn how to be a good technician, and then put the camera to work. After that, forget about it—that is, quit fussing and worrying about the different types of cameras and accessories. You don't fuss over the kind of pencil or typewriter you use when you want to write something. There is no reason why you cannot, within six weeks under intensive training, master the basic knack of handling the camera. It takes a lot longer to know what to see and how to see it, says Roy Stryker, nationally known director of the Photographic Library at the University of Pittsburgh.

Figure 35. This photograph entitled, "Bull's Eye," won a top national award. It is an excellent example of formal balance. No extraneous details are present to distract the reader.

GOOD PICTURES ANSWER FIVE W'S

What is the first duty of any picture in a publication? It's to draw attention either to the story it illustrates or to the story it relates. Surveys by newspapers and magazines have proved con-

clusively that pictures cause people to read the stories they illustrate. Actually, the odds are overwhelmingly against the story not so illustrated.

Public opinion dictates the taste in pictures in newspapers and general magazines, and, in the order of popularity, the interest runs like this: pretty girls, children, animals, scenic views (pictorials). Low on the scale are men. Realizing this you sometimes use the first four mentioned in attracting attention and putting across your story in pictures. The type of subject and publication, however, should dictate the decision.

In preparing to take a story-telling agricultural picture for any publication, it is necessary to analyze the story that is to be told. What is the important point that should be played up?

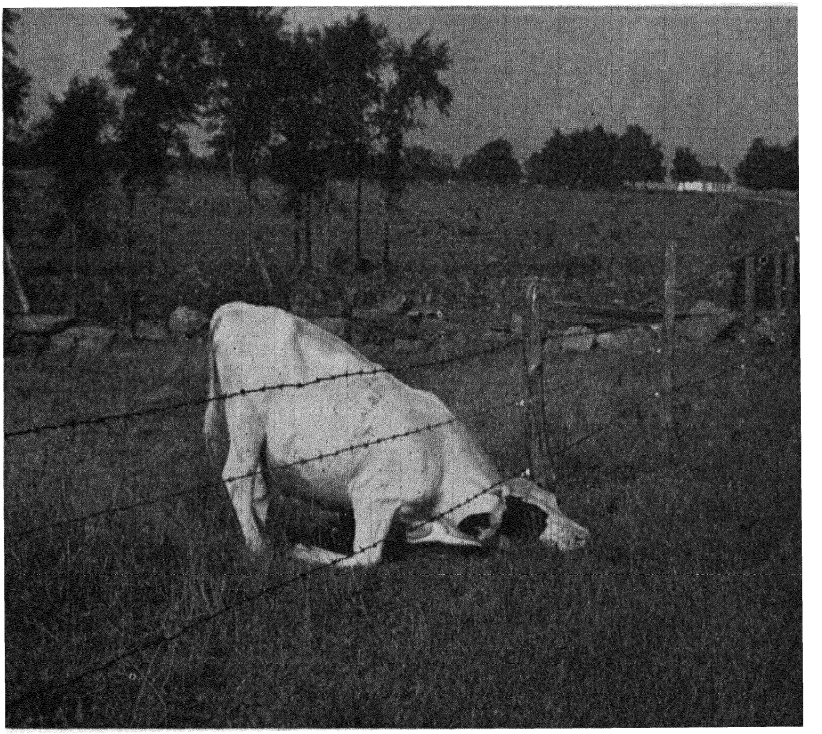


Figure 36. This story-telling picture carried only a caption: "It's Easy to Get the Green Acres on Your Side of the Fence."

Can it be photographed? How is it best done? Where will it be best shown? When? Right here you find there are questions you want answered. Just as reporters must answer the who, what, where, when, and why of a story, so, too, should you answer as many of these questions in your farm pictures.

You should take great care in planning how to put together the parts of a picture so you can expect a perfect stranger to the scene or subject matter to get his answers out of the picture. In other words, a story-telling picture leaves no questions unanswered. Only a title may be needed to clinch the full understanding.

Avoid dull, uninteresting pictures. It is easy to fall into lazy, careless ways with careless thinking, thereby producing sloppy farm pictures. Competition is a great means of improving your shots. Act as though competition is right on your heels, anxious to take over. It keeps your mind clicking.

SPACE-SAVING, SIMPLE PICTURES

A rule you should adhere to very closely is a common one to all editors: "Don't waste space." Wherever you have control you should keep all subject parts of a picture tight in space. This is understandable when you visualize the contents of an 8-by-10-inch print reduced to a cut 4 inches or 2 columns wide. The larger the image in the print the larger the image in the reproduction.

Take the picture close up, unless it is a landscape or general view shot, and be sure it is in sharp focus. Keep it simple, prevent complex parts. Avoid loading the picture unless it aids in carrying across your idea. Keep down the number of persons in the picture, unless numbers make the story. Nothing is so hard to recognize as ten farmers squeezed into a two-column cut. Make each picture bring out only one idea; don't make it chaotic. People refuse to decipher a picture, and they don't like picture puzzles unless they are on the puzzle page.

Figure 37. You should be on the lookout for pictures that communicate a mood. They speak directly to the emotions, and their appeal is universal. Your picture may be of a subject as obvious as this one, with its nostalgic overtones for city and country dweller alike.

Group Photographs

Many times it requires the work of a diplomat to separate the desired from the undesired in a picture without causing hard feelings and ill will. Good will is one of the most important assets of any business, and a group picture frequently becomes a good-will ambassador. Many editors, therefore, use the straight shoulder-to-shoulder type in spite of its bad arrangement and poor story-telling quality. This, of course, is a matter of editorial policy.

You can improve this condition and make the pill easier to swallow by arranging the picture setting in a more casual way or by making a focal point of interest, such as having one person of the group telling a story, using his hands for action. You also

Figure 38. The upper photograph is an example of what not to do. In this group shot the photographer covered the faces of two men. The situation was corrected in the lower picture.

may be able to group the people around some object that may be related to the reason the picture is being taken. Have some seated, others leaning over; group them seemingly casually but

with an eye to using every inch of your negative area and, of course, at the closest distance so that you get a large image size. Above all, try to insert a reason for the picture so that the reader who doesn't know the persons will find some interest in looking at it. Make it appear as though the subjects were unaware of being photographed; get away from the posed effect. Carefully posed pictures, however, often look more unposed than some pictures which actually were unposed and unexpected by the subjects.

To cut down the size of a group which you know is too large, you might consider this approach: Suppose a group of scientists in a southern agricultural experiment station have just successfully completed an experiment—developed a new peach variety, for example. There are ten persons involved and all available for pictures. If you took the ten together, how much could you see of the new peaches? The distance required to get the entire group in the picture, plus the smallness of the peaches, would reduce the peaches to microscopic size.

Maybe you could photograph the one person who was the greatest single force behind the development, but if this procedure should cause ill feeling you could eliminate all and select a pretty girl in one of the station offices. Then make the picture close enough to get a good-sized image of the peaches, and, of course, the good-looking girl's face inspecting them closely. Besides the fact that the public will be given a good chance to see the new product, the young lady's face will give a comparison size which is important to the story telling; it will lend charm to the picture, too. Regardless of how good this procedure may be for the newspapers and for many farm magazines, different handling would, of course, be required for scientific journals.

Follow-Up Pictures

What about follow-ups on stories covered once? Perhaps the public would be interested in a picture story of what happened

after a lapsed time: Has the new variety of peaches been a success or a failure? What has it meant to growers? Sometimes this angle gives you a chance to use the continuity type of picture story—a step-by-step process. Here one picture acts as an aid to the picture before and after it. This method makes it easier to tell all the angles, whereas the single picture must tell everything possible at once.

Portrait Shots

There is always a field for portrait pictures. Photographers make many of them, sometimes for the picture morgue to be held for a day when the picture might be needed. They find it more interesting to take pictures of these people in action—not necessarily running, jumping, or the usual sense of the word "action," but perhaps talking, gesturing, or working at their particular jobs.

Another point—don't overlook the greatest arena for action, the human face. Here you are able to portray every emotion known to mankind.

CAMERAS CAN LIE

There is a need to prevent the camera from distorting the truth, for a camera *can* lie. Sometimes distortion produced by foreshortening can bring out interesting effects. A famous shot, of course, is the one of a man seated with his feet in the foreground—immense feet far out of proportion to the man's size. This could deceive the viewer as to the truthful comparison, but sometimes the device is useful in getting attention and aiding the story telling. Care is necessary to get the viewer to understand that the distortion is merely to present the story more clearly. A distortion happens if you take a close-up from the front or rear of a farm animal. The end nearest the camera will be much too large, and the animal seems elongated. Take the picture directly from the side.

There's vastly more to photography, of course; most libraries have several books on the subject, and film and camera com-

panies issue very helpful, up-to-date publications on both black-and-white and color photography.

A PRACTICAL PICTURE ASSIGNMENT

How would you handle this photographic assignment?

We need a brief photo-report on labor saving values of trench silos. Each picture report should consist of at least one to three high quality photographs and 250–400 words of text, which together tell the essentials of this development in farming. The best examples from various parts of the country will be assembled in a picture spread.

For each such picture-report accepted as part of a picture spread, we will pay $100. If the picture-report fails to meet the requirements of a spread, it will then be considered for use as a "Handywork" at a rate of $25 to $35, depending on quality and use.

If unsuitable for publication in either category, the material will be returned promptly, with reasons for its rejection.

Look for newsworthy quality, not quantity, in making photo-reports. Photos, in addition to being well-lighted and clearly focused, must have action to give some idea of how the silo is emptied or filled. Most trench silo pictures just sort of lie there. We are, of course, particularly anxious that the silos pictured have some unusual labor saving features and have given good performance. We have more than a suspicion that properly designed trench silos can be installed and operated at a fraction of the cost of the upright kind.

The agricultural journalists who took the successful trench silo pictures (see Figure 39) walked around their problem, looked at it, looked into it, looked across it, looked under it, looked on top of it, and took notes. They wrote down their ideas for trench silo pictures and then went out and took the pictures. They made contact prints, laid them out, and checked them against their notes. They were honest with themselves. If they doubted their own judgment, they called in someone whose judgment they respected, someone who would tell them whether or not they had done what they set out to do.

This is the best exercise in the world, and you will be surprised

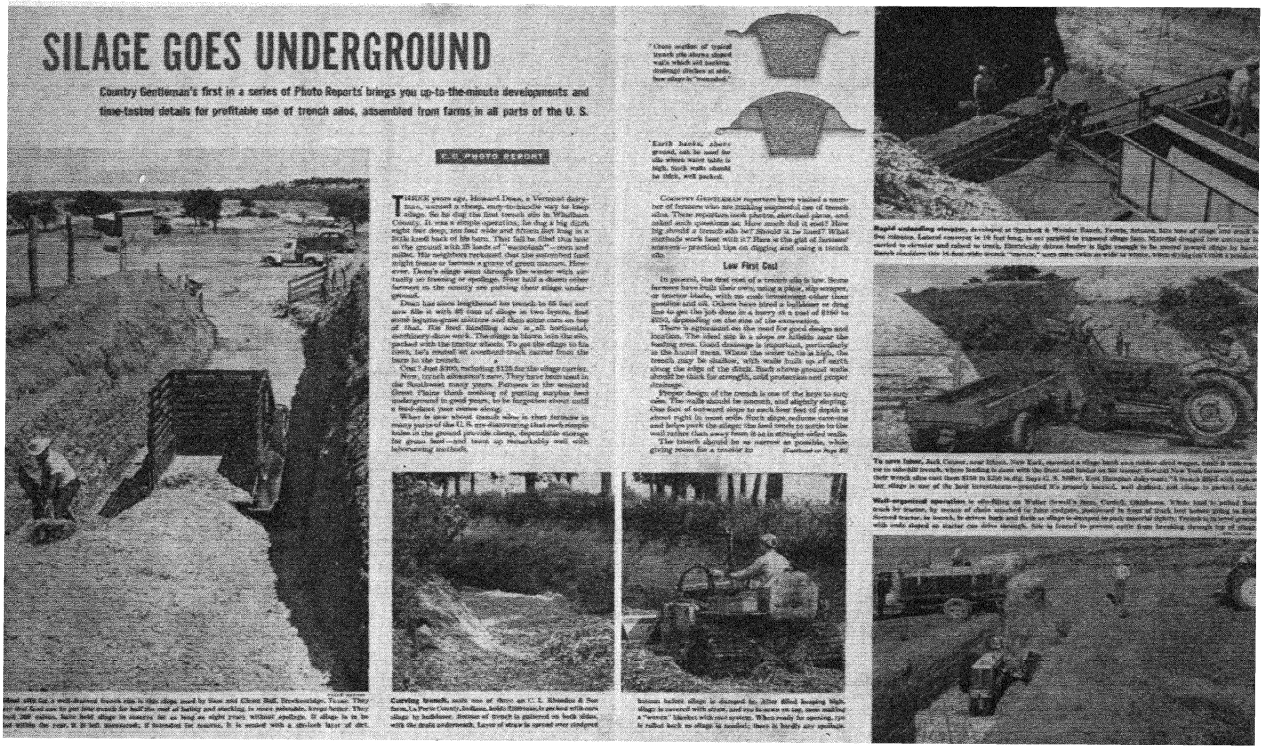


Figure 39. The photographs that illustrate this article were purchased by the magazine because they show action and have unusual features that tell a labor-saving story.

how fast you begin to get results. If your pictures don't have all that you expected them to have, get out and try again.

PREPARING PHOTOS FOR EDITORS

To present their illustrations to editors in a professional way, photographers explain the action in as few words as possible in typed legends. They identify the farmers (from left to right if more than one) with their full names and addresses. They then put rubber cement at the top of their legends on the front side of the paper, attach them lightly to the bottom of the photographs, and mail them between heavy cardboards to the magazine.

That's all there is to it.

Now here are four don'ts:

1. Don't complicate life for yourself and others by writing on the back of the print with a typewriter or hard lead pencil. Anything but the lightest touch of the softest grease pencil will show through and make lines on the picture. There are other good technical reasons, too, for not writing picture descriptions on the back of the print.

2. Don't attach the picture to any other material with a paper clip. This may damage the print so that it can't be used.

3. Don't give the editor small contact prints. An 8-by-10-inch size glossy print is most acceptable for general photographs. For a portrait, however, a smaller glossy print will generally be acceptable.

4. Don't trim or crop pictures. If they need cropping, let the editor do it.

CHAPTER XIV

Writing Farm News for Radio

FARMERS value radio very highly as a source of information and entertainment, and approximately 2,300 AM stations and more than 650 FM stations provide service to them. This fastest channel of mass communication is also an action-inspiring channel and on many farms the principal source of news.

Top man for agriculture is the radio farm director (RFD), if the station employs one. More than two hundred full-time radio farm directors reach millions of rural listeners every day. On other stations that broadcast farm information, an announcer usually is assigned the task along with other announcing duties.

NEWS SOURCES

Farm commentators' news sources parallel those of the reporters and feature writers for newspapers and magazines—state and county extension services, experiment stations, the United States Department of Agriculture, farmers, farm organizations, companies allied with agriculture, and the weather bureau. Speaking of the latter, Phil Alampi, capable RFD for WJZ (New York) and former president of the National Association of Radio Farm Directors, says that the weather is the most universal of all interests—it's the thing most people talk about. But it isn't just a matter of saying, "Is it hot enough for you?"—

but "Shall we start the mowers first thing in the morning and lay that hay down?" If they've got three days of assurance there will be no rain, it means all hands on deck and rush the haying and get the hay under shelter. If that hay should be rained on while it's cut, there's important damage to one of the vital crops of the season. Similarly, the forecast of frost warnings for fruit growers and other farmers isn't just conversation, but important in meeting a tremendously vital cash problem which can make or break a season's work.

The Radio Farm Director's farm listeners tell him that they want more than just a perfunctory forecast; they want a background picture of the whole weather situation. Indirectly, also, it is important to corn growers in Iowa, Illinois, and Indiana when they hear about the destructive drouth of New York, Pennsylvania, and New England, for that certainly means there is going to be need for more Middle West grain in the eastern states this winter, and probably more need for meat.

Market reports are also significant because they deal with the life blood of agriculture. A farmer has thousands of dollars tied up in a livestock venture—raising and feeding hogs, fattening cattle—and it is vital that he market them carefully.

"It's not enough merely to quote market prices," says Alampi. "That doesn't give the picture the farmer wants and needs. In fact you could quote market prices and give a false picture of market conditions. Suppose you quote the top price paid for cattle today. It may be sky-high and sensational, but it also may have been the price paid for only a few head of extra choice animals, entirely out of line with the run of the market. Here, as in the case of the weather, it is necessary to give interpretation and background—a true picture of the whole situation. You'll find that when the minute comes that the farmer expects to hear the livestock prices, you'd better have them ready for him, for perhaps he's got a tractor standing idle and waiting, and he wants to listen on schedule. That's one of the important items in giving adequate and satisfactory farm service by radio."

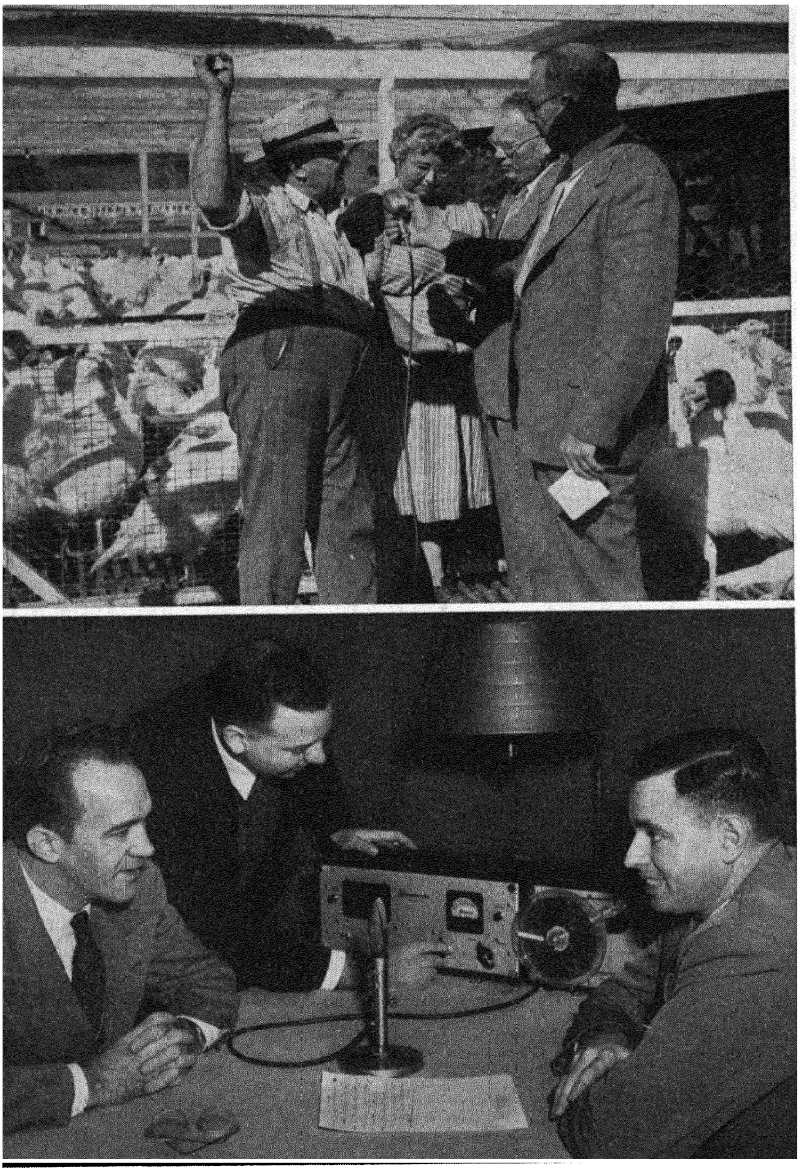


Figure 40. Tape recordings made on the farm, as shown in the upper picture, add variety and interest to radio programs. In the lower picture University of Illinois specialists tape part of a radio program to be used at a later time. This is a convenient method to use when the person to be interviewed cannot appear at the studio at broadcast time. A few land grant colleges also are providing a tape recording library service for the use of schools, agricultural groups, and others.

PREPARING RADIO COPY

Farmers want their facts straight. As long as subject matter is timely and information is deftly presented, little more is required. Radio writing that wins farmers' confidence doesn't call for a flair for drama.

What, then, are the specific techniques involved in writing top-notch radio farm copy? Ted Richards, Cornell's script writer and farm commentator, prepared and tested these twenty-five valuable criteria:

1. *Conversational quality—informality*

Professional radio farm directors consider the conversational quality of radio copy very important. In everyday conversation with your friends you tend to be informal. Stiffness in radio writing and delivery suggests a "bookishness," which gets away from an easy, informal style.

EXAMPLE

Good: "Mind if I talk to you as a neighbor for a minute? I saw Jim Jackson, our county agent yesterday, and he told me we ought to . . . "

Bad: "It is recommended by scientists that certain precautions are deemed advisable."

2. *Sincerity*

Any announcement must sound sincere and convincing to fulfill its purpose.

EXAMPLE

Good: "Here's a practice I really believe will be a shot in the arm for your farm business. I know . . . I've talked to folks who have had it work for them."

Bad: "People tell me farmers are smart people, so listen to this idea that can make you rich."

3. *Timeliness*

A considerable amount of agricultural information is worthless if it's too late.

EXAMPLE

Good: "Weeds are thieves and weed-killing time is just around the corner. Consider these new chemicals as your way to save time and money this spring and summer."

Bad: "If growers had realized the value of chemical weed killers over the past season, they would have been better off."

4. *Wide audience appeal*

Because radio is a medium of mass communication, a radio announcement conceivably could be aimed at so few farmers that it would be impractical to use it on a station. In general, the more farmers you can reach and motivate with a radio announcement, the more effective your program will be.

EXAMPLE

Good: "Here's news on harvesting hay that will interest most farmers in this area."

Bad: "Here's news for farmers who market water cress."

5. *Localizing*

The more you can localize the subject matter, the more effective it will be.

EXAMPLE

Good: "Here's a practice that just about every dairy farmer in the Smithville Flats area is now following."

Bad: "Many farmers are following this practice."

6. *Catch listener's attention quickly*

Like a news story or a farm magazine feature, the first paragraph of a radio announcement should catch the farmer's immediate attention.

EXAMPLE

Good: "Here's how you can make one dollar do the work of four! Just feed a dollar's worth of minerals."

Bad: "It has been observed that it is a good idea to feed minerals."

7. *Purpose of the message*

If the purpose of your message is not stated clearly from start to finish, there's bound to be confusion. This can result in loss of the listener's attention, so that little will have been accomplished by the announcement.

EXAMPLE

Good: "There's one sure thing! Spray your barn with Lindane, and you won't be bothered with flies for the rest of the season. Tests at agricultural experiment stations throughout the country prove beyond a doubt that Lindane will kill all flies for six weeks after just one spraying."

Bad: "Exhaustive experimentation on the part of entomologists in many states may possibly show some favorable indication on behalf of the 95 per cent gamma isomer of benzene hexachloride in regard to its toxicity toward the genus *Drysophilus* for prolonged periods exceeding six weeks."

8. *Repeat important ideas*

In radio broadcasting, important ideas should fall on farmers' ears several times. Good writing accomplishes this without making the material appear redundant or monotonous. Farmers cannot refer back to a statement or an idea mentioned in a broadcast. "Tell farmers what you're going to tell them, tell them, then tell what you've told them."

EXAMPLE

Good: "You can make more money by collecting eggs three times a day. Yes, Jim Burke used to collect only once a day, and he was annoyed at the number of Grade B eggs he got. Then he tried collecting eggs three times a day, and ever since, he hasn't had a single

dozen below Grade A. Certainly pays him to gather eggs often, and the same idea will work for you."

Bad: "You can make more money by collecting eggs oftener."

9. *Authoritative sources*

Some farmers are impressed if a recognized authority on the subject recommends it. This approach tends to influence them to react in the desired direction.

EXAMPLE

Good: "Dr. Knowlton, Utah State's entomologist, finds that Lindane is the most effective fly killer of all the chemicals used in his experiments."

Bad: "Various authorities have registered their approval of Lindane as a fly killer."

10. *Local "success examples"*

Human behavior may be even more strongly influenced by quoting sources with whom the farmer may be more familiar or may even know personally.

EXAMPLE

Good: "I talked with Jim Whittaker, a dairyman, who lives just outside East Lansing on the Peoria Road, and he tells me he wouldn't be without his mechanical barn cleaner."

Bad: "Many persons like their mechanical barn cleaners."

11. *Smooth transitions and continuity*

If a radio announcement jumps too abruptly from one idea to another, the listener may get confused. Logical transitions, therefore, are very important so that a clear picture of newly presented ideas can be picked up immediately.

EXAMPLE

Good: ". . . and that's the latest on the new poultry feeding rations. But while we're still on the subject of chickens, did you know that

you can save labor in your poultry house by rearranging the nests?"

Bad: ". . . and that's the latest on the new poultry feeding rations. You can save labor in your poultry house by rearranging your nests."

12. *"Talking down" to listeners*

Obviously, farmers don't like to be "talked down to." Many beginners confuse this with simplicity. You are told to make a radio announcement simple, and you wonder how you can make it simple and not "talk down."

EXAMPLE

Good: "Here's a quick way to reduce labor costs, which many farmers just never happen to think of."

Bad: "I don't suppose you realize how you can save labor costs, but what I have to say will give you the answer."

13. *Not too many topics*

If too many different ideas are presented in an announcement, your listeners become confused or tend to forget some of them. There is no opportunity to refer back or ask questions, so important points may be lost.

EXAMPLE

Good: "You can save money just by putting in feed bins above your laying pens."

Bad: "You can save money by putting in feed bins above your laying pens, adding automatic water systems, changing feed troughs, using built-up litter, installing electric lights, and making pens bigger."

14. *Simple sentences*

Since your listener can't refer back to a statement heard over the radio, simple, concise copy is important.

EXAMPLE

Good: "Rats can eat a lot of your valuable feed. They also carry disease if not controlled."

Bad: "It has been observed that rats are capable of consuming phenomenally large quantities of feed, in addition to presenting the farmer with a serious disease hazard which can be overcome only by an arduous campaign of elimination and subsequent control."

15. *Familiar words*

The less familiar a word is to your listener, the less meaningful it will be. Moreover, if a word is unfamiliar to you, you may sound vague or hesitant when you use it, thus reducing the value of the copy you are reading.

EXAMPLE

Good: "Fight flies with Lindane this year."

Bad: "Using the 95 per cent gamma isomer of benzene hexachloride will assist materially in the reduction of the population of flies."

16. *Cut down the use of "hissing* s *and* z *words"*

Too many sibilants are difficult to read aloud. Moreover, because of certain technicalities in radio broadcasting, sibilants often sound sharp and irritating to the listener.

EXAMPLE

Good: "You should feed plenty of grain to all your dairy cows, including those that calve in the spring."

Bad: "You should feed supplements to all your milch stock, especially spring-freshening stock."

17. *Redundancy in word choice*

Radio announcements that are repetitious and redundant make dull reading, dull listening. Conveying the same ideas in different words makes the copy "fresher."

EXAMPLE

Good: "If you provide fresh water, plenty of grain and mash, and good ventilation, your birds will lay more eggs."

Bad: "Give your birds fresh water. Give them plenty of grain. Give

them plenty of mash. Give them good ventilation. Then they will give you more eggs."

18. *Active verbs*

Most farm commentators prefer to use active instead of passive verbs. Active verbs suggest positive action to your listener; there's more chance to get him to do what you suggest.

EXAMPLE

Good: "Jim Fischer, prominent local farmer, sprayed his carrots with kerosene last year, and your county agent reports that he didn't have to pull a single weed."

Bad: "It is reported by your county agent that carrots sprayed by Jim Fischer with kerosene did not require any weeds pulled by him."

19. *Frequent use of contractions*

Use contractions such as "don't," and "isn't." They're used in conversation and are easy to read, easy to listen to. Copy that doesn't have contractions is more likely to sound stiff. Persons unfamiliar with broadcasting techniques tend to use the full form of the verb.

EXAMPLE

Good: "I really don't think you should stick to DDT. Many farmers haven't found it to be very effective for fly spraying this season."

Bad: "I really do not think you should stick to DDT. Many farmers have not found it to be effective for fly spraying this season."

20. *No offensive words or copy*

You should consider your entire audience when choosing words for your copy. You should also consider the time of day the announcement may be read. For example, on a recent daily farm radio broadcast at 12:30 P.M., an announcer was discussing butchering animals for meat. He included all the facts about spreading sawdust under the bleeding carcass to avoid slipping in the blood and possibly falling. A very practical idea for the

farmer, but the broadcast evoked telephone calls to the radio station from several persons who objected to the broadcasting of such material during the middle of lunch. Furthermore, because of many city listeners of farm programs, particularly during the noon hour, it isn't good business or good public relations to broadcast unappetizing facts about the multitude of diseases that afflict animals and other farm products.

EXAMPLE

Bad: When chickens with Leukosis (pronounced Lou-kō-sis) are cut open, their livers are found to be extremely enlarged. Sometimes large, round, gray nodules are imbedded in them.

21. *Don't use confusing numbers*

It is difficult for most of your radio listeners to remember large or confusing numbers. If you must put figures in your radio script, use round numbers. If it's important that your state has 3,012,679 cows, just say "more than three million."

EXAMPLE

Good: "Compare the carry-over of almost a million tons of grain last year with this year's total of almost double that quantity."

Bad: "Compare the carry-over of 998,623 tons of grain last year with this year's total of 1,954,988 tons."

22. *Punctuation for easy reading*

Radio announcements are written to be read with a minimum of difficulty, and copy punctuated in the right places is easier to read than nonpunctuated material. Punctuation marks indicate the proper breathing places for you. Anything that can promote easy reading and a sense of sureness in your delivery will carry over to the listener.

EXAMPLE

Good: "I found that no matter how busy you are . . . you should take time out to cull chickens. That's because lazy birds cost you money. They eat your feed, but don't produce eggs."

Bad: "I found that no matter how busy you are you should take time out to cull your chickens because lazy birds cost you money by eating feed and producing no eggs."

23. *Page endings*

The ideal is to have the page end at the conclusion of an item, or at least, the conclusion of a paragraph. This allows a comfortable pause for breathing, turning the page, and changing to another thought. It will be disconcerting to you if you have to turn the page in the middle of a sentence or after a split word.

EXAMPLE

Good: ". . . Jack Murray reporting the late farm news."
Bad: ". . . Jack Murray re-"

24. *Attention-getting titles*

If you're preparing farm radio copy for an announcer, here's a way to catch his eye, thereby getting him to read a piece of copy which he might otherwise ignore: Write attention-getting headlines. They should be short and to the point.

EXAMPLE

Good: "From Horse to Horse Power"
Bad: "Information about the Expanded Use of Farm Machinery"

25. *Double or triple space copy*

Fairly short lines on only one side of the sheet aid in easy reading. Triple spacing with pica type (not elite) is ideal, but double spacing generally is considered to be satisfactory. Single spacing makes reading difficult.

TYPES OF RADIO SCRIPTS

It's impossible to suggest the best type of radio script; that depends on the subjects and the persons involved. For instance, one subject might best be handled as a straight talk of not longer than five or six minutes; another subject might fit a two-way dis-

cussion or interview between an authority and the announcer; a forum or a dramatic presentation might be appropriate for special programs.

The easiest radio copy to write is straight farm news presented by one voice telling a story, reporting, giving advice, or urging action. This brief item is an excellent example:

> I hate to keep talking about winter this early in the game—but it's getting closer—day by day. Let's forget about what's coming for a moment, and look back at last winter. I'm thinking about your cow barn, and especially about what might have happened when the mercury was down around ten degrees. What were the walls and doors of your barn like, on the inside? Did the hired man cuss when he had to heave-ho on a door that was stuck from being waterlogged? Were the windows bearing a half-inch coat of frost? And you didn't dare lean against the walls because they were so wet?
>
> If anyone who called himself a doctor of barns were around, he'd diagnose the case as a lack of ventilation. And to make it short and sweet, he'd prescribe better ventilation. Better movement of warm, moist air to the top of the stable, to be slowly replaced by cool, dry air.
>
> I forget the exact amount—but I do know that a cow breathes off about two gallons of water every day. Consider the number of cows you have—and it's easy to see how all that moisture will condense on cold walls and doors, if a good ventilation system doesn't carry it out of the barn. Furthermore, this watering-down of your walls and timbers cuts down on their life tremendously. All of which means, a good ventilation setup will pay back many times the dollars you sink into it. Your county agent probably has a number of accepted plans, so I'd give him a buzz. Then on a cold day this winter, watch the steam come floating from the outlet, and feel wonderful, because it isn't ruining your dairy barn.

Interviews Add Interest

Variety can be introduced into a program by using more than one voice in an interview or dialog. If well done, it probably will be more interesting to the listener than a straight talk that

runs longer than five or six minutes. On the other hand, an interview or a dialog is more difficult to write convincingly. If a straight talk needs to be written in conversational manner, there is twice as much reason for writing an interview or dialog that way. Remember, there's no use writing conversation unless it's broadcast in a conversational manner.

These two tips from the U.S.D.A. *Radio Handbook* will help you prepare an interview script:

1. Make the interview logical and reasonable. In other words, don't frame questions the listener knows you know the answers to. An interview is more than a mere list of questions and answers. In ordinary conversation when you're asking for information, you don't follow an answer with an unrelated question. You may repeat the significant part of the answer, comment on it, then follow with another question suggested by the previous answer. It will sound more natural if you do the same sort of thing frequently on the air. Don't hesitate to stop, go back, and repeat or amplify.

2. So the listener can get acquainted quickly with the speakers in a dialog, it's a good idea to use the names rather often, especially in the early part of the dialog. Use first names or even nicknames, unless you feel that the positions of the speakers require the formality of titles, such as "Mr.," "Senator," "Professor," or "Doctor."

Analyze this well-written interview script by Ellen Wigsten Gabriel on a difficult subject—agricultural research. Note the easy, conversational style and the way the ideas have been simply presented for the listener:

RADIO BROADCAST

WHAT'S GOING ON IN FARM RESEARCH

T. D. Richards

W. T. Schroeder

ANNOUNCER: Today we present another broadcast in our series, "What's Going on in Farm Research." The program is coming to us from

the campus of Cornell University. Ted Richards' guest speaker today is a member of the staff of the Experiment Station at Geneva, Dr. W. T. Schroeder. Here's Ted Richards.

RICHARDS: Some of you may have visited our Geneva Experiment Station, and, if so, you know something about the experimental work that members of the staff are doing in the production of fruit and vegetables. The scientists work on all angles of the job, from breeding better varieties to testing methods of controlling the pests that destroy the plants. That last angle is the one we're going to talk about today. The seed corn maggot is a pest that often works havoc in a newly planted bean field and is dangerous to corn and peas and some other crops. It's a small worm that eats into the seed pieces, and as a result the plant doesn't come up at all, or it comes up without a growing point and develops into a "snake head" or "bald head." In a really bad year the maggots can do damage on a large scale.

Some of our entomologists have been working on methods of control of the maggot, and Dr. W. T. Schroeder has come down from Geneva today to tell us about the latest developments. Dr. Schroeder, I wonder if you'd give us the background of this research?

SCHROEDER: As you say, Ted, entomologists have been working at the job for a long time, but until very recently, they had found only one practical way of controlling this seed corn maggot. That was to plant the beans at a time when there are relatively few maggots in the soil. You can't plant before the first brood of maggots hatches in the spring, because there's too much danger of freezing. You have to wait until the first lot matures, and then get the beans in before the second brood appears. That is usually between June 7 and June 14 in western New York, where we grow most of our beans. So the entomolo-

gists keep close track of the situation in the bean-growing areas of the state, to warn the growers when the conditions are favorable.

RICHARDS: That's the time when someone calls our office and asks us to get out a radio message warning the bean growers to get those beans in the ground.

I can see disadvantages to that method—for one thing it could be raining—and the later the favorable date, the more chance of an early frost getting the beans in the fall. But I know from experience it doesn't pay to beat the gun. I planted my limas ahead of the date—and I had two nice long rows of those snake heads. I'd certainly like to hear about a method that would let me get those beans in a couple of weeks earlier—and as I understand it, this new method of treating the seed before you plant it will turn the trick. Tell us about it, won't you?

SCHROEDER: Actually, the idea of seed treatment is not new either, Ted. Entomologists have always hoped to find one that would prevent the damage, and many such treatments have been tried. However, no one found a really effective one. Then DDT came along, and that gave the work a new approach, although DDT wasn't 100-per-cent effective, either. Four years ago we began working along these lines at the Geneva Station, and Dr. Wayne Howe, who was then a member of our staff, set up some experiments. For the most part he used lima beans for a test crop. I had been working on control of the fungi and bacteria that live in the soil and cause the seed beans to rot. Eventually, we found we had to tackle the seed corn maggots and the organisms that cause rot at the same time.

RICHARDS: You mean they work together to cause double trouble?

SCHROEDER: That's about it. And to make matters worse, we found that the chemicals that were most effective in the maggot control

had little or no effect on the organisms that caused rotting. In some cases the seeds treated with them seemed more susceptible to decay.

RICHARDS: Some days you can't make a nickel—especially on beans—well, let's take 'em one at a time. By the way—why did Dr. Howe pick lima beans for a test crop—any special reason?

SCHROEDER: They're highly susceptible to both seed corn maggot and seed decay, and so if he could find a seed treatment that would work on limas, it would probably work on seeds of other crops.

RICHARDS: I see—and then began the time-consuming job of testing all these insecticides—how did Dr. Howe go about it?

SCHROEDER: First he planted the beans in the greenhouse, in soil that was artificially infested with seed corn maggot and then in fields that were infested naturally. He tested many different insecticides, and found four that gave good results: lindane, chlordane, dieldrin, and aldrin.

RICHARDS: But you said you found you had to combine your efforts and find a treatment that would give good results for both the maggot and decay organism—so I suppose you had to test them out in combination, too.

SCHROEDER: Yes—we tried a great many different ones, and different concentrations. We finally settled on Arasan as the best fungicide for controlling seed rots when used with lindane or dieldrin or chlordane to control the maggot.

RICHARDS: So there you had it! Or did you?

SCHROEDER: Not quite—we found that the chemicals wouldn't stay on the smooth surface of the beans—so we had to use a sticker to be sure of an even coating. Methocel is good for that. You mix the three ingredients with water into a soupy sort of mixture, and it will not only stick to the beans, but it spreads on in a nice even coat,

RICHARDS: Sounds simple—is it? I mean if you're planting a big acreage?

SCHROEDER: Yes, it is. You just put the beans in a flat pile on a smooth clean floor, or a tarpaulin, and pour the mixture over them. Then rake the seeds over and over, and shovel them occasionally, until they are all covered evenly with the chemicals and the seed is dry. I wouldn't say it isn't work—but it isn't very difficult.

When we are certain that treated seed stored through the winter months will not lose its pest-controlling properties, I imagine the big seed companies will devise easier methods for treating. Then the grower can buy his seed already treated.

RICHARDS: I suppose you tried this treated seed under different conditions?

SCHROEDER: Oh yes—we tried them under field conditions near Sodus, Bergen, and Mt. Morris, as well as at Geneva, and of course we tried from two to four planting dates. We've made about a dozen experiments each year during the past four years. Maggots were bad in only one of the first three years, so we weren't too sure of our results. But last year there were seed corn maggots all over the place, and we got excellent control with our treated seed. Untreated rows next to them were a total loss. One canning company planted 300 acres with treated seeds last year and didn't have to replant any. The year before they had to replant about 20 per cent of their acreage.

RICHARDS: Now the $64 question—is the treatment expensive? Just how much does it cost?

SCHROEDER: About 40 cents an acre—if your two rows of beans had come up they would have produced beans worth that much.

RICHARDS: I imagine they would—so for a few hours work, and 40 cents an acre a bean grower could plant his crop about three weeks earlier than he could in the past—is that it?

SCHROEDER: That's it—and he would run less risk of

an early frost cutting down production—and the canners and processors would be sure of getting lima beans to put with corn for succotash.

RICHARDS: Will this treatment work on any other crops? Peas—squash, corn, or kidney beans, for instance? Seed corn maggots attack them, too.

SCHROEDER: We haven't tested them to any extent, but there is no reason to believe it wouldn't. One grower of kidney beans tried it last year and reported complete success. But there's one word of warning there—the treatment makes the beans less slippery, and if you're using a force feed drill you have to watch that. The beans may clog it, and there's danger of cracking the seed.

RICHARDS: Well, all I can say is, it looks as if we'd have lots of baby limas and succotash from now on—and maybe the armed services won't have to worry about baked beans either! I hope I get this stuff in small enough quantities for my two rows of limas this year! Thank you very much, Dr. Schroeder!

ANNOUNCER: You have just been listening to another broadcast in our series, "What's Going on in Farm Research."

Plan Forum Programs Carefully

As mentioned previously, a forum program may be appropriate for certain types of farm broadcasts. One of the forums most often used is based on current events where you wish to present facts and opinions from several authorities on the same show. Like any other farm radio program, it should be carefully planned. You should work out the format and an outline with the participants who have been carefully chosen because of their knowledge and their "radio personality."

Probably the best method of preparing for a forum broadcast calls for a preliminary meeting of the participants. During the session individuals give their views on the topic to be broadcast. The ideas are assembled by the leader who prepares the

Figure 41. Successful forum broadcasts require careful planning and rehearsing.

outline. Usually one additional rehearsal—besides, perhaps, a quick studio "warm-up"—will be enough to weld the two, three, or four persons into a workable panel for presentation of the radio feature.

The Dramatic Presentation

The dramatic script is the most difficult to write and produce, and a poor one can be a sad affair. Most persons don't have the time or the talent to write and produce radio drama. To employ professional dramatic writers and actors is costly. Nevertheless, try your hand at writing a dramatic script. You may find that you have that talent. The following script, written and produced by college students, will give you an idea of the amount and type of work involved.

HOP TO IT CLUB

Fun with a Tractor

(4-H Club Program #5)

[Date] 12:30:00–12:40:00 P.M.

WHCU, WHCU-FM, Rural Radio Network

SOUND: CAST: CLUB MEETING NOISES

ANNCR: Come on all you 4-H'ers! Gather 'round for another meeting of the HOP TO IT CLUB.

SOUND: RAP OF GAVEL

NICK: Order! Order! Let's come to order! The HOP TO IT CLUB is now in session. (RAP OF GAVEL)

MUSIC: THEME . . . . FADE FOR

ANNCR: From the Radio Workshop comes another meeting of the HOP TO IT CLUB . . . . a special biweekly program which tells the story of 4-H Clubs all over the state. Today's dramatized story is called "Fun with a Tractor." And following our play you'll hear the latest news and information for all 4-H Clubbers.

MUSIC: UP TO 12:31:05
(DURING ABOVE MUSIC FARM AND HOME HOUR JOIN BY FADING IN)

MUSIC: (AT 12:31:05) FADE FOR

ANNCR: The HOP TO IT CLUB is assembled here in the studios of the Radio Workshop ready to bring you today's story "Fun with a Tractor." . . . The boys of the HOP TO IT CLUB have decided to take the new project offered in Tractor Maintenance. We find them at one of the first meetings held for the project . . . . the meeting is nearly finished, as we hear Mr. Avery, their project leader:

MR. A: . . . so at the next meeting boys, we'll have a report from each of you on your tractor maintenance. Don't forget to take along your set of work sheets. Do a good job on those tractors, and I'll see you all at the next meeting. That's all for today. Meeting adjourned!

SOUND: BRIEF CROWD NOISE UP AND UNDER AT

MR. A: By the way, fellows, don't forget to bring your fathers to the next meeting. We have quite a bit to talk over with them.

SOUND: CROWD UP

CAST: All right, Mr. Avery. O.K. Sure (and the like)

NICK: Hey Jim! Jim. Wait a minute.

JIM: Oh, hi Nick.

NICK: You going home?

JIM: Uhuh. Come on over.

NICK: Ride home with me.

JIM: O.K.

SOUND: CROWD FADES OUT BEHIND

SOUND: FADE IN CAR BG.

JIM: Wasn't that a swell meeting? I sure learned a lot about our tractor. This is going to be fun.

NICK: Have fun with a tractor? Don't kid yourself. It's hard work—and dirty too.

JIM: Did you get a set of the work sheets on tractor maintenance?

NICK: Naw. I didn't bother with it.

JIM: Well, how are you going to take care of your trractor if you don't know how it works?

NICK: Oh, I took a couple of notes during the meeting, and besides—anybody who owns a tractor should know how it runs.

JIM: I didn't know all those things about ours.

NICK: Well, I did. I've puttered around motors for years. It was just the basic facts he told us. Everybody should know those.

JIM: Say, why don't you come over to the house tomorrow after school, and we'll work on my father's tractor together.

NICK: O.K. If it doesn't take too long. I've got to fix my Dad's too.

JIM: It'll only take a couple of minutes. After all, what's so hard about looking at a tractor motor? The hardest thing I have to do is persuade Dad to let me fix it.

MUSIC #2: TRANSITION

JIM: Evening, Dad.

MR. J.: Oh, hello, Jim. Well, how was your meeting tonight?

JIM: Oh, swell. We learned about tractors—how they run and how to keep them running.

MR. J.: Mmmm. Sounds like it was a good meeting. But tinkering with tractors is serious business. Hope you learned something.

JIM: I sure did (PAUSE). Say Dad . . . .

MR. J.: Yes.

JIM: Our tractor hasn't been running too well lately, has it? I mean it stalls and uses a lot of gas.

MR. J.: Now, Jim. Don't get any ideas.

JIM: I just thought, seeing as how I know quite a bit about tractors now, I might look at it.

MR. J.: No, Jim!

JIM: Just peek?

MR. J.: No, I'm going to have our dealer's service man up to look at it in a few days. He'll fix it up for us.

JIM: But Dad, I have to look at it. We have to make a report at the next meeting on servicing the air cleaner on our tractor. And if I don't have any report they'll . . . well, they'll think I'm awful.

MR. J.: But Jim, I . . . .

JIM: And you're supposed to come to the meeting too.

MR. J.: I am?

JIM: Yes, and you wouldn't want me to stand up in front of all those people and say you wouldn't let me touch our tractor.

MR. J.: No, I . . . .

JIM: They'd laugh at me.

MR. J.: They would?

JIM: Yes, and you too.

MR. J.: They wouldn't.

JIM: Please, Dad.

MR. J.: All right. You win. But remember, don't touch anything.

JIM: Thanks, Dad. And don't you worry, I'll just look.

MUSIC #3: TRANSITION

NICK: You sure you know what you're doing, Jim?

JIM: Now, Nick. You just stand there and watch.

NICK: But I thought your father said you weren't to touch anything?

JIM: Now how'm I going to learn about tractors if I don't work on them? You have to have a little practical experience too. You just can't read about it all the time.

NICK: What are you going to do first?

JIM: Clean the air cleaner . . . so cleaner air can get into the engine. Let's see now. Air cleaner . . . air cleaner, oh yes, here it is. I'll just take this clamp off.

NICK: Jim, that's the carburetor.

JIM: What daya mean carburetor? I know an air cleaner when I see one.

NICK: But look at this diagram in the work sheets. It looks just like that thing, and it's labeled carburetor.

JIM: Gosh, you're right. Even though I like motors, I can still learn a lot (PAUSE). Here it is . . . isn't it?

NICK: Let's see. Hmmmm. Yep, that's it.

JIM: If I can get it off . . . there. Boy, look at it. It's all dirty.

NICK: Ya. Full of dust.

JIM: Well, I'll clean it up so it's like new. . . . Say Nick, look at that pipe.

NICK: Where?

JIM: Right there where I took the air pre-cleaner off. A pipe—and it's dirty too.

NICK: Oh yeah. Looks like dirt and ground up leaves.

JIM: I better take that off too and clean it.

NICK: Now Jim. Don't go fooling around with that pipe.

JIM: But it's full of dirt. Look, I can't even get this screw-driver in the center . . . . it's so clogged!

NICK: Maybe it's supposed to be plugged up. You don't even know what it is.

JIM: Sure I do. It's a pipe . . . . an air intake pipe. It takes the air into the cleaner from out in the open.

NICK: Well, maybe.

JIM: You just watch me, Nick, and in no time I'll have this tractor running like it was brand new.

MUSIC #4: TRANSITION

JIM: (REPORTING AT THE MEETING) . . . and after I got the air cleaner and the air intake pipe cleaned, I put them all back together again.

MR. A.: Well, Jim, you certainly have made a good report on your tractor maintenance. I'm glad you learned something from the last meeting. Is there anything else you'd like to say before we go on with the rest of the reports?

JIM: Yes, there is, Mr. Avery. You see, my father told me not to touch anything in the tractor, just to look. So if he finds out that I did all this, he might get mad at me. So do you think you could sort of keep it secret?

MR. A.: Ha, ha. . . . Why, Jim, if your father were here now, I bet he'd be glad that . . . .

MR. J.: (FADE ONE) But I am here. Been here for some time.

JIM: Dad! What are you doing here? I thought you said you wouldn't be able to be here tonight.

MR. J.: Well, I sort of changed my mind after I started the tractor. I thought I ought to see you right away.

JIM: Oh! Is . . . is there something wrong, Dad?

MR. J.: Wrong! Jim, I told you not to touch our tractor. But you did . . . and for once I'm glad you disobeyed me. You fixed that old tractor so it runs like a new one, and you saved me an expensive repair bill.

JIM: Why, thanks, Dad. Oh, Dad, I'd like you to meet Mr. Avery. He's our instructor in tractor maintenance.

MR. J.: How do you do, Mr. Avery. You certainly are doing a fine job teaching these boys. I only wish that more of the parents could come to these meetings and see how they're run.

MR. A.: Thank you, Mr. Johnson. And any time a parent wants to come to one of our meetings, he's welcome. We like to see them here so we can show them what a fine job 4-H is doing for their youngsters.

MR. J.: Well, Mr. Avery, you can count on me to attend more 4-H Club meetings in the future. And just to show you and the boys here how grateful I am, I'm going to take the money that Jim saved me by fixing my tractor and have the biggest party for you that you've ever seen!

SOUND: CROWD REACTION ("swell," "wonderful," etc.).

JIM: See, Nick—didn't I tell you that working with a tractor is really fun!

MUSIC #5: CURTAIN

ANNCR: And now here in our studio is Carlton Edwards —Agricultural Engineering Specialist. Do you agree with Jim Johnson that working with a tractor can be fun, Mr. Edwards?

EDWARDS: (1:00 REMARKS)

ANNCR: Thank you—Mr. Carlton Edwards.

ANNCR: "Fun with a Tractor" featured students of the Radio Workshop under the director of Richard Wanamaker. Heard in the cast were . . . .

The original script was written by: William Mallin.

(PAUSE—FOR OPTIONAL WHCU CUT OUT)

4-H Clubbers! An attractive booklet—*The 4-H Way and You* is yours—free for the asking by writing to the station to which you are listening. The booklet shows 4-H Clubbers in this state in action . . . . with pictures of some of the many projects that make up the important year-round 4-H Club program. Send for your copy of *The 4-H Way and You* . . . today. The HOP TO IT CLUB is a biweekly program for all 4-H Clubbers. Listen again at this time a week from today when the HOP TO IT CLUB will bring you another dramatized story. Meanwhile, be a good 4-H Club member. Attend all meetings of your club, and always let the 4-H pledge mean something to you.

CAST: "I pledge my head to clearer thinking, my heart to greater loyalty, my hands to larger service, and my health to better living for my club, my community, and my country."

MUSIC: UP TO FINISH AT 12:39:55

ANNCR: The HOP TO IT CLUB is a production of the Radio Workshop.

YOU'RE ON THE AIR

Let's assume your script is written in good conversational style, has been rehearsed and timed to finish right "on the nose." Now try to feel free and easy in front of the microphone. If you're more comfortable sitting down, sit. If you feel easier in a standing position, stand. But in either position, relax.

CHAPTER XV

Television for Farmers

ALTHOUGH it is difficult to write about television without taking obsolescence into consideration, nearly everyone poses these days as an expert on "What You Can Expect from Television." The medium is developing so rapidly that illustrations used one month may be outdated the next. A faster growth of TV was checked by a Federal Communications Commission freeze order on the construction of new TV stations in 1948, but when it was lifted in April 1952, a new allocation plan opened the way to literally thousands of new stations.

This lusty "baby" whose growth gets so much attention and argument was born and given a name back in the 1920's. But it wasn't until the past few years that the strutting little braggart moved onto the assembly lines and headed down Main Street and into thousands of city and rural homes. There were 108 TV stations in sixty-three cities and 15,000,000 to 20,000,000 sets in the United States in 1952. Within the next decade, barring a new world war, the number of stations may approach 2,000 and the number of sets 50,000,000. Television sets will improve, and color probably will be universally accepted.

Actually, all this is a guess, but the industry definitely expects a steady climb in number of stations, televiewers, and advertising sponsors. Some of the experts make these predictions: If a farmer lives within about fifty miles of a big or medium-sized city, either he has television now or it will be available to him within the next five years. Within another five, relay stations

will carry television greater distances if the number of farms in an area justifies the expense. Farmers who live in remote sections of the nation may never get it. Actually the question of whether or how fast, farmers get television is one of economics—will the expanded coverage to rural areas pay off?

Television's production costs are fantastically high, and the dependable transmission range is limited to line of sight or, in other words, to the edge of the horizon from the top of the station's tower. "Stratovision"—transmission of television from airplanes circling in the stratosphere to cover hundreds of miles—probably will not prove to be practical. But perhaps farmers can look forward in the not-too-distant future to the day when they will have TV brought to them on a network similar to that of a railroad system with its major terminals, intermediate stations, and short side spurs.

Television became transcontinental just twenty-five years after the first coast-to-coast radio hookup. A new $40,000,000 microwave relay system was put into use between New York and the Pacific Coast in the fall of 1951. The system has 107 hilltop towers spaced about thirty miles apart, relaying sharply focused radio beams from horizon to horizon around the earth's curvature. The present TV network also has coaxial cable between various cities.

HOW TV WORKS

Here, briefly, is what happens from the time a program is originated in the studio until you view it on your set. In the station, the television picture is picked up and amplified in the camera. It's then translated into electronic impulses and fed through a line to the transmitter, which in turn generates a carrier wave. At the same time the picture is broadcast, the microphones in the studio record the sound for the program. This is broadcast from its own transmitter and handled the same way as FM radio. These two signals—sight and sound—are synchronized to reach your receiver at the same time.

Unlike AM radio waves, which follow the curvature of the

earth and can be picked up at great distances, television waves travel in a straight line. That's why it's hard to pick up a station more than fifty or sixty miles away. These waves are also affected by barriers—such things as hills, buildings, snow, and ice. For this reason, when you're ready to buy a set, it's important for you to have your location checked with a test receiver to find out what interferences you're going to have.

Basic Methods of Televising

The three basic methods of televising programs are: (1) live (including simulcast), (2) film, (3) kinescope.

Studio facilities for live programs are at a premium, because the average television show with its "props," cameras, and other equipment requires much greater floor space than does a radio show. Adapting a radio farm program to television would necessarily change the whole character of the performance. Script lines probably would have to be memorized, scenery more than likely would be important to set the location and create atmosphere, and two, three, or more cameras would be required. These are but a few of the complications that arise in the production of a television program; and it is these extra factors that tend to make the cost of a television production higher than that of a comparable radio show. For example, for one hour of the best television broadcasting time in one of our big cities, the cost is about $3,200; for radio it is $1,300. One-hour TV productions costing up to $50,000 are presented almost nightly.

At present, television film quality varies greatly. In many instances, especially when the film is made with the express purpose of having it televised, excellent results both as to performance and quality of picture are obtained. Kinescope TV programs, like tape recordings, can be edited or cut to improve them or to make them fit within a shorter time.

EFFECT ON OTHER MEDIA

No oversized crystal ball is needed to predict that television, which offers sound, sight (eventually color), and motion, is des-

tined to change habits and to become in your time the greatest means of mass communication.

Television affects radio, magazines, books, newspapers, and movies, but it won't replace or destroy them. Set owners don't read as many magazines and newspapers. But editors argue this way: Radio programs have heightened the desire of people to see in print what they have heard or been told. Television news and other informational-type shows are going to reverse that impulse; they're going to make people keen to see the things they have read about. In the opinion of some of the farm editors and telecasters it boils down to this: Much of what people read in their farm magazines they will enjoy seeing on television. The magazine picture of a new egg-cleaning machine will arouse a farmer's interest (and the city person's, too) in seeing it work over television. If he can't get to the International Livestock Show described in the farm magazine, a TV network can carry it to him, as NBC did recently.

There's also much activity and planning for television in the film capital, much of it underground. Major studios are keeping a watchful eye on television and trying to assay its effects on the industry but saying little publicly about what they plan to do. Nevertheless, the strategy now seems to be "if you can't lick 'em, join 'em." The onrush of television is bringing about an entirely new entertainment industry consisting of a combination of films and television.

TYPES OF PROGRAMS FARMERS WANT

What type of television programs do farm families want? The answer given by Mr. and Mrs. G. A. Brown at the Peat Meadow Farm near Chatham Center, New York, is typical: Good, clean entertainment with real showmanship first; then demonstrations on how to improve farm and home practices. The Browns, who own and operate a 160-acre dairy farm, depend on television for their principal entertainment. A three-times-a-day milking

schedule makes it impossible for them to get away from the farm very often. Mrs. Brown's comment was that it "brings Broadway plays to us without going to Broadway." Her father and husband agreed and added comedy shows, sports, and news to the favored column. They mentioned a full house on Milton Berle night. Four-year-old Bobby's choice was the popular children's program, "Howdie Doodie."

This was their television fare for one evening recently. There was a well-produced WRGB farm program on killing pasture weeds. A news program followed, which pictured the most important news of the day—a pilot who had broken a coast-to-coast record, the cherry blossom festival in Washington, scenes of the war in Korea, and a commentary on actions taken by Congress that day. Then came an hour of making "show business bloom right in your living room," with Milton Berle.

Televised sports—baseball, football, basketball, and prize fighting—rate high with the Browns and other farmers. But some of the sports promoters don't know whether to be chummy with the television stations and networks or play "hard to get." They gloomily predicted rust in their turnstiles and ruination when radio was born. That opinion turned out to be a miscalculation, but they're wailing the same tune again. Said one sports spokesman: "Radio provokes curiosity, but television satisfies it."

Farmers within the signal range of many television stations have been able to see a better ball game on television free than they could at their local ball park for the price of a ticket. Big-league baseball authorities have few complaints, because they are getting fat on the ever-increasing sums which advertising sponsors are paying for the privilege of televising their games. The minor leagues, however, are howling—and rightly so, because they're losing their customers and their dollars. These and other opponents are inclined to believe that television is at least a blood brother to the man who strangled the goose that laid the golden eggs. They see it satisfying too many potential spec-

tators and stifling lesser sports and lesser attractions in favor of the big ones.

From the farmer's point of view, video offers many advantages that the promoters admit and fear. The main one is that it caters to comfort. Televiewers don't have to contend with the uncertainties of weather. Instead of making long trips to town, farmers just walk across the room and twist a dial. And they love it. During the World Series, a writer visited a farm area to do some interviewing but couldn't find farmers at home. At one farmhouse he found the answer—a dozen farmers were in the living room watching the Yankees beat the Giants.

STATION TIME FOR FARM PROGRAMS?

In spite of the fact that television is entertainment-bound, TV farm directors (most of them also RFD's), the United States Department of Agriculture, and the land grant college Extension Services have hopes that they can bring information to farmers via TV that will help to make farming and farm life easier, more profitable, and happier. How-to-do-it programs, scientific developments in agriculture directly from Beltsville and other experiment stations, livestock shows, cooking and home economics demonstrations are being considered by the U.S.D.A. That agency has done scores of local programs, aimed mostly at consumers, to gain experience in TV technique for big farm shows later on. Showing farmers will be much more effective than telling them. It should save time and money spent in doing extension work and in similar activities for the benefit of consumers and producers.

One midwestern television station which beams a large portion of its programs to farmers is WOW-TV, Omaha. Officials of the station estimate that from 30 to 40 per cent of their viewers are farmers living within sixty-five or seventy-five miles of Omaha. Each noon they go on the air with the Omaha Weatherman, giving five minutes of weather and crop information. Then comes a half-hour farm service director program. This feature

is filmed in the fields, on farms, and during farm meetings and demonstrations, and is then processed and televised within twenty-four hours.

The cold, hard truth, however, is that most of the television stations will not have time for farm programs in the evening when farmers can see them. A few telecasters, though, believe that television will be all that radio now is to the farm family, and maybe more. Besides its entertainment, they assert, television will be able to perform many valuable services to the farmer and his family. Moreover, they emphasize that broadcasting has shown that city people are interested in the many problems of the farmer. Radio farm programs are among the most popular broadcast by many stations, so they have every confidence that farm television programs will be equally as interesting, if not more so.

PREPARING FOR A TV SHOW

Merl Galusha, supervisor of WRGB television productions (Schenectady, N.Y.), uses five basic formats for his television shows—dramatic, forum, interview, demonstration, and motion pictures or slides. In each of them he avoids the lecture attitude, keeps the presentation simple, selects good subjects with both the urban and the farm audience in mind, selects a few major points, and employs interest-catching methods to put them across. Moreover, he always appears informal and turns his imagination loose.

Above all, he and others who plan and produce TV shows do not overlook these steps:

1. Producer-director conference (the producer plans and organizes the show, the director puts it on the air)
2. Make a diagram of set
3. Select topic
4. Story conference
5. Visualize the story
6. Select the cast

Figure 42. Merl Galusha (*second from left*), supervisor of WRGB television productions, selects good subjects with both the urban and the farm audience in mind.

7. Write the script
8. Obtain the visuals
9. List and get props
10. Outside rehearsal
    a. Timing
    b. Movements
    c. Handling the props
    d. Costuming
11. Studio rehearsal
12. Broadcast

Script Writing

For a TV farm show to be successful, one of the most important ingredients is a good script. The writer is more concerned with visual than with audio. Too much talk spoils a show and can ruin an aspiring TV writer. No specific pattern for television

writing has been formulated, and the rules will be developed only through trial and error in this fast-moving business. One thing, though, is certain—you have to pay close attention to details.

As you will notice in the sample outline script that follows, each page is divided vertically—the left-hand column is video, the right-hand, audio. The video side contains music cues, beside those designating film, still, or camera shots.

VIDEO	*AUDIO*	*APPROX. TIME*
I. Intro. titles [Title card for this program.] "THE BUSY BEE"	Theme	0:30
II. Camera: long-distance shot on cage housing George Walthousen and bees. Cage located off set. Dolly in for CU [meaning "close-up"].		0:10
III. Camera on Walthousen and MLG [Merl Galusha].	*MLG:* Well, well, it looks like someone is putting the bee on our friend here. Playful little fellows, aren't they? Just in case you don't recognize him, our friend is George Walthousen, President of the Schenectady County Beekeepers Association. Unless you've worked with bees as long as George has, I wouldn't recommend that you try this little stunt. We'll see George a little later on, just to prove that no one is getting stung.	0:12
IV. Camera: medium-distant shot on Walt Durniak and MLG.	*MLG:* Right now I want to introduce Walter Durniak, Schenectady County Agricultural Agent. Walt is no mean man with the	

VIDEO	*AUDIO*	*APPROX. TIME*
CU's in this order: a. Glass hive b. Frame c. Pollen comb d. Queen bee e. Drone bees f. Breed comb	bees. How about shedding some light on the life of the bee, Walt? *WD:* O.K., Merl, etc.	3:30
V. Camera: medium shot on Durniak and MLG. CU on hive construction.	*MLG:* Walt, how about exercising your abilities as a carpenter and showing us how a beehive goes together?	0:05
	WD: No sooner said than done, Merl, etc.	2:55
VI. Medium shot on George Walthousen and MLG.	*MLG:* Well, here's George Walthousen, apparently unharmed by all those bees. George, how do you go about getting the honey out of the comb?	0:08
VII. CU on comb uncapping process.	*GW:* First, Merl, we have to uncap the comb, etc. (Demonstrates)	1:30
VIII. Medium shot on Henry Masse and MLG. CU on extractor.	*MLG:* Now we're going to call on Henry Masse to show us how to extract the honey. Henry, what kind of a gadget is this? *HM:* This is an extractor, etc. (Demonstrates)	2:00
IX. Medium shot on Masse and MLG. CU on storage tank.	*MLG:* Henry, what happens to the honey after it has been extracted? *HM:* The next step is to strain it, etc.	2:30
X. CU on MLG.	*MLG:* Closing remarks.	1:20
		13:30

PLANNING AND SELECTING VISUALS

Because every situation is different, and each TV program is individual in its problems, making rules for the use of visual aids is impossible. The following general guides, however, have been prepared for selecting, preparing, and using effective visual aids by the United States Department of Agriculture. In addition to firsthand experience with more than 200 television shows and 1,500 visual aids, U.S.D.A. television specialists inspected work carried on by other groups, particularly the Army and Navy, and consulted with leaders in industry and education.

Visual aids are usually thought of as the conventional slides, slide films, charts, maps, and graphs. Television, however, requires a broader concept. Anything viewers see on the television screen influences their comprehension of the picture and, therefore, should be considered a visual aid. Some visual aids contribute directly to understanding, while others contribute indirectly by setting the scene, mood, and tempo.

Agricultural journalists who are specially trained in using the written or spoken word often underestimate the need for visualizing a message on television. When planning visuals for television, there are two basic observations you should keep in mind:

(1) The effectiveness of a visual aid is seldom related to the cost. To obtain visual aids for television, you need to have not only experience with those that are effective, but also an understanding of the medium, a knowledge of the story to be told, and an appreciation of the audience to be reached. In many instances, a dime store or novelty store can furnish an animated, low-cost model that will be more effective in telling a story than elaborate art work, animation, trick photography, or expensive scenery and props. A loaf of bread, a knife, and a simple set proved far more effective in telling the story of marketing margins for white bread and flour than art work, charts, graphs, or slides.

(2) Visual aids which appear effective to the eye may or may

not be effective on television. Any number of things influence the actual reproduction of a visual aid on television. For example, a visual aid depending on several pastel colors to distinguish its parts may be pleasing to the eye, but the pastels will wash out completely and will not be distinguishable on television. Black and white television visuals, depending on color contrast to tell their story, are prepared with the gray scale in mind, using widely contrasting, dull-finish colors. Pastels reproduce as nearly white, dark reds, greens, blues, and browns, as nearly black. The maximum number of colors used to advantage ranges from three to six. There are so many variables in the television reproduction of color that actual testing and experience is the only truly reliable guide.

The surface texture of a visual aid seldom appears on television as it appears to the eye. Coarse, open-weave fabrics will reproduce fairly faithfully, while glossy, close-textured fabrics reflect light and make their reproduction unreliable.

The size of a visual aid is easily distorted by television. For example, having other objects in the picture out of proportion to a particular visual aid can alter its size. Experience rapidly builds skill in predicting the television reproduction of visual aids.

Cartoons and comic strips are good examples of visual planning. Any cartoon represents a key picture situation. The cartoonist creates pictures that show action or express emotion. They are realistic pictures rather than abstract, and each is planned to convey a single, specific idea.

The best visual planning depends upon visual-mindedness. If you are trained in radio and want to enter the television field, you have to learn to think and plan in terms of pictures rather than sounds alone. Drawing rough sketches of the key picture situations provides good exercise in visual thinking and good discipline in simplicity. A story board of rough sketches will include the set, scenery, props, and action planned for the program. If the sketches are drawn fairly close to scale, any crowded, con-

fusing, or weak pictures are easily spotted. Such preplanning will save time, effort, and money and will result in more effective television programming.

Motion, or the suggestion of motion, is one of the quickest ways to attract attention and arouse emotion on the part of the viewer. If a static visual has to be used, it should be combined with visuals that have motion. A combination of visuals is usually more effective than one alone. A combination of films and film strips, for example, plus other materials, increases the effectiveness of a message. The television camera itself also can be used to add motion to visual aids. Panning, tilting, fades, superimpositions, and other techniques lend motion and action to what might otherwise be static material.

Simplicity is equally important. Since a visual aid remains on the screen for only a few seconds, it should be clearly and quickly understood. Each visual aid should have a definite tie-in with the program, convey a specific point, and make a contribution to telling the story. Additional requirements for visuals on television include dependability, durability, and transportability. They should be easy to light, display, and manipulate before the camera, inexpensive to reproduce and distribute, and readily available for bringing to and from the set. Among those used by TV stations are charts, maps, flannelgraphs, posters, endless roll ups, slide projectors, models, exhibits, and still pictures. The latter should be 8-by-10-inch semimatte pictures mounted on 11 x 14-inch cards.

CHAPTER XVI

Profitable Agricultural Advertising

MANY years ago, when Mark Twain was editor of a small-town newspaper, a reader reported that he had found a spider in the paper. He wanted to know if that was an omen of good or bad luck. Mark Twain answered: "Finding a spider in your newspaper is neither good nor bad luck. The spider was merely looking over our paper to see which merchant was not advertising so he could go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward."

Advertising, and particularly agricultural advertising, has come a long way since those days. Its art and science has undergone great development, as you can readily see by studying the advertisements of that time and those of today. The principal purpose of advertising, however, remains the same—to sell goods or services—and for agricultural, industrial, and consumer goods alike, the farm market is a growing one.

FUNDAMENTAL PRINCIPLES

William Wrigley, Jr., once said, "I went broke three times before I learned how to use advertising, but when I did learn how, advertising made me rich. There is nothing magical about advertising. Obey its principles and it will deliver."

The fundamental principles he speaks of can be reduced to these two:

1. Good advertising tells the truth, avoiding misstatement of facts as well as possible deception through implication or omission. It makes no claims which cannot be met in full and without further qualification. It uses only testimonials of competent witnesses.

2. Good advertising conforms to the generally accepted standards of good taste. It seeks public acceptance on the basis of the merits of the product or service advertised rather than by the disparagement of competing goods. It tries to avoid practices that are offensive or annoying.

Fifteen Values of Advertising

Now, to be more specific, just what does good advertising accomplish? Here are some of the principal answers by *Printers' Ink:*

1. Makes possible better merchandise at lower prices, thus serving the consumer and creating greater demands for advertised products.

2. Helps to get quicker distribution, more economically and more rapidly, because it builds greater and more immediate product acceptance by jobbers, dealers, and consumers.

3. Aids quickly and economically in the introduction of new products.

4. Creates more business for all manufacturers in highly competitive industries by creating greater consumer interest in a type of product.

5. Helps the small manufacturer grow larger and is his best protection against competition from the larger manufacturers while he is growing.

6. Helps the large manufacturer retain his position of leadership.

7. Protects the advertiser against the price competition of unadvertised brands.

8. Fortifies the manufacturer against the rigors of depression.

9. Provides excellent insurance for the trade-mark against infringers.

10. Helps the manufacturer get the best types of jobber and dealer outlets.

11. Contributes to better and more efficient sales management by attracting the best type of salesman and by giving him a better proposition to sell.

12. Becomes a most potent force in building better public relations.

13. Creates greater stability of production and employment by helping level peaks and valleys of seasonal demand.

14. Assures manufacturers better supplies of raw materials at good prices because advertisers offer a greater stability of demand.

15. By placing the manufacturer prominently before the public, encourages better styling, improved products, better packaging, and other evidence of an alert and aggressive production and merchandise policy.

Critics' Arguments Disproved

Not everyone agrees with the fifteen accomplishments of advertising cited here, and you may get arguments particularly about Numbers One, Two, and Four. The critic will say that advertising adds to the cost of selling products. Actually, advertising reduces selling costs by getting rapid distribution among dealers, by quickly informing hundreds or millions of people about a product. To do the job by word of mouth would require a large sales force or to do it by mail would run up a prohibitive postage bill. Here's an example of the latter: To print, address, and mail a two-cent post card to 54,000,000 persons would cost about $2,000,000. This same number of potential customers is reached through a half-page ad in 231 newspapers at a cost of only $71,730.

Your critic may also complain that the price of goods he buys includes a considerable sum for advertising—that the product

would be quite a bit cheaper if it were not advertised. The facts disprove his argument. Some of the unit costs for advertising are:

1 quart of milk—seven-hundredths of a cent

1 bottle of a soft drink—one-fiftieth of a cent

1 gallon of gasoline—one-fifth of a cent

1 dozen oranges—one-third of a cent

1 loaf of bread—less than the wrapper

1 can of soup—less than one-third of a cent

1 box of a leading breakfast cereal—less than three-tenths of a cent

1 pair of shoes—less than seven cents of each dollar for both manufacturer's and retailer's advertising

1 automobile—$10 to $15

Even the Senate Committee on Agriculture recently took a look at advertising—its costs and functions—in an effort to find out why farmers' prices were falling. One of the distinguished senators from a midwestern farm state said he acknowledged the importance of advertising in creating demand for goods but wondered if, in the case of foods, it did not merely channel business from one brand to another. The research economist for Swift and Company provided one answer when he said: "We think food is more than fuel, and we are spending $17,000,000 a year for advertising because we want to whet the public's appetite for better things." He added that the expenditure totals less than 72/100 of 1 per cent of Swift's total sales.

The fact is that all advertising switches demand from one brand to another, but it also increases the total market. And many farmers realize that advertising of food items isn't cutting their take any. It could easily be demonstrated, instead, that food advertising has made and will continue to make life more pleasant for the farmers who raise the food, as well as for those who consume it.

There is some waste in agricultural advertising, however, if the competitive appeal of one company draws trade away from

its competitors without adding to the sum total sold and produced. You will find more waste, though, because of ineffective advertising appeals to farmers through unsuitable media.

HOW TO WRITE COPY

To get an advertisement noticed is easy—as easy as getting attention by whistling at a farm meeting. But to get a farmer to trust, believe, and act upon an ad in his newspaper or farm magazine, and to get a radio and television commercial listened to, respected, and responded to is a different matter. Forget the flossy phrases and get down to facts. Farmers want to know price, size, quality, performance, and other important facts about an item. They may not know anything about preparing advertising, but they can quickly spot a "hokum hawker" on the air and a phony ad in the press. Windy generalities start them yawning. Ditto for involved analogies, unsupported claims, irrelevant pictures, and the worn-out phrase. But give farmers facts—specifically, the kind that show what's in it for them—and they'll stay with you.

This last point shows up in a common pattern which you can take apart, identify, and profitably use in writing ads for farmers. These are the four basic parts:

1. *Start with the Right Raw Material—Get All the Facts.* It's not enough to know all about the product you are trying to sell; you should also find out all you can about the prospective customers you're trying to sell it to.

2. *Set Up a Valid and Adequate Objective for Each Advertisement.* Often it requires as much creative ingenuity to establish the objective as it does to produce the ads. The best objectives are derived from customers' or prospective customers' wants, likes, or dislikes.

3. *Tell All That May Be Required to Support Your Objective.* This applies to pictures as well as to copy, and even to color when it can be used functionally. Don't shortchange an inter-

ested farm reader by leaving out details that may be vital to your message. And don't worry about "long" copy—only about dull or vague copy, which is never short enough.

4. *Appeal to the Self-Interest of Your Readers.* Boastfulness, unsupported claims, and vacant generalities create the embarrassing impression of a company talking to itself in public. How much more effective it is to present the product story from the farmer's point of view—specifically, to show what's in it for him. When you have the facts for that kind of story, your job is half done.

These four basic steps, advanced by Associated Business Publications, grew out of the experiences of hundreds of successful advertisers. Technically, the difference between a good advertisement and a very much better one is often so slight that it escapes recognition, unless you refer to some sort of yardstick like this. It won't create any miracle ads for you, but it will certainly make it easier to turn out good ones. You're pretty certain to come up with a kind of copy that "clicks" with farm readers.

WRITING HEADLINES

"Some advertising might give you the impression that farmers have plenty of time to wade through any type of headline and copy to get the advertising message. If so, the impression is entirely erroneous," says J. E. Bedford in *Printers' Ink.* "Farmers are spending more money for advertised products, but they don't have time to sit around and read reams of dull, lifeless advertising. Today these farm buyers read only the advertisements in their farm papers that attract their attention. Only if the headline captures their eye will they read and act favorably on the advertising message. And the best headline is short, leading naturally and logically into the copy; it works with the copy to convey the sales message quickly and concisely."

To discover what types of headlines attracted the best attention and readership of farm customers, a complete analysis of the

first six studies of the Continuing Study of Farm Publications was made. These studies are reported on by Mr. Bedford in *Printers' Ink* and described in the material that follows.

"Rules" for High Headline Readership

The readership of headlines varies closely with the type size, and those with the best readership were from one-half to three-fourths of an inch high. This size lead in readership even though 88 per cent of the headlines studied were under one-half inch high.

First "rule": Use a type size large enough to be seen quickly.

Headlines were divided into five classes of content for the purpose of the study: (1) statement of fact; (2) product identification; (3) provocative; (4) interrogative; and (5) command. The average readership of the various types of headlines ranked in the order mentioned.

Ranking first was the statement of fact, but just stating a fact didn't assure readership for a farm paper headline. The fact had to be one that was of interest to the reader. For example, the headline, "College Corn from Colonial Farmers Established America's First University," got poor readership—only 7 per cent of the men to whom the advertisement was directed. Why? The headline stated a fact which was of little or no interest to farmers.

Consider this headline: "New Beamless Plow Jumps over Stones and Stumps." Stones and other obstructions are a problem for many farmers, so they naturally will be interested in such a plow. This headline was read by 35 per cent of the men to whom it was directed.

Second "rule": State a fact of interest to farm readers.

Ranking close to the statement-of-fact type of headline was the farm paper headline that mentioned the product—the product identification classification. This included those headlines that mentioned just the product, used a well-known slogan of the product, or spoke of the use of the product in such a manner

is to identify it. As a general rule the best readership for well-known products was obtained when the trade-mark name of the product was mentioned. (For example: "So Easy to Turn Ferguson Disc Harrows.")

If a product, however, is one which has reached the point of popularity where its name or slogan will immediately attract attention, the statement-of-fact headline gets the best readership. If the product is mentioned, better readership results when the reader is informed of something the product will do for him. Advertisers who wrote headlines with the best readership promised such benefits as greater profits, more leisure time, easier work, and better living. They were careful to tell the truth in such a way that it was easily believed by farmers.

"Better Living with Joe's Tractors" is a headline that would be taken as a mere sales argument for Joe's tractor company. Change that headline to: "More Profit with New Fuel-saving Field Gear," and you have a statement that tells the farm customer a concrete fact and points out a definite advantage for him. He realizes that a new field gear might save him money and is inclined to read the rest of the copy.

Third "rule": Mention the product if it is well known, but point out a benefit for buying it.

Provocative headlines were intermittently successful. In this class there was a much greater range in the readership percentages than in the other types of headlines. Here is an example of a fairly successful provocative headline: "Hog Feeders Cut Your Corn in Half." This headline had a readership of 24 per cent for the men and 11 per cent for the women. It mentioned something of interest to the average farm customer. In this same farm publication the headline, "Now in Block Form," was set in large type to attract attention, but it drew only 1 per cent readership for both men and women. Size, location, and type face were not the reasons for the failure of this advertisement. It didn't tell the reader anything that was of interest to him. Most farmers would say, "So what?" "Now in Block Form," might

have referred to ice cream, butter, salt, or any one of a dozen things. Actually, this particular advertisement was for a mineral supplement. Most of the subscribers of this farm publication didn't know because they didn't read beyond the headline.

Fourth "rule": Don't depend on catch phrases to get readership. Catch phrases don't catch anybody.

Question headlines were one of the poorest classes used in the farm publications. The average readership of these headlines was slightly more than 8 per cent for all sizes and they were used less than any other kind in the study.

Fifth "rule": Don't expect too much from a question in a headline.

Poorest headlines, according to this study of the farm publications, were those in the command class. Average readership was about 6 per cent. Ordering anyone to do something goes against the grain, and if a command is the first thing seen in the advertisement it gives the reader a poor impression.

Sixth "rule": Don't expect a command headline to create a good first impression.

Although it is important to attract attention with the headline, if readership doesn't continue into the body of the ad, the high attraction to the headline is of little value. When the copy following the headline enlarged on the promise made, the readership was much higher. But when the copy suddenly changed the subject, readership fell off. In fact, in one case it dropped from a 58 per cent readership in the headline to a 4 per cent readership in the copy that followed.

Seventh "rule": Follow through on the statement or promise made in the headline.

If you want to reach the farm market, check your headlines against these seven "rules." Although not infallible, they indicate the type of headlines farmers read. When a farmer is encouraged to read an advertisement, he is more inclined to act favorably on the message and put some of his income in the advertiser's cash register.

MAKE ADS LOOK EASY TO READ

A well-executed layout, combining the headline, copy, illustrations, and signature of the advertiser (called logotype), makes an advertisement look easy to read, and, therefore, makes it get more attention. When you create the words for an ad you also should roughly visualize the ad on paper. Your "rough" will show the relation of copy to illustrations and the logotype. Then you will turn it over to the art department where layout men will prepare the finished layout. Sometimes the layout is made first, with space indications for you to write the headline and copy. In both cases, close cooperation is necessary between you and the layout artist.

You should strive for simplicity and good taste in layout arrangement. The short headline should be isolated to get attention, and the illustration, whether a photograph or a drawing, should develop the idea expressed in the headline. The illustration, the main eye-catcher that explains the ad's theme, should be easily and quickly understood by the reader. Most illustrations show the product in use; others depict some need for the product or some benefit derived from using it.

TESTING YOUR ADS

On pages 309–312 you will find four agricultural advertisements. Compare them and your own ads with this check list that has been prepared by Associated Business Publications. It has stood the test of comparison against successful advertisements for many years:

1. The ad concentrates on one main theme.
2. Headline, picture, copy, and typography work together to produce a unified, easily read advertisement.
3. Headlines lead naturally and logically into the copy and work with the copy to convey the sales message quickly and concisely.

4. Illustrations are chosen because they contribute to the sales story, not merely to embellish the advertisement.

5. Illustrations are honest, convincing.

6. Typography is designed for clean appearance and easy reading.

7. Desirably, the copy shows a benefit from the purchase and use of the product (such as savings in cost or labor, greater operating efficiency, higher profits).

8. The copy is simple and specific.

9. The copy emphasizes what the advertiser can do for the reader, not what the reader can do for the advertiser.

10. The copy tries to help the reader solve problems by giving him helpful ideas.

11. The copy writer does not hesitate to ask the reader to do something, such as write for more information or send in an order.

12. The ad makes it easy for the reader to act, by giving him the essential information needed for action.

13. The copy, being sincere and straightforward, does not oversell.

14. The ad talks directly to the reader in his language (not down to him or up to him).

15. The length of copy is determined by the demands of the sales argument, not by any arbitrary idea of the relative merits of short or long copy.

16. Color (when used) contributes to the sales message and is not merely decorative.

Successful ads such as those illustrated are by no means rare. On the contrary, they are quite typical. Today the farm press contains hundreds of advertisements that are just as good as these. And they are good for the best possible reason—because farmers say so and respond accordingly. That, of course, is the ultimate test of any advertising. But it needn't be the only test. There are other (and earlier) measuring procedures which can be applied before an ad is released for publication. Some of them

Figure 43. A welcome relief from "blue sky" promises, this ad is a fine example of how factual, down-to-earth testimonials can make copy click with readers.

are often accurate as a means of forecasting the reaction of a particular group of readers to a particular advertisement in newspapers and farm magazines.

THERE'S A BIG DIFFERENCE IN FARM TRUCKS

HERE'S PROOF

TRUCK BUYER'S GUIDE

½ to 2 tons

How leading makes of trucks compare in twelve major features that insure greater dependability, longer life and lower maintenance.

FEATURES	GMC TRUCK	TRUCK "A"	TRUCK "B"	TRUCK "C"	TRUCK "D"
Power and efficiency of VALVE-IN-HEAD ENGINE	YES	YES	NO	NO	YES
TOP HORSEPOWER in normal operating range	YES	NO	NO	NO	YES
LEADS IN USABLE TORQUE	YES	NO	NO	NO	NO
FULL-PRESSURE LUBRICATION of all main bearings and piston pins	YES	NO	NO	NO	YES
SYNCHRO-MESH TRANSMISSION with Cushion Disc Clutch	YES	YES	Some Models	YES	YES
Easy-Turn Rede-signed BALL-BEARING STEERING GEAR	YES	YES	NO	NO	NO
SEPARATELY MOUNTED FENDERS, GRILLE AND RADIATOR for economical repair	YES	NO	NO	NO	NO
TORSIONAL DAMPENER for engine smoothness	YES	YES	YES	NO	YES
BUILT-IN RADIATOR EXPANSION TANK—prevents coolant loss	YES	NO	NO	NO	NO
DOUBLE-WRAPPED FRONT SPRING EYES for front axle stability	YES	YES	Some Models	NO	NO
TOCCO-HARDENED CRANKSHAFT Dynamically balanced	YES	NO	NO	NO	NO
STEEL-BACKED AIRPLANE TYPE MAIN AND ROD BEARINGS	YES	NO	NO	NO	NO

No other make comes close to these 12 features you get in a truck-built GMC

BEFORE you buy a new truck, study the chart at the left. It lists twelve engineering advances you need in even a light pickup—extra-value features that sinew a truck for years of extra work.

You'll note that GMC alone gives you all twelve. No other make offers more than five—some only one or two. Only GMC's are truck-built from bumper to taillight!

These plus values explain why a GMC will give you years longer service—with lower maintenance and repair cost. It's a *real truck*—built by the world's largest exclusive maker of commercial vehicles.

Your GMC dealer will be glad to show you the ruggedly handsome new 1950 models—in a wide range of types and sizes to fill every farm need. Measured in years of service, a GMC is your most economical buy.

GMC Truck & Coach Division of General Motors.

GMC

GASOLINE & DIESEL TRUCKS

FROM ½ TO 20 TONS

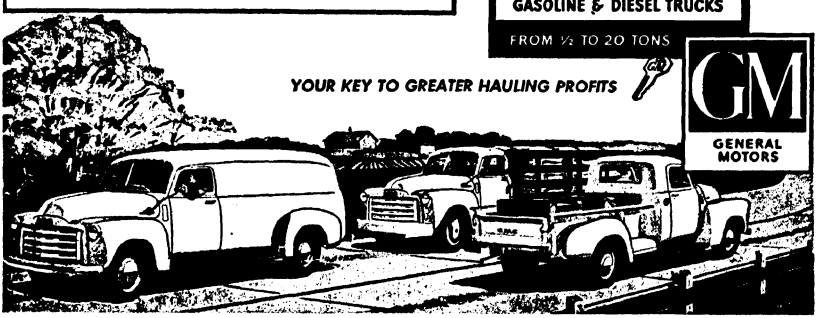


Figure 44. Farmers want proof of advertisers' claims.

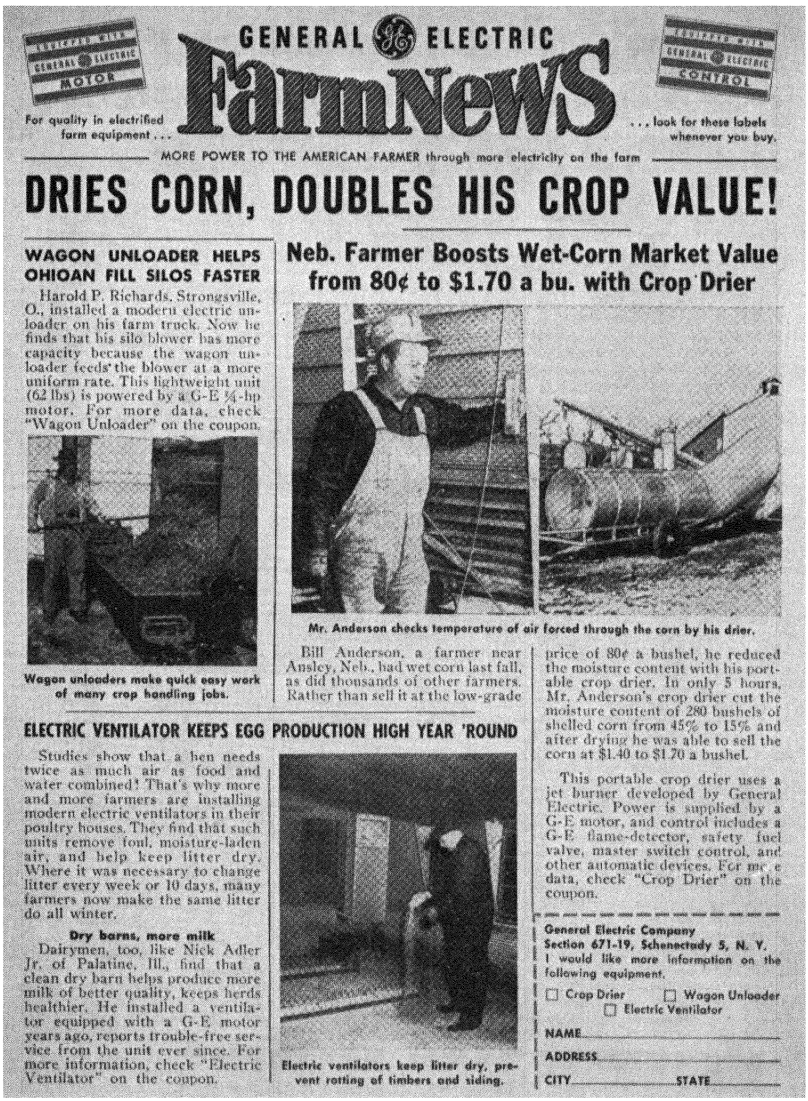


Figure 45. Newspaper-type farm ads have been very successful for the General Electric Company. There's nothing but news, human interest, and good reading.

Figure 46. Here's an ad that is all muscle—all of it working to support the claim in the headline.

Far from being an exact science, agricultural advertising has, nevertheless, outgrown much of the guesswork, the trial and error, of two or three decades ago. Today some of the most successful advertising to be found anywhere is appearing in the farm press and over farm programs on radio stations.

MEDIA ADVERTISING RATES

You can find current media rates in *Standard Rate and Data Service* and in other publications. In addition, newspapers, farm magazines, radio and television stations, and other media issue their own rate cards. Local advertising rates usually are lower than the rates for national advertising. By definition a local advertiser is a company or person that sells locally at retail, not one that distributes or manufactures. Out of the higher national rates comes the 15 per cent commission to an advertising agency, frequently another 15 per cent to an advertising representative, plus 2 per cent for cash.

Newspaper Rates

Newspapers use two units of measurement—the column inch and the agate line. The column inch as a measurement of advertising space is commonly used for local display advertising, although in some areas local display is measured and sold by the agate line. The column inch is one inch in depth and one column in width. The most frequently used column width is 12 ems, but some papers use 11½- , 12½- , or 13-em columns. The column inch is usually referred to in newspaper practice simply as an inch. As used on the newspaper, therefore, "inch" always refers to a column inch, never to a square inch. In advertising parlance the expression 3 by 6 means 3 columns wide by 6 inches in depth, the width always being given first (in columns), the depth last (in inches).

The agate line is $\frac{1}{14}$ inch in depth and one column in width. (The term comes from the old printers' designation of 5½-point type as agate.) Thus 14 agate lines equal one column inch. In

common usage, the agate line is referred to almost universally in the measurement of national advertising and also for comparative advertising statistics. The term linage, meaning newspaper advertising space, derives from this system of measurement.

Space buyers, particularly national advertisers, compare the advertising rates of newspapers on a standard basis—the milline rate. The milline provides a uniform unit of measurement that represents the advertiser's cost of publishing one agate line of advertising with a circulation of one million copies. The cost is expressed in terms of one million circulation to avoid figures expressed in a small fraction of a cent, which would be the case if the cost were computed for one reader. The formula for computing the milline rate is:

$$\frac{1{,}000{,}000}{circulation} \times line\ rate = milline\ rate.$$

If a newspaper, then, has a circulation of 10,000 and an agate line rate of nine cents, its milline rate would be:

$$\frac{1{,}000{,}000}{10{,}000} \times .09 = \$9.00.$$

This comparative formula is widely used by advertising agencies and others in determining which newspapers offer the lowest rates in terms of circulation.

In several cities the same publisher owns both the morning and evening paper, and he requires an advertiser to pay a single rate for two papers even if he wishes to use only one. This is called a forced combination. In some instances the arrangement is an advantage for an advertiser who needs to use both papers, and the combination rate usually is lower than if a rate were quoted for each paper separately. Here is an example of a combination rate for the *St. Paul Dispatch and Pioneer Press:*

Morning and evening	.55	flat per line (same regardless
Sunday	.45	of amount of space used)
Morning and evening and Sunday	.95	

Some papers provide discounts which hinge upon frequency of insertion. For example, the daily New York *Herald Tribune* charges $1.20 a line for 26 insertions and 92 cents a line for 156 insertions.

Classified ad rates usually are based on a per-word, per-insertion basis, and there probably is no other advertising medium where money value per transaction is as high. Farmers advertise equipment, livestock, and all sorts of farm supplies in the classified columns of newspapers and some farm magazines.

Magazine Rates

Magazines offer flat rates per line, together with variations on 1-column, 2-column, ⅛ page, ¼ page, ½ page, ⅔ page, and full page. Some of them also offer reduced rates for frequencies of use or an over-all annual discount for the total amount of space used. Certain positions, such as the back and inside covers, command a higher rate.

Magazines with the largest circulation, of course, have the highest advertising rates. For example, compare *Farm Journal*'s black-and-white rate (2,866,191 circulation) with the *American Agriculturist*'s (217,670 circulation).

Farm Journal		*American Agriculturist*	
1 page	$7,400.00	1 page	$1,346.80
½ page	3,800.00	½ page	673.40
per agate line	17.40	per agate line	1.85

Radio Rates

Radio stations charge for time somewhat as publications charge for space. For example, here are the rates for WLS, the 50,000-watt *Prairie Farmer* station, Chicago, compared with rates on WHCU, Ithaca, New York, a 1,000-watt station:

WLS—Programs and announcements, 7:00 P.M. to 10:00 P.M.

	1 time	13 times	26 times	52 times	104 times	300 times
1 hour	$900.00	810.00	765.00	675.00	630.00	585.00
½ hour	540.00	486.00	459.00	405.00	378.00	351.00
¼ hour	360.00	324.00	306.00	270.00	252.00	234.00
5 minutes	270.00	243.00	229.50	202.50	189.00	175.00
1 minute	150.00	135.00	127.50	112.50	105.00	97.50
Station breaks	90.00	81.00	76.50	67.50	63.00	58.50

WHCU—After 5:00 P.M. daily and all day Sunday

	1 time	26 times	52 times	100 times	300 times
1 hour	$125.00	118.75	112.50	106.75	100.00
½ hour	75.00	71.25	67.50	63.75	60.00
¼ hour	50.00	47.50	45.00	42.50	40.00
5 minutes	25.00	23.75	22.50	21.25	20.00

TELEVISION RATES

Without doubt television is an effective advertising medium, for it has a combination of oral and visual presentation. Today there are several thousand advertisers who believe that television's relatively high advertising costs are worth it. For example, one company recently put on a twelve-week spot campaign at a total time and film production cost of $12,700. The campaign brought in hundreds of inquiries that resulted in $160,000 worth of business. Television, however, will not be practical for strictly farm advertisers until the farm audience is large enough to justify the costs.

Here is an example of the rates on KBTV, the Dallas, Texas, TV station:

GENERAL ADVERTISING (7:00 P.M. to 11:00 P.M. Monday through Friday, and 12:00 noon to 11:00 P.M. Saturday and Sunday)

	1 time	13 times	26 times	52 times	104 times	*
1 hour	$300.00	285.00	270.00	255.00	240.00	225.00
½ hour	180.00	171.00	162.00	153.00	144.00	135.00
20 minutes	150.00	142.50	135.00	127.50	120.00	112.50
¼ hour	120.00	114.00	108.00	102.00	96.00	90.00
10 minutes	100.00	95.00	90.00	85.00	80.00	75.00
5 minutes	60.00	57.00	54.00	51.00	48.00	45.00

* 260 times or more.

Outdoor Rates

The cost of billboards varies, depending primarily on the size of the community. For example, in one city with a population of 50,000, the cost per month would be about $400, in a city with a 2,000,000 population, approximately $5,000. Outdoor display is generally limited to a single illustration and a few words of text. It is used largely on the basis of purchase suggestion, name display, and reminder value.

Car Card Rates

Space is rented on a monthly basis by a transit company. The cost for poster production is additional. Here is an example of car card rates in Raleigh, North Carolina:

11" x 28" space:	*3–5 mos.*	*6–11 mos.*	*12 mos.*
Full service	$57.50	55.00	50.00
Half service	31.65	30.25	27.50
11" x 42" space:			
Full service	86.25	82.50	75.00
Half service	47.45	45.40	41.25

ADVERTISING INCOME BY MEDIA

According to the central research department of McCann-Erickson, Inc., the total advertising expenditure in the United States for 1951 was approximately $6,548,200,000. More money was spent for national advertising—$3,761,200,000. Local advertising amounted to $2,787,000,000. What percentage of the total advertising did each medium receive? The answer:

Newspapers	$2,226,000,000	34.0 per cent
Radio	690,000,000	10.5
Magazines	562,300,000	8.6
(Out of the above sum farm magazines—nationals and large regionals—received $38,000,000)		
Farm papers (State farm papers & commodity publications)	24,200,000	.4
Direct mail	920,500,000	14.0

Business papers	$292,800,000	4.5 per cent
Outdoor	149,600,000	2.3
Television	484,400,000	7.4
(TV showed more than a 160 per cent increase over the previous year and is expected to rise rapidly in the years ahead.)		
Miscellaneous	1,198,400,000	18.3

ROLE OF THE AGENCY

Advertising agencies prepare and place advertising in all types of media, and, in addition, many help their clients with public relations, merchandising, packaging, and other activities. Although many small companies and farm organizations prepare and place their own advertising, most national advertisers do not.

To more clearly understand the major function of an agency, here is a brief case history: A farm machinery company employs Agricultural Advertising and Research, Inc., to handle a new hay baler that it plans to introduce to farmers. First, the agency men involved study the baler, what it does, how it compares with competitive products, the price, and the like. Then the agency usually makes a market study to find out about trade conditions, competition, how many balers the company should be able to sell, where, and to whom. Based on information such as this, a distribution and advertising plan is prepared, including the tie-in with the farm machinery company's sales and merchandising departments.

Following this procedure, the agency men select the media—farm magazines, newspapers, radio, possibly television or outdoor advertising—needed to do the best job at the lowest cost. When the general plan, copy appeals, and media schedules have been approved by the farm machinery company, the agency prepares the advertisements and places contracts with the media that have been chosen. Generally the agency has the ads for printed media made up in plate or mat form, forwarding them to the media to meet closing dates. After publication, the agency

checks to verify the placement of the advertising, audits bills from the media, bills the farm machinery company for space, radio and television time used, cost of preparation, and the like. The final step, in cooperation with the client, is to check the results of the advertising.

Agency's Sources of Income

The agency gets its income from two sources:

1. The commissions allowed by media. While the commission is usually 15 per cent, the percentage is still decided by the individual medium.

2. The charges made by the agency and agreed to by the client.

Number one comes to the agency in the form of a commission off the card rate of the various media. Number two is something the agency builds up itself and must justify and sell to the client on the basis of agency's ability to sell it and the client's agreement to pay.

Media commissions on the average add up to about three-quarters of the income of advertising agencies. In other words, approximately 4,000 agencies are placing an estimated two billion dollars' worth of advertising a year, and these agencies as a group have an annual total gross income of approximately $300,000,000. Of this gross income, $225,000,000 comes from advertising media commissions and $75,000,000 from other charges that the agencies make. Those are rough figures but approximately correct, as nearly as the American Association of Advertising Agencies can estimate.

ADVERTISING CASE HISTORIES

The three widely different case histories that follow present interesting facts about the power of advertising and advertising techniques. The first tells the story of one of the most significant developments in food advertising and marketing in recent years.

ADVERTISING CASE HISTORY NUMBER ONE

Hines-Park Foods, Inc., A New Entrant In America's Biggest, Fastest-Growing Industry

In three years, Hines-Park Foods marketed 165 different products, geared itself to a nationwide basis, built sales of approximately $12,000,000 a year, and started its first national advertising. This is the story of how the company accomplished all this in so short a time, as reported by *Tide* magazine.

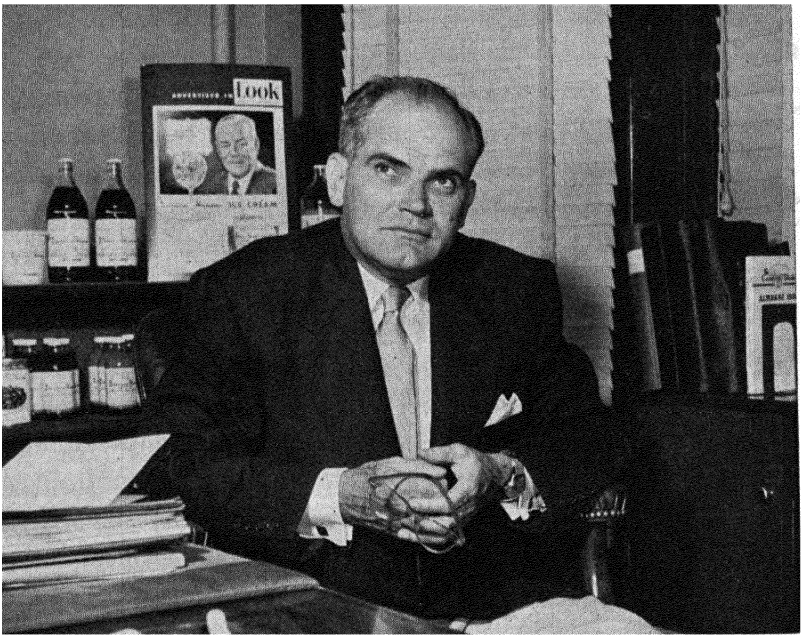


Figure 47. Foodman Roy Park has built a large, new business with a quality product, a magical name (Duncan Hines), and well-planned advertising and promotion.

At the foot of lofty East Hill, in the shadow of Cornell University at Ithaca, New York, stands an unpretentious three-story building marked by the unpretentious sign of an advertising agency, Agricultural Advertising & Research. It is also the head-

quarters of Hines-Park Foods, Inc. Kingpin of the venture is 41-year-old Roy Hampton Park, the firm's bustling president, who methodically arrives at the Ag Research Building every morning at nine. Plunging into a deskfull of business, studying plans, progress reports, and problems, he generally starts calling his seven division chiefs, strategically scattered about the United States, or one of the 120 Hines licensees. Or he may grant the magnetic Duncan Hines label to some new firm in the fold, or on the basis of his lab reports on its products caution an ice cream company that the air content of its product means it must change its formula.

As chief administrator of Hines-Park Foods, President Park's prime concern these days is expanding the firm and maintaining an uncompromising concept of quality. In the belief that "food has been sold too long on price and not on the basis of value received," Roy Park and Duncan Hines (who has never ordered "from the right side of any menu") are convinced that "it is especially important today, with the dollar inflated, to stress value in terms of satisfaction and efficiency." Hines-Park's records show that it delivers satisfaction. . . .

The President's Background

Hines-Park grew out of an idea that began with Roy Park himself. A graduate of North Carolina State (as a journalism-marketing major), he was a stringer for the Associated Press while at school, edited the *Technician*. Dumped into the depression job market, Park wrote ten letters a day to leading prospects and watched the ads in the Raleigh *News & Observer*.

When the North Carolina Cotton Growers' Association asked him to call, he wangled letters of introduction from North Carolina State's president and family friend Josephus Daniels, put on "black shoes and my most somber attire"—only to be told by the growers that they wanted an older man with more experience. But Salesman Park persistently kept after the association, first offering to work for nothing; then he asked for $250 a month

and settled for $100. He stayed for ten years, doing public relations, left earning $7,500.

Roy Park moved to Washington in 1936, spent six months studying farm problems and rural electrification. There he wrote a tract called "Rural Electrification Guide" and started two monthlies, *Co-op Power* and *Cooperative Digest.*

In Washington he met the late H. E. Babcock, founder of the Grange League Federation Exchange, and then chairman of Cornell University's board of trustees. A *Cooperative Digest* subscriber, Babcock first offered unsuccessfully to buy into the magazine, then tipped Park off that there was an advertising agency for sale in Ithaca.

A Failure Leads to Success

Park packed his bags at once and has lived in Ithaca ever since. With billings guaranteed for a year (mostly from farm public relations), he bought the agency. Tom Dewey was a two-time client, in the 1944 and 1948 presidential campaigns, for the representation of Agricultural Advertising & Research, Inc. That was Park's first and avowed last excursion into the political bull ring. "We did a good job," he says, "but we learned that elections are won on the basis of farm prices." The Democrats controlled those.

But probably it was the heartbreaking failure of its job for Dewey that led Roy Park into Hines-Park Foods. For it was then that his farm clients protested that things had changed since the war, when "you could sell anything put in a can." The farmers cried for some kind of central selling organization—Roy Park listened. He went "up the hill" in Ithaca and observed the penetrating research work of Cornell's School of Nutrition, joined hands with Babcock, and put his Ag Research to work on the same projects.

From studies "on the hill," Park drew "a very definite conclusion: the capacity of the human stomach is 40 fluid ounces, yet it is usually stuffed with the wrong kind of food." He disagreed

with Bob Kleberg, boss of Texas' gargantuan King Ranch, that "Americans eat too much anyway." Roy Park believed they did not eat enough—of the right foods. If everybody did to his diet what farmers did to their crops (i.e., rotation), he reasoned, there would be no farm surpluses. That sort of belief, he remembers, was "like Christianity or democracy—all you had to do was get people to practice it."

"Sizzle on the Steak"

Roy Park was sure then that "we haven't done a good job of glamourizing food and selling quality." Housewives, he thought, bought food "in a grudging manner—the kind of reluctance and price watching they would not exercise in the purchase of perfume or beauty products." What was needed was "more sizzle on the steak."

He traveled to California and studied Sunkist's glamour treatment of the orange, came back strong in the opinion that, except for agricultural technological advances, there would be nothing new under the brand food sun (ad rates were too high for a small manufacturer, freight rates were prohibitive). Right there Roy Park decided to bring the mountain to Mohammed—he would license the best independent food packers in the country to put out a line of foods whose brand would stand for quality of product. The only missing link was a selling name, something in which an overly cautious public could have trust and confidence. Agricultural Advertising & Research's Bob Flannery came up with the natural: "Bring in Duncan Hines!"

It was a lot easier said than done. Oldtime gourmet Hines was not one to risk his reputation lightly. But Roy Park arranged a meeting in Manhattan's Waldorf-Astoria, "read up on him," and came so completely equipped he even had mock-up labels all ready to show the food expert. After two days, Roy Park sold Duncan Hines on Hines-Park Foods and "entered into a companionate marriage" that has already shown all signs of domestic bliss. Park's explanation: "We were the only people

to approach him without the promise of making him a fortune."

Still, until it could prove that Duncan Hines could sell food as well as recommend it, the firm was only a clever idea. Park and Hines decided to run a test of nine staple foods in Ithaca. Results of that test were all the encouragement they needed. They were in business. The firm then accepted applicants from other small companies for the Duncan Hines label. It eventually approved chicken from Washington, tomato juice from Ohio and New York, kidney beans from Ohio, coffee from Boston, pickles and relishes from North Carolina, crab apples from Michigan. The first big problem was knocking down huge freight costs, as the packers sent their produce on to a Hines-Park plant for repackaging under the Duncan Hines label. The answer to that was one Roy Park scolded himself for not thinking of before. Instead of having the products brought to the label, he brought the labels to the products. That operational short-cut has just about solved the problem of additional freight costs and the time loss in getting produce to stores. It has also facilitated wider franchising.

In effect, Hines-Park works like this: the St. Mary's Company, packer of tomato and bean products in Sidney (Ohio), having been approved by Hines-Park's testing laboratory in Indianapolis, then by Roy Park and later by Duncan Hines, is licensed to carry the Duncan Hines label. St. Mary's pays Hines-Park a modest royalty for the use of the name, promises to devote 2 per cent of its gross sales to Duncan Hines advertising (of this amount 1½ per cent is spent on a local or regional basis and ½ of 1 per cent goes into Hines-Park's kitty for national advertising.)

St. Mary's then proceeds to market Duncan Hines tomato juice (prepared according to the Hines-Park lab's specifications), but is free to market its own label foods as extensively as it wishes. Rather than a loss in its own brand sales, almost all franchise holders report increased sales for all their goods. The

packer's only obligation is to maintain quality-controlled standards and deliver a minimum sales guarantee.

Hines-Park's Progress

By September, 1949, Hines-Park had sixteen food packers ready to put out sixty Duncan Hines brand foods. By May, 1950, it had thirty companies signed for 150 products, and some eighty dairies had qualified to carry Duncan Hines ice cream. By the fall of 1951 the company embraced 165 different products produced by 120 different packers. It included twenty jams and jellies, eighteen pickles, three mushrooms, eleven ice cream toppings.

Duncan Hines ice cream, sold in some thirty-nine states, is the company's biggest single project. Its coffee promises to be another big seller; its cake mix already wins unsolicited testimonials. (For example, in a very short time, it collared 60 per cent of the cake mix market in Omaha.)

Best indication of progress came in July, 1951, when the company placed its first national advertising, a color page in *Look*. The magazine sent out an advance reprint of the ad, a Hines-Park history, and a letter to a select list of 2,500 dealers and chain headquarters. As *Look* explains it: "We pointed out that Duncan Hines ice cream is a new premium product, that it offers dealers an opportunity for added sales, increased prestige and a mark-up at least 30 per cent. Agricultural Advertising and Research did a superb job of merchandising this ad. . . ."

And Hines-Park's own advertising agency, Ag Research, is handily available to do just that. Its huge merchandising program embraces packers, dealers, distributors, wholesalers, and chains. It sends out a regular newsletter, "The Broker," puts out "Adventures in Good Merchandising," and supplies all manner of car cards, placards, streamers, and sales helps.

Although he is still a modest advertiser, President Park plans to use all media (the company urges that its licensees use local

radio and television in addition to newspapers, through their own agencies). In its first year, Agricultural Advertising and Research spent only $10,000 on advertising; the following year it boosted that to $100,000. For 1951, the advertising budget for all Duncan Hines products, national and local, hit $750,000, and in 1952, the advertising expenditures are expected to exceed the $1,000,000 mark.

Hines-Park's merchandising and advertising efforts are appreciated by its own packers and dealers. Packers enthusiastically push the products; stores voluntarily arrange eye-catching displays.

Across Roy Park's desk come all kinds of evidence that Hines-Park Foods is definitely here to stay, grow, and prosper. . . .

All this is gratifying to Roy Hampton Park. It affirms his belief that there has never been a surplus of quality foods—there has always been a scarcity.

ADVERTISING CASE HISTORY NUMBER TWO

Mail-order Ads Put New Product into Big Seller List

(As reported in *Printers' Ink*)

Mail-order radio and farm-paper advertising scored as brilliant a record for a new product, D-Con, as you're likely to find anywhere, anytime. In eight months the D-Con Company built a business from scratch to a volume of $100,000 a week. D-Con, a rat exterminator, contains warfarin, an ingredient developed and licensed by the University of Wisconsin.

The government estimates that rats and other rodents cost farms in the United States $2,000 a year each, and there are five million farms in this country. That doesn't mention the damage in urban areas, particularly in the transportation, storage, and warehousing industries. So Lee Ratner, Chicago manufacturer

of stainless steel products, who owns D-Con, had an excellent product for which there was an urgent need. The job of getting product and the people who needed it together was handed to the Marfree Advertising Corporation, an agency skilled in mail-order advertising. D-Con had to be placed on the market fast because other rat-killer manufacturers could also use warfarin under University of Wisconsin licenses. The maker who got on the market first would get the business.

In the early fall of 1950, D-Con advertising was tried out on six radio stations—fifteen-minute farm programs because the introductory story could not be told in short announcements. Orders rolled in faster than anyone had dared hope, more stations were added, and couponed farm paper advertisements began to appear. As sales went up, still more stations and papers were added. At the direct-selling peak a total of 475 stations and every farm paper in the country and some newspapers were being used.

The company also embarked upon demonstrations to prove the effectiveness of its products. Each month it picked two towns that were plagued with rats, got the civic groups to pitch in on a rat extermination drive, provided the necessary D-Con, and directed the campaign. In every instance, within a few days there were no more rats around.

Mr. Ratner had picked a real winner. And he backed it with a million dollars' worth of advertising in D-Con's first eight months to build a demand so great that he had to distribute it through jobbers and stores. By May 1, 1951, the switch from mail-order to dealer selling was complete. Hardware, feed, drug and similar stores—40,000 outlets in all—were handling the product, a $2.98 retail seller supported by $120,000 worth of advertising a month.

ADVERTISING CASE HISTORY NUMBER THREE

Jingle Cartoons Get National Distribution for Farm Advertiser

(As told in *Printers' Ink* by Roy Coolidge)

For twenty years Dave Peebles, president of Western Condensing Company, had manufactured a dry-product form of milk nutrients for poultry feeds. After the war he began effecting plans for expansion. He began manufacturing feeds for direct sale to poultry-livestock feeders under his own name. Mr. Peebles' problem was fourfold: (a) to stabilize the market for his products, (b) to create nationwide acceptance for them, (c) to keep his tonnage (30,000 tons yearly prewar, now over 65,000 tons yearly) rising, and (d) to offset competition which had begun to capitalize the ever-increasing market that two years of intensive Peebles' promotion had created.

Solution to Problem

The company decided on cartoon-jingle, two-column consumer advertising in national and regional poultry papers and in selected farm papers. Findings showed that cartoon readership had been tested sufficiently to ensure a fair degree of success. Unlike ordinary verses that often lack rhyme or reason, these jingles were loaded with sales appeal. Product names and their virtues were woven into each so that the sales message was sure to be driven home. Cartoon situations accentuated the easy-to-remember jingle.

Most cartoons showed Peebles' whey product being fed free-choice to chickens and turkeys and self-fed to hogs. Jingles pointed up benefits to feeders resulting from greater leisure due to reduced feeding time. Thus objections about more work in feeding an extra supplement were overcome. A typical jingle illustrates the point.

We eat our Whey free choice each day
That's why he's got more time to play!

Other cartoon-jingles stressed a complete ration theme. These avoided the implication that a good ration may be inadequate. Instead, they suggested that it would be more complete if fortified with this company's condensed whey product or Pigrow. This approach avoided any reflection upon proprietary formula feeds which customers already might be using.

Messages were advanced still more effectively toward point of sale by the development of single-episode cartoons into four-episode comic strips, available in five-column-by-two-inch mats for dealers' local newspaper ads.

In adapting the cartoon jingles and comic strips for farm papers, certain economies were effected. In some cases, special uses necessitated new treatments. In some instances, a cartoon drawing featuring a general profit motive was used across the board in poultry, turkey, and farm papers. An example shows a farmer and his wife looking at their new car with livestock chorusing:

Since we get Whey with all our feed
They can enjoy more things they need!

To get ad production economy (and merchandising) this same cartoon was used as the opening episode in two-color comic strip folders and newspaper mats, followed by three other cartoons in sequence; and as a two-foot, two-color blowup for dealers' wall posters.

Converted into dealer blowup and incorporated into the Pigrow bag design was a cartoon featuring prefarrowing values of Peebles' Pigrow by showing a fat sow proudly eyeing her litter. The piglets are saying:

Our mama thinks we're cute and smart.
The Whey she ate gave us our start!

The two-column size of the consumer ads enabled the company to reproduce them economically in page trade-paper copy. The open column on the left in trade ads was used for suggestions that aided dealers in the seasonal merchandising of the company's products, for promotion of the cartoon-jingle campaign, and for a free offer of two-foot-square blowups of single-episode cartoons and jingles. These blowups provided effective point-of-sale identification as sources of the company's product and drew attention to dealers' stores. The free folders for customers and dealer ad mats served the same purpose. In the open column at the left of dealer ads consumer circulation of each insertion was given, and the media carrying the advertising were listed. This reproduction of consumer ads in trade papers had a further advantage in that it called dealers' attention to the nature of consumer advertising currently appearing. Dealers got their sales pitch from consumer copy.

One ad told feed mixers that Ribolac is "Exclusively Yours in Peebles' Whey Products," and another enunciated the basic theme for the feed trade-paper series, namely, that Western's "Research and Quality Control Program assures the kind of feeding results that insure dealer profits."

The entire campaign was prepared a year in advance—to help the campany's salesmen merchandise the campaign. Each salesman got a portfolio of samples of ads scheduled for every publication, literature available for distribution through dealers, and publications' circulations broken down by states. Thus salesmen were able to show dealers how the advertising could aid them in their own trading area.

The Results

The company reports that it is convinced that never before in the poultry-livestock supply and feed business, have chickens, turkeys, and farm animals been used so effectively to put across sales messages with cartoon-jingle eye-and-ear appeal. The effectiveness of this advertising program and sales promotion can

best be illustrated by the fact that the company, in the space of two years, established nationwide distribution for its new line of consumer products.

Perhaps one reason why the jingles were so successful is the fact that they were the work of an agriculturally trained agency copy writer, Fremont Conrad. He operates a small hatchery at his country home. This project includes management of breeding flocks, feeding, culling, and testing—also the practical selling experience gained in advertising and selling his own chicks.

CHAPTER XVII

Public Relations Techniques—Their Uses and Abuses

ONE definition of public relations could be: Doing good and getting credit for it. John W. Darr, a partner in the public relations firm of Selvage & Lee, says there is another still simpler, more fundamental: "The simple art of getting along with folks." He explains that if you get along with folks—and by folks is meant individuals—"you are going to do all right. Because getting along presupposes mutual understanding, mutual confidence, mutual respect. Where there is understanding there is cooperation. There is progress."

The function of modern-day farm public relations is to help agriculture get along with people—to help agriculture guide and guard its conduct to get public credit for doing so. That point of getting public credit is important. The public should hold agriculture and those persons and organizations associated with it in high esteem, respect their honor and integrity. To reach this goal, however, it should be emphasized that agriculture first must get and keep its house in order and recognize its responsibility to the public.

Mr. Darr, who has had more than thirty years of experience in public relations work, emphasizes that there always is a battle

between truth and falsehood. He describes the situation this way:

One of the most amazing facts revealed throughout all of human history is how rapidly falsehood and misinformation will spread and how slowly the truth must plod. Perhaps that is why the world holds so much ignorance. Potentially the truth is so strong. You can prove truths, but you can't prove untruths. Yet truths are the hardest things for the human mind to accept. The function of public relations is to bring the truth into the light. Fundamentally, that is about all there is to it.

Every day our newspapers are filled with contending philosophies and ideas. Every magazine or newspaper you read, virtually every communication you receive, every meeting you attend, every conversation you engage in, contains a little bit of truth. But each contains, also so much misinformation and so much that will lead you up blind alleys that always you should keep yourself in hand to find where the truth actually is. And so, when, in public relations work, you try to promulgate a better understanding among your group or organization and the public, you have to contend against all these other distractions. Because you are battling against all the misinformation and prejudices, the task is difficult.

In the field of public relations there are ideals. There are persons who say, "Public relations men are press agents, aren't they? They pull off stunts and try to hit the front pages. They give actresses baths in milk, or something of that kind to attract attention. They paint a steer red, white, and blue, and march him down the street to create sensations." There are persons who hold that conception of a public relations man's job. Of course, he uses every means of communications and personal contact at his command. Because of masses, distances, numbers, he has to synthesize human contacts. He does so by means of common channels of information—newspapers, radio, television, magazines, films, exhibits, and other media.

PUBLIC RELATIONS YESTERDAY AND TODAY

In an agricultural industry the public relations problem today is no different from the small-businessman's public relations

problem of 200 years ago. It is only a matter of degree, not of kind. To illustrate, Mr. Darr cites the example of a blacksmith in a New England village. In the early days his shop stood on a corner. There he worked with his forge and hammer. When you came to his shop, he made a piece of equipment needed for the farm. To patronize him, you had to go where he was. You could see whether he was a good blacksmith or not. You went in to get the work done and paid him for his work. That was that.

The blacksmith, Mr. Hanson, had his contact with the public, face to face. Because everyone could look in his "open door" and see his work, and see him working, his "publicity" was automatic. He had his own publicity stunts as illustrated by Longfellow's "Village Blacksmith." People could see "the burning sparks that fly"; "he goes on Sunday to the church"—all his neighbors knew he was a good man—"and sits among his boys"; he lived openly among his neighbors, he walked upright in the face of God; "for he owes not any man"; he paid his debts.

The business grows. Mr. Hanson takes on an apprentice. Now he is an employer, and he has a labor relations problem. The time comes when the blacksmith has made a small piece of field equipment and supplied all the farmers in his county with it. An acquaintance comes to him and says there are customers in the next county. The acquaintance says to Mr. Hanson, "Why don't you let me be your agent over there?" Mr. Hanson agrees—and thus acquires the beginnings of a sales department. Next, he hires more helpers and puts in machinery to make more farm equipment. Now he spends more time talking with his foreman and his laborers. He expands his sales department.

One of his salesmen says to him, "Boss, why don't we put an ad in the local newspapers?" And now he's an advertiser. To write his advertising, he calls in a free-lance copy writer. He talks more and more with buyers, advertising men, and agents of all kinds.

As he gets along in years, he decides that he will protect himself and incorporate his business. He talks to his banker. Now he

has a financial problem. Next he finds that to handle corporation procedures and to enable him to comply with federal, state, and local regulations, he needs legal counsel. Since his incorporation, he has stockholders. To make a proper accounting to his stockholders he needs to keep his accounts in good shape, and to do so he must call in auditors.

Naturally, he begins to wonder how many things he is going to have to deal with before he is through. Then, he begins to worry about costs and tries to lower them and lower his prices and still make a good piece of farm equipment; and so he calls in the efficiency engineers. By this time he has dealers, jobbers, and distributors all over the country. He has on hand a problem in distribution. Personally, he hasn't forged a piece of iron or touched a hammer in years.

Some people might even say it's a soulless corporation. Yet, Mr. Hanson himself hasn't changed. He still has every one of his old problems. But now his approach to their solution must be different: He now must synthesize—synthesize the personal attention, the handshake, the expressions of appreciation for patronage, all the amenities that build and hold good will. And now he hears about something called the public—a public that expresses itself in a variety of ways, through politics, and other channels. He finds himself being criticized, often unjustly. He can't go around explaining himself to the public. He doesn't know who this public is. He can't see this public across a forge and say as he used to: "See for yourself. I'm still making good farm equipment, am I not? And am I not still a good citizen and a good neighbor?" So he must find some other way to express himself.

The public? Mr. Hanson realizes now that there are many publics—his employees, his stockholders, his bankers, his government, his dealers, his dealers' customers—the farmers. Express himself, in person, to all these? Of course, he can't do that. And so, for what is now the Hanson Farm Machinery Corporation, he engages a specialist of still another kind—a public rela-

tions director who helps with the development of company policies and then implements them through various methods.

To the numerous publics that are interested in, or affected by, Mr. Hanson and his business, the public relations director and his staff tell the truth about Mr. Hanson and his business. To each of these publics, the director says, in effect: "There really is nothing about the Hanson Farm Machinery Corporation that differs from Mr. Hanson, the blacksmith. It is just bigger, that's all. And we are going to show you why and wherein." Thus, to the public nearest at hand—the corporation's employees—the public relations director says, in effect:

"Here is the corporation's statement. Here is how much the corporation pays in taxes. Here is how much it pays in wages—and here, in addition, is what the corporation provides you in the way of facilities for recreation, in the way of paid-for insurance, in the way of a retirement plan."

And so to each of the publics that the Hanson Farm Machinery Corporation affects, the public relations director tells the Hanson story—tells it in terms of that public's specific interest.

In his earlier days, Mr. Hanson, as you will recall, could tell the story, man to man, in his blacksmith shop. Now, because his publics have grown, in masses, he must tell that story through specialized channels. But the story is still the same. Although his business has grown, Mr. Hanson still is a good citizen—still a good neighbor.

THE FARMERS' STAKE IN PUBLIC RELATIONS

As emphasized by Jim Roe in his article in Chapter XII, agriculture's public relations were in a sad state in the years immediately following World War II and even worse during the Korean War. The American public became disgusted over the much publicized potato and dried-egg fiascos, and high food prices that were widely attributed to price support and foreign "give-away" programs.

The wars and high prices, however, made the people of the

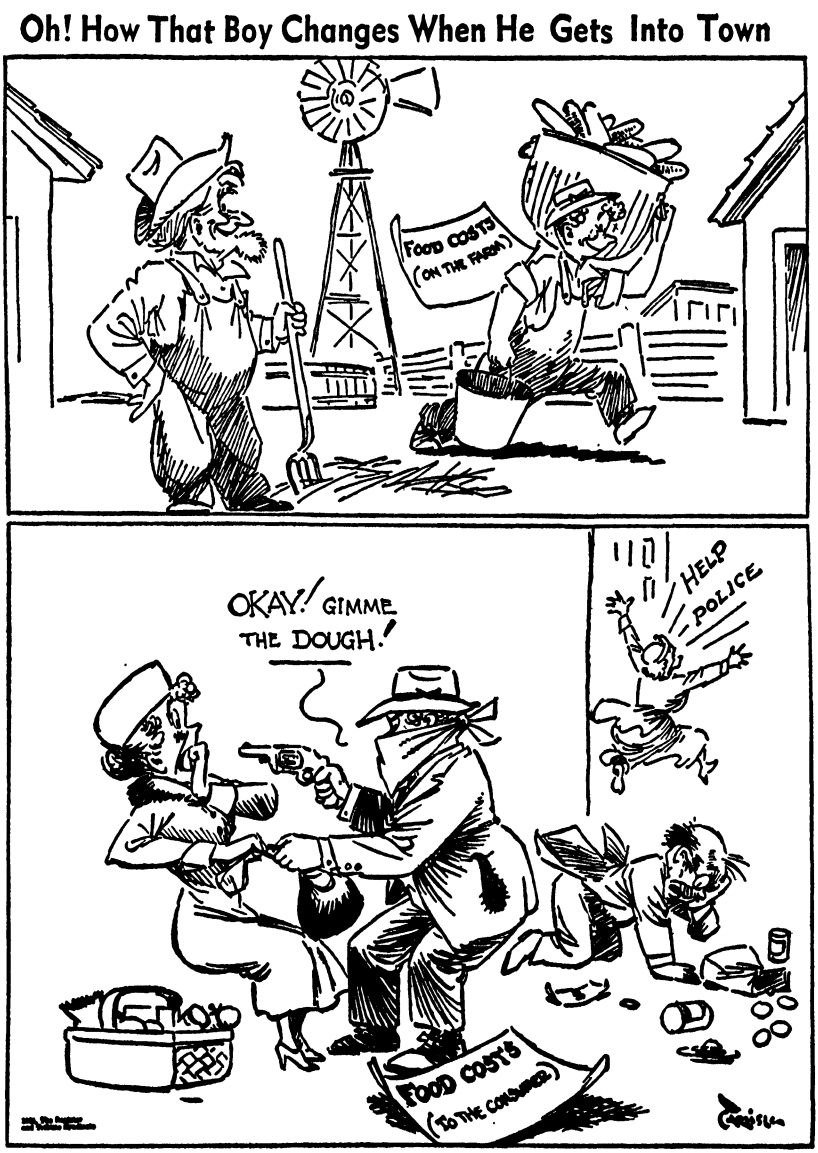


Figure 48. Some of the cartoons in city newspapers inflame housewives into resentment against farmers. Many influential cartoonists, writers, and broadcasters have come to believe that agriculture is out for all it can get.

cities more conscious of the importance of the farmer in their daily lives. This consciousness was reflected in much of the metropolitan press. Crop reports often were pushed off the business pages and onto the first page. City editors and editorial writers seized upon anything that looked like an idea. But the reader, eager for enlightenment on the situation that caused him to pay $1.25 a pound for some meats and as much as $1 for a pound of butter found little reliable information in his daily newspapers or over the radio. Instead, he found headlines announcing that good potatoes were being dyed and fed to livestock under a government program. Then a short time later potato prices soared, and the government established price ceilings. Shortages followed this action. Seldom did the press, radio, or TV commentators attempt to give any analysis of the farm and food situation that would explain these contradictions.

It is not that these questions defy analysis. It is rather, as pointed out in Chapter III, that most daily newspapers, news magazines, and big city radio stations simply are not equipped to do this job. They don't have persons on their staffs who have any understanding of the farm problems and the food problems that grow out of them. Here's a classic example as reported in the *Cooperative Digest:*

When Whitney Tharin, now an agricultural public relations consultant in Washington, was head of the United States Department of Agriculture press section, a star woman reporter for a Boston newspaper was sent to the capital to do a rush story on the food situation. After Tharin had very carefully gone over each point, the lady reporter asked in all seriousness: "If we need milk that bad, why don't the farmers buy more cows."

Tharin explained to her that the total cow population was more or less limited and that to "buy more cows" would merely mean the shifting of milk production from one farm to another without any increase in the total supply.

"Well," she said, "why don't the farmers raise more cows?"

Tharin, with lifted eyebrows, said, "Ma'am [he is a southerner], do you know anything about biology or genetics?"

The woman reporter said she did. So Tharin got out a piece of paper and drew a cow.

He said: "Now here's one cow. She belongs to you. And you want to double your herd and have two cows. So, we are going to say that nature's on your side, and we breed that cow today. Nine months from now, if all goes well, your cow will have a calf.

"Again, we are going to give you the benefit of the doubt and say that she has a heifer calf. If that had been a bull calf—and the chances are about 50–50—you would have to start all over again. But it's a heifer. So you take care of her, feed her, water her, and doctor her until she's about eighteen months old. Then, you breed your heifer and wait another nine months until she has a calf—that's when you get your second milk producer—thirty-six months or three years after you decide to double your herd."

The woman reporter from Boston was astounded. But she had been taking notes the whole time Tharin was talking.

He asked her: "Ma'am, are you going to write anything on what I've told you?"

She replied: "I certainly am. The people in Boston just love to read anything on genealogy."

This story illustrates how unfamiliar many otherwise well-educated city persons—including newspaper writers who can have great influence—can be with some of the basic facts of agriculture. By the same token, many persons who spend the greater part of their lives on the farm can be just as unfamiliar with city problems.

Educating those who control the city media, as well as consumers and businessmen, is a crucial issue in agriculture's public relations. As pressure-group government continues, and every-

thing seems to indicate that it will, then this phase of public relations should receive much more attention. Agriculture has great and convincing stories to tell, but its organizations spend too much of their time taking in one another's washing —talking to themselves.

Figure 49. This is an excellent example of one of the ads used by a cooperative to refute charges of farmer greediness. Agriculture faces a very vital problem of getting facts to city people through all available means.

"No group does anything so important to so many people as food producers," say the editors of *Farm Journal.* "But it takes money to hire capable, responsible agricultural public relations men; not just a few thousands, but many thousands; not for one year but for many years; not public money but farm money. Only by keeping the American consumer correctly informed can farmers expect to keep from getting pushed around."

Damage to Agriculture

The attacks on high beef prices have done tremendous damage to agriculture, and the way this public relations problem was handled added fuel to the fire. Here's the story as reported by *Farm Journal:*

As part of their campaign to repeal the price control law, the livestock industries called a "More Meat Conference" in Washing-

ton. The idea was to show that more meat could be produced without controls. Invitations were issued for a steak dinner. Some 250 members of Congress and of the press came. After the meal, the stockmen introduced a panel of experts to tell their story. Never had a more important or receptive audience been brought together to listen. Reporters and Congressmen had heard the administration's side of the story. That same day Michael DiSalle, Office of Price Stabilization boss, had been testifying before a committee of Congress, and had done a lame job. He couldn't advance convincing facts and figures to support his roll-back order. The opportunity was exceptional.

A New York reporter gave the panel its chance. "I have just one question," he said. "What does it cost to produce a pound of beef? If the housewife knows that, maybe she can understand this problem."

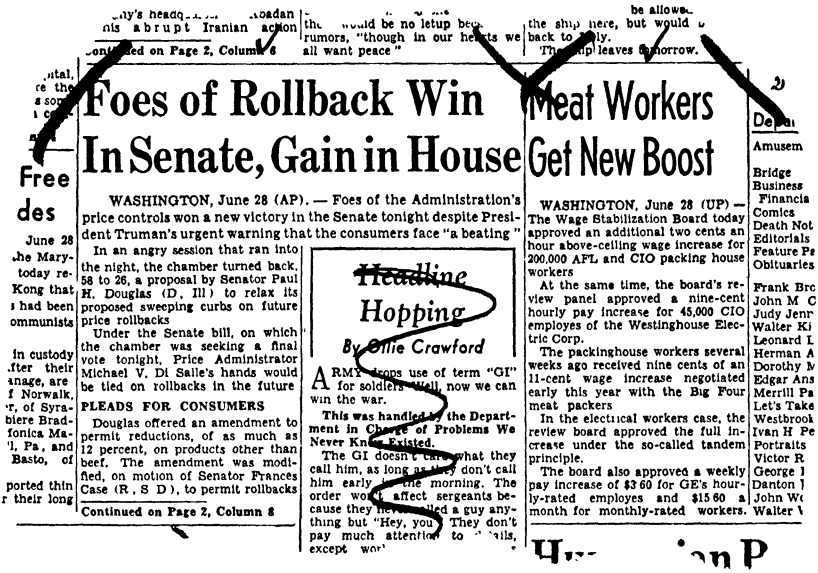
The panel didn't even make a good guess. Other reporters pursued the question. They were answered in generalities, such as that price controls threaten the American way of life. No one told—even approximately—what it takes to raise a calf to feeder age, to put on a pound of meat in a Corn Belt lot, and then to ship and process the animal and to deliver the beef to the housewife. (There are such figures.)

Reporters started walking out. Finally a guest rose and said: "My name is Harold Cooley. I'm chairman of the House Committee on Agriculture. I came here tonight expecting a lot of beefing. I didn't expect to hear all this bull."

A reporter remarked as he left: "With beef at 152 per cent of parity, no wonder these rich cattlemen don't want to tell what it costs to make meat."

A golden opportunity was lost. A bad impression was made worse, because questions were not properly anticipated, and frank factual answers were not ready. The occasion could have been a triumph instead of a fiasco. The primary reason lay in the failure to employ expert public relations help to stage such an affair, and to lay out enough money to hire the expert help. A public relations expert is a person who studies and thinks about how other people are going to think. Then he makes sure that he is fully prepared with unassailable facts. He will not try to color his facts, nor to make them different than they are. To begin with, he must have facts that will look the same from all sides to any kind of fair-minded person.

The livestock industry had the facts. Agriculture had plenty of them. But its organizations, and the members of its organizations, had not fully awakened to the considerable cost of presenting these facts to the consuming public; nor to the far greater cost of not presenting them.



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Foes of Rollback Win In Senate, Gain in House

WASHINGTON, June 28 (AP). — Foes of the Administration's price controls won a new victory in the Senate tonight despite President Truman's urgent warning that the consumers face "a beating."

In an angry session that ran into the night, the chamber turned back, 58 to 26, a proposal by Senator Paul H. Douglas (D., Ill.) to relax its proposed sweeping curbs on future price rollbacks.

Under the Senate bill, on which the chamber was seeking a final vote tonight, Price Administrator Michael V. Di Salle's hands would be tied on rollbacks in the future.

PLEADS FOR CONSUMERS

Douglas offered an amendment to permit reductions, of as much as 12 percent, on products other than beef. The amendment was modified, on motion of Senator Frances Case (R., S. D.), to permit rollbacks

Continued on Page 2, Column 8

Headline Hopping

By Ollie Crawford

ARMY tops use of term "GI" for soldiers. Well, now we can win the war.

This was handled by the Department in Charge of Problems We Never Knew Existed.

The GI doesn't care what they call him, as long as they don't call him early in the morning. The order won't affect sergeants because they never called a guy anything but "Hey, you." They don't pay much attention to ...ails, except wor...

Meat Workers Get New Boost

WASHINGTON, June 28 (UP) — The Wage Stabilization Board today approved an additional two cents an hour above-ceiling wage increase for 200,000 AFL and CIO packing house workers.

At the same time, the board's review panel approved a nine-cent hourly pay increase for 45,000 CIO employes of the Westinghouse Electric Corp.

The packinghouse workers several weeks ago received nine cents of an 11-cent wage increase negotiated early this year with the Big Four meat packers.

In the electrical workers case, the review board approved the full increase under the so-called tandem principle.

The board also approved a weekly pay increase of $3.60 for GE's hourly-rated employes and $15.60 a month for monthly-rated workers.

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Dorothy M
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Let's Take
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Figure 50. These two news stories side by side in a large daily newspaper point up one of agriculture's public relations problems.

Another interesting opinion on agriculture's public relations is expressed by J. A. McConnell, general manager of the Cooperative Grange League Federation Exchange, when he says, "Neither agriculture, industry, labor, nor government has good public relations today." He adds that the answer as to why the public relations of most groups and institutions are bad is self-evident. "It is an inevitable result of government planning and government control whenever the general public feels that any class of people is using the power of government to gain its ends, then that particular class of people goes into the public doghouse." This agricultural leader says that government controls and price supports at parity on agricultural commodities are

convincing the public that farmers are using the power of the government to keep food costs up. He believes that if supports are high, agriculture's public relations will be bad. If supports are low, sufficient only for insurance against bankruptcy in depression times, agriculture's public relations will improve.

PUBLICITY—A TOOL OF PUBLIC RELATIONS

Of the modern techniques used by the public relations director, one of the most important is publicity. Someone has said that "publicity is news with a purpose." That definition might be all right as far as it goes, except that it goes too far. Actually, news with a purpose is news with a bias. Discard the last three words, leaving only the first three—"publicity is news." Any publicity that goes beyond that, or does not measure up to that, seems a wrong to the public, to the press, and to the purveyor.

Don't make the mistake of trying to argue this backward, or of twisting it into a quibble that if all publicity should be news, then all news is publicity. All publicity is, or should be news, but not all news is publicity, though sometimes you may be concerned that the rule works both ways. For example, one daily paper that was analyzed as to the sources of its content carried 22 per cent publicity—material that was printed in the interest of someone who had a purpose in serving his own ends. Another study conducted for a year in another newspaper, which seemed to be one of the least amenable to the wiles of the press agent, showed more than 14 per cent—147 column inches in a thousand—of its matter contributed to serve a purpose.

Our government is one of the main sources of this publicity deluge. In one week the *New York Times* received enough government news releases to fill 800 of its columns, and the *Journalism Quarterly,* on analyzing 286 releases of this type, found 55,080 words of press-agentry, 10,166 words to influence legislation, and 45,615 words to influence policy. According to the *Saturday Evening Post,* Budget Bureau statistics indicate that $105,000,000 is spent annually from taxes to pay 3,400 federal

publicity employees and circulate their product. The *Post* says much of this represents statistical reports, desirable promotion of good farming practices, plus other services authorized by Congress. "But much of it is also sheer propaganda of another order."

Main Abuse of Publicity

Without question much of the publicity that emanates from government agencies, from agricultural and labor organizations, and from industry is not news, or good news. Some of it is overdone and crudely done. Only as it measures up to the criterion as news should it be printed. The main abuse comes from the fact that there is a continual effort on the part of some publicity men to get something for nothing, to reap benefits where they have not sown. Yet they frequently set up the plea that they are trying to perform a service to those they are victimizing—the publishers and the radio and television station managers who have only one real commodity for sale, that is, their space or time, which the press agent is forever scheming to get without paying for it.

A few public relations directors and their press men have committed in the name of publicity about as many crimes as in the name of liberty. For this reason some publicity men do not use the word publicity in the discussion of their own work and insist that all who refer to their special activities shall refer to them as concerning "news" or "information." This is not a mere euphemism, nor is it an effort to "kid themselves along" that they are not dealing in publicity. It is the result of a conscious effort to keep away from abuses of long standing that threaten to become greater unless the publicity expert himself is ever alert against them.

Planning Effective Publicity

Effective publicity must be intelligently planned. It follows, of course, that the effective employment of publicity does not

consist of scattering half-baked releases anywhere and everywhere in the hope that gullible editors and farm radio commentators will peddle your apples for you, or that carelessly written paid advertising will bring results in understanding.

Newspaper space and radio and television time are worth money. They are the media's "products." Accordingly, no agricultural organization or enterprise has the right to expect newspapers or magazines or radio or television stations to devote any part of their "product" to puffery of another's product. If an agricultural enterprise wants puffery of either itself or its product—and that, of course, is a legitimate objective—then the enterprise should take advertising space and pay for it. But if you expect free publicity, it should be honest and newsworthy. And how may you be sure that it is news? By taking timely, worth-while facts and interpreting them so interestingly that the public will read them. Sometimes, to be sure, you may "create" news by creating interesting situations—for example, open houses in food plants, fairs, field days, plowing and corn husking contests, and the like. But still it must be news. That, in the modern view, is publicity. It is only one of the "tools" of public relations—not the be-all and end-all.

YOU AND YOUR NEWSPAPER EDITOR

Let's assume you have just accepted a public relations position with a farm organization in your state. Just where do you start? First, develop good relations with the editors in your state, and you will have a head start in the high-stakes race for favorable public opinion. Because newspapers in your state are read by a large proportion of rural and urban people, and because newspapers are the origin of virtually all the material radio stations use for their news broadcasts, many experienced agricultural public relations men consider newspapers the chief public information medium. The effort to serve constructively both the daily and weekly editor is one of the best pieces of public relations work you can do. If you're a "freshman" at working with

newspapermen, the following suggestions, compiled with the aid of newspaper editors and the public relations department of the New York Central Railroad, may be useful.

Many niceties are involved, but one essential is to give the full facts clearly, accurately, and as quickly as circumstances permit. Another is to find what the editor wants and give it to him in the way he wants it. Don't send him anything which common sense tells you he does not want and will not use. These operating principles also should apply to the farm magazine editor and the radio and TV farm director.

How Reporters Work

Newspaper practices and mechanics vary roughly in relation to the size of the city and to the newspaper's circulation and to its frequency of publication. Because of this, any generalized picture of newspaper operations is subject to some distortion-by-omission, but within this limitation a brief summary may be helpful. Most news originates, of course, with reporters. A large share of the time they're in a hurry, for there's always an edition to make, just as you have schedules to keep. Generally, they're quick-witted, conscientious, and extremely interested in their job; that is, to get the facts that are the basis of all reputable news or feature stories. Frequently, they are called "leg men" (because of the walking they do outside the office to collect news) or "beat men" (because they are assigned to specific "beats" or news centers, such as your office). On smaller newspapers, and sometimes on the largest ones, reporters shuttle back to their offices to write their stories.

On the daily, in the "average-size" town, the story or "copy" usually flows to the city editor for editing. He may write the headline and send the story to the composing room where it is "set" into type on one of a battery of linotypes. On the largest papers, however, the close editing and headline writing are done on the "copy desk" after the city editor has reviewed the story.

You'll find that, on most newspapers, the publisher is the man who formulates the broad policies. The editor carries out these policies, with a particular eye to the editorial page. Next in line may be the managing editor or executive editor, who is in charge of the general reportorial and news setup of the paper. Under these executives—if the newspaper is large enough—are such persons as city editor, telegraph (or wire) editor, state editor, financial or business editor, farm editor, picture editor, sports editor, women's page editor, and society editor.

The problems of the weekly paper are different. The editor doesn't have much staff help and generally relies more heavily on outside sources—on you if you have legitimate news copy.

Special Services

You should have available background material on your farm organization, including historical and statistical information. When preparing a story on your organization, the press can readily refer to it. If a member of your organization delivers a significant address, reporters generally appreciate receiving in advance a mimeographed copy of the address or a summary.

As a regular service you may want to provide the press with a clipsheet, which is done by some farm organizations, companies, and land grant colleges. A clipsheet is a printed sheet, usually newspaper size with news releases and headlines printed on one side only in standard column widths. An editor can simply clip an article from the sheet and set it for use in his paper.

If you are wide-awake, you will keep farm editors and commodity trade paper editors continually informed of new developments within your organization. In this connection it is a good idea to compile an up-to-date list of publications that might be interested in your organization's progress and send them significant news releases. If your organization institutes any unique and important project, invite the editors to cover it. If they lack the time or the staff to handle such an article, yet are interested

in getting it, you prepare the article. Have the philosophy that you're acting as reporter for them—not a propagandist for your organization—and you can't go very far wrong.

While the newspapers are functioning, the wire services—AP, UP, INS—also are busily at work. They are keenly competitive and like exclusive material. Aside from local and area news, they provide the bulk of the stories in the average daily newspaper. There's a correspondent for one of the wire services on most local dailies, and he's a person you should know.

Pictures Are News

Good pictures help to get your news into print. Dailies will use good news pictures. You might take them or the editor may assign a photographer to cover the story if it's good enough and if he has advance notice. Weekly papers generally don't spend much money on pictures; so if you have a special event and many weekly papers to service, it may be worthwhile to have a few mats made. They are quite inexpensive.

A DOZEN DO'S AND DON'TS

There are many unmentioned facts, but the high-spot descriptions given so far and the dozen tips that follow will provide basic knowledge for you to be confident of your ground when you work with the press.

1. Keep cool if you are approached by a reporter for information on a controversial matter. It doesn't pay to show irritation even if you feel it. The best course is to explain your organization's position thoroughly, fairly, and clearly.

2. Sometimes you won't know the answer. That happens to everyone. You should say so frankly, and be as helpful as you can. When you get the answer, it's important to inform the reporter at once. It could be too late—but he likes to be the judge, and you've made a friend for next time.

3. Reporters and their bosses don't like red tape, evasive answers, or standoff treatment. If they get it, what might have

been a favorable story may never be written. In extreme cases an unfavorable story may appear on page one, whereas under normal circumstances it probably would have appeared "inside," unless it concerned outstanding news.

4. There's no reason why you can't be quoted by name on some stories, if you like. You won't want to overdo it, and there may be occasional controversial subjects where it would be to your advantage to be referred to anonymously. You're the judge, and reporters will honor specific requests not to quote you by name if that's your preference.

5. The more difficult the story, the better it is to talk to reporters in person rather than over the telephone. If there isn't time to do this, you might wish to write a short statement and read it to them to avoid mistakes. But if you've had the opportunity to judge the reporters as intelligent persons who are careful about details, usually the telephone should be adequate.

6. If you are going to participate in a press conference, it's a good idea to prepare a written statement on the essentials of the announcement you or your associates wish to make, especially if it's complicated. You should have several copies. After reporters have read the statement, you can expect plenty of questions. It's a lot easier to anticipate as many as you can in advance and to be prepared with the best answers. Many persons have had the experience of making the perfect answer—an hour too late. A perfect example: the "More Meat Conference" for the Washington press described a few pages back.

7. There is never any reason or excuse for coloring or stretching the facts. A good reporter quickly recognizes such tactics. Trite as it sounds, honesty is the best policy.

8. As a general rule newspapermen object to such questions as "When will this appear?" or "Will you send me a clipping?" or "Will you give us a break on this story?" or any similar suggestion that special favors are being solicited. You're much more apt to receive a good break if you don't ask for it. If you sent your story to many papers and want to know what coverage it re-

ceived, order clippings from one of the press clipping bureaus. These firms have readers who scan thousands of newspapers and trade publications. Any item concerning you or your interests is marked, clipped, and sent to you promptly at a few cents per clipping.

9. Few reporters are interested in showing a copy of their story before it appears. The reason includes the necessity for speed. On ticklish stories, however, newsmen sometimes read the essentials over the telephone. On feature stories with no urgency, they may ask you to check their copy as a precaution against errors of fact. If you do receive this compliment, it's wise to confine suggestions to what you believe are clarifications of the facts. Don't overwork an "itchy pencil" and attempt other revisions which are considered the sole province of the editor. It's not out of order to suggest such a checkback procedure if you make it plain your interest is merely for accuracy.

10. Despite all precautions, sometimes there are errors in newspaper stories. Responsible editors and reporters recognize that if they occur too frequently they tend to lessen public confidence in newspapers and make many persons relatively unapproachable for stories because of the fear of misquotation. If the mistake is really important, it is entirely in order to mention it courteously to the reporter at the earliest opportunity. If he thinks it's serious enough, he will probably make a correction in a separate story or in a subsequent story dealing with a similar subject. Complaining to the reporter's superior seldom produces anything except ill will for the future, without helping the present. Few newspapers relish making corrections—an understandably human trait which emphasizes the desirability for being unmistakably clear in the first place.

Also, if the headline of a story turns out to be something entirely different from what you thought it would be, don't be surprised. It happens frequently, though it may be exception rather than the rule. The reporter who prepared the story generally does not write the headline.

11. Never thank an editor or reporter for printing a story unless you know he will understand your motive. "We editors often go through a lot of ritual to convince ourselves of our own integrity," says one. "The editor likes to feel that he printed your story because it was news and not because it would make you happy." It is, however, a gracious gesture to compliment a newsman on expert handling of a story. Everyone appreciates a good word on a job well done, and newspapermen are no exception.

12. It is desirable to make occasional return visits to newspaper offices, but don't wear out your welcome. Once every few months should be often enough. The best time to visit editors and writers on an afternoon newspaper is midafternoon, after the edition-making rush is out of the way. The best time to visit news department workers on a morning newspaper is late afternoon or early evening, before the real rush gets under way. Weekly editors also have little spare time on press day, which is usually Wednesday or Thursday. The best time to see them is early in the week.

Good will can be created by occasionally inviting editors and reporters to your office and to important meetings, giving them tips on news in their field even if it is outside your own—things you hear and see on your trips throughout the state, such as new buildings, accidents, and improvements.

These, in brief, are the principal practices most newspapermen live by and work by. A generous application of mutual understanding and mutual courtesy will make your job and theirs easier, and will be beneficial to all.

MAGAZINE, RADIO, TV COVERAGE

Several hundred farm magazines, special agricultural commodity publications, general magazines, and the publications of agricultural organizations and industries reach important reading publics. As part of your public relations program, seek widespread coverage through these media. Sometimes editors will assign a staff writer to cover an event if they think it is im-

portant enough. You should keep them advised and also give them tips on good feature story ideas. They may either have staff writers accept the assignments or ask you to do the writing. The types of articles in which agricultural magazines are interested are explained in detail in Chapter X.

Public Service Programs

You should investigate thoroughly the possibilities of using radio and television to make your public relations program more effective. Many stations offer free time for public service programs, and the best and quickest way to find out whether you can get such time for your organization is to consult with the program directors of the stations. Of course, you should have a worthy program idea planned before you ask for time. The form of the proposed program might be a straight talk, a forum, an interview, a dramatic show, the coverage of a newsworthy event, and the like, as explained in Chapter XIV. A series of tape recordings on various subjects might be worth investigating. In addition, you should send spot news items to the news commentators of the stations where you want to get radio and TV coverage.

Purchased Time

To present their particular views many farm organizations, as well as various companies, buy time on radio and television stations. For example, each week the "Voice of Agriculture" goes into some hundreds of thousands of city homes as a means of bringing about a better understanding on the part of city people of the problems of northeastern farmers. The "voice" is the Grange League Federation radio program, "Symphony Hall," broadcast each Wednesday evening over WQXR, the *New York Times* station, and thirteen upstate New York stations of the Rural Radio Network. It is a program of good music with a short and simple message about some basic fact or problem of agriculture.

Read the following script prepared for this program, and note its excellence as a short agricultural public relations radio talk:

Driving out through the country any evening now, you'll see men and machines at work in the fields. And sometimes long after sundown you will see a tractor's headlights moving slowly across a field. Farmers at this season must use every moment's working time, whenever weather permits, to catch up on the outdoor work. For they are behind schedule—too much rain. Fields not dry enough to work. So when they can do it, they work overtime. Right now the overtime work on a great many farms is devoted to getting oats into the ground. Oats are a major crop in this region—more than a million acres in New York State alone. Not for oatmeal; these oats are for the cows.

Besides feeding the cows, oats serve another purpose on the farm—a "nurse" crop for next year's hay. Along with the seed oats, small seeds of various grasses and clovers are planted. When the oats are ready to harvest in August, the grass and clover will have a good start. It will continue to grow this fall. In winter the crop will rest, and then grow again next spring to make hay for the summer harvest.

Let's see what the farmer has to do to grow a crop of oats. First, plowing. A tractor pulling a two-bottom plow can turn over about ten acres a day. Then harrowing—breaking up the soil and leveling it out to make a smooth seed bed. The tool that goes behind the tractor this time may be a disk-harrow, a peg-tooth harrow, or a drag. It may take three or four times over the field to get it just right.

Now we are ready to plant. This time we hitch to the tractor a machine called a drill. This will apply the fertilizer, plant the oats, and also drill the seed for the hay crop. Then we will probably have to go over the field once more, with a roller or cultipacker, to firm up the soil and cover the seed evenly.

When all that work is done, the rest is pretty much up to nature. The work ought to be done right now. Oats need an early start. The saying is that every day's delay after the first of May cuts a bushel off the yield. If the farmer doesn't get his oats in until May 10, he may harvest only 40 bushels an acre instead of 50. On ten acres that's 100 bushels lost—more than $100 at today's prices.

Already he has a big investment in the crop—$9.00 worth of tractor fuel, $89 in oats and grass seed, $125 in fertilizer. All that in cash, plus his time and labor, plus the wear and tear on

his machinery. The investment is the same whether his final yield is 20 bushels an acre or 80. Drought or disease or hail can cut the yield to half—or less. It's a gamble. But that's farming. Risk is part of the business, and farmers take it for granted. If you are a farmer you make your investment, do the best possible job of planting and caring for the crop, and leave the rest up to God and the elements. You don't worry about things you can't control. That's why, these nights, the tractor lights can be seen long after dark moving slowly across the hilltops.

Another type of paid radio announcement is the spot commercial such as this one:

"It's just like pulling teeth." There's a statement you hear time and time again, about someone, or some organization that's stubborn or hard to get along with. The North Pacific Canners' Association plant made a resolution a long time ago that that would never be said about this Portland industry! And to see that it would never happen, this plant has always made a point of co-operating, not only with other business and industry in our community, but with community life in all its aspects. When there's a charity drive, this organization pitches in. When volunteers are needed, it is busy recruiting. And when good fruit products are needed, North Pacific is there again with the speedy answer. The plant is glad that the eight hundred people who work there want to spend what they earn here in our community; that way, everyone prospers and benefits. It's all very obvious to the North Pacific Canners that it's good business to do business with local business!

FILMS, SPEECHES, EMPLOYEE COMMUNICATIONS

As today's pace gets faster and everything becomes more complex, the competition for the time of farm people and your other publics becomes keener. As a result, films grow in importance as a means of telling agriculture's story, bringing helpful information to people's attention, and promoting good will and understanding. Many farm organizations, land grant colleges, companies, and the United States Department of Agriculture produce their own films or have film companies produce them for general distribution and for their own employees. Some of these films also are produced especially for television.

Because of a limited budget your organization may not be able to afford to produce its own movies or slide films. If this is your situation, use the free and rentable film fare available from scores of film libraries. State agricultural colleges, for example, have films (primarily sound motion picture and slide films) on scores of subjects that would be available to you.

Another part of your public relations program should be properly timed speeches. Your own ability, as well as that of other officials of your organization, to speak well and convincingly will pay big dividends. Study the techniques on public speaking and speech writing of professionals, and refer to some of the good books on the subject. It is extremely important that you specialize on face-to-face communication methods. You should know how to speak, how to write a speech, how to organize a speakers' bureau, and how to train speakers for this service. This means you should possess a thorough knowledge of the basic principles of public speaking.

Many farm organizations and industrial firms allied with agriculture have developed extensive employee relations programs. And as far as can be learned, there is not a single effective, public relations program that has not started with effective communication with employees. The more common public relations tools used in employer-employee communications include questionnaires, letters, suggestion boxes, bulletin boards, family days, meetings, employee handbooks, employee reports, and house magazines.

The basic objective of the house magazine or house organ (more than 5,500 are printed, others mimeographed) is to establish two-way communication between employees and employer. The basis of reader interest is the concept that "names make news." A house magazine editor often has to be a skilled writer, a copy and proof reader, and a good layout man. Skillfully prepared, the house magazine, which reports on the activities of employer and employee, can help create good will on the part of people whose good will means so much. A community's opin-

ion of any organization usually is, first of all, a reflection of employees' opinions about it.

COOPERATION WITH OTHER GROUPS

A qualified public relations practitioner makes it a policy to let other organizations know what his is doing. In addition, he attempts to personally know the leaders of other important groups, something about their work, and what they think of his. John L. McCaffrey, president of International Harvester Company, stresses the importance of the latter point when he says, "We need to put less emphasis on *telling* people and more on finding out what *they* want to know about us and then answering those questions. It is our general faith that, if people come to understand us and our problems, and if they like us and approve of our policies and actions, then they automatically are going to extend that knowledge and that sympathy to the problems of our business system as a whole."

Several public relations men sponsor well-planned tours of the farms in their areas for the city press so editors and reporters can get better acquainted with farmers' problems. This is a positive public relations activity that should be adopted much more widely by agricultural organizations.

Most public relations counselors contend that the possibilities for a more intense promotion of close relations with schools and colleges are unlimited. Educational programs that create good will among administrators, teachers, students, and parents are relatively inexpensive for the results achieved. Some organizations, such as the Sunkist Growers, Inc., have excellent school services. Others are beginning on a small scale by scheduling speakers at schools on a variety of subjects, holding open houses, and supplying free teaching aids—leaflets, booklets, posters, and exhibits without advertising matter—to tell the story of agriculture, a product, an idea, or an organization.

To accomplish worth-while results you should know how schools and teaching systems in your area operate, their prob-

lems, and their needs. Timing your public relations programs to fit the needs of teachers is very important.

Finally, work for the betterment of your community and your nation. There is real satisfaction in participating in activities that are in the public interest and in helping to fulfill the promises in our American way of life.

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