

## CHAPTER 23

### FINDING SUBJECTS FOR FEATURE ARTICLES

A man should learn to detect and watch that gleam of light which flashes across his mind from within, more than the lustre of the firmament of bards and sages.

Else tomorrow a stranger will say with masterly good sense precisely what we have thought and felt all the time, and we shall be forced to take with shame our own opinion from another.

—Emerson.

WHEN it was said in the preceding chapter that there is a feature article subject in every county of the United States, the facts, it is trusted, were not too greatly exaggerated. But now it is time to make some modification of that statement—to try to see just what are suitable subjects for feature articles and, more specifically, where the writer can find them.

Let us first take a look at the subject from a fundamental standpoint, before coming to specific things. What are the commodities in which technical magazines—and often newspapers too—deal, as far as their feature articles go? They are:

1. News interpretation.
2. Instruction or information.
- 3., Entertainment.

It follows that one, two, or three of these qualities must be present in any particular subject before it can be considered a feature story prospect. These qualities set the limits of the feature story or article subject matter for any one magazine or publication. The purpose of a publication, its field, and the fundamental interests or needs of its readers, set the pattern.

So the first essential step in finding ideas is to think in terms of the publication for which you wish to write. The successful writer must understand something of the needs of this publication. Then he should find an idea that will lend itself to that magazine in subject matter and method of handling. An article of instructional value is not suited to a magazine that is mainly given over to news interpretation. A story that is so cleverly written that it is as

entertaining as fiction is not the sort usually wanted by a technical journal devoted to engineering or science, which is published for information and instruction, rather than entertainment.

**Analysis of the fundamental interests:** An idea for an article must be something in which people are interested, something that the public wants. If it is a general publication, it should interest a considerable number. If in a special field, it should be what will interest its readers. Although the question of what the public wants has been posed times without number and is still as deep an enigma as the Sphinx, we can analyze in a broad way the things that are of primary interest to people. It would be almost impossible to make a comprehensive list.

In other words, to find out what interests people, you can go back to what was said in earlier chapters as to what makes news. News is something in which people are interested and a good subject for a feature article is one in which readers are interested.

People are interested in life, health, conflict, or struggle.

They are interested in money—its acquisition or conservation—and in the whole process of the use of money in industry, business, marketing, and products.

They are interested in home and family, religion, culture, entertainment.

They are interested in romance and adventure.

They are always interested in patriotism, and at times when defense measures and war come to the fore, this interest takes precedence over almost everything else, and almost every activity or function is considered in its relation to defense and war.

Consider for a moment each of the widespread, practically universal, human interests just named and see if you do not recall innumerable articles based upon one or another of these appeals. This list by no means contains all of the widespread, fundamental human appeals, but it does suggest the stronger and more active ones. To these, as you scan your feature article material, you will need to add others. But the point that must be clearly envisaged by the writer is that a story which will make contact with one or more of these appeals has a strong basis of interest for most people.

Your first step, then, in determining the possibilities of any story subject, is to test it out on the basis of its human appeals. If it will not strongly recommend itself to a large group of people because of its relations to any one or more of these appeals, it is probably undesirable as a story subject.

**Other tests of feature article subjects:** It is not enough, however, to make sure that a story subject has a relation to a strong human appeal. There are other tests that must be applied.

1. *Novelty or originality*—In our comparison of the news and the feature story, we have seen that the latter puts much less emphasis on the importance of the recency of the facts related. But in another sense the feature article puts just as great a premium on newness as does the news story. Magazines, in other words, want original material, material which, handled in the same way, has never been printed before.

Put these questions to yourself regarding the subject you have in mind:

Has it ever been treated before?

Has this particular phase of the subject ever been treated before?

Has the experience of Will Arnold, as it bears on this subject, ever been treated before?

If the story you contemplate has been written before, has it been handled in a way upon which you cannot improve by inserting personality and style?

There are, of course, many general subjects, which are perennially reappearing in the magazines: such questions, in women's magazines, for instance, as food and dress; and, in the agricultural papers, such questions as new crops, purebreds, club work, and so on. And stories on these subjects will continue to appear without end. But—and here is the point—every new article on one of these subjects must treat it from a new angle, must present some new facet of the problem, must disclose some new discovery or experimentation or must present some new experience material.

2. *Seasonableness*—The next test of the feature story subject is the test of seasonableness. Does your subject conform to the requirements of the season when it will, presumably, be published? Some subjects, of course, are as good at one time of the year as

another, but most stories are better suited to one season than another. Analyze, for instance, the contents of current numbers of technical magazines and see how many of the feature articles—or rather how few—would be equally appropriate at any other season of the year.

In estimating the seasonableness of a story subject, one has to take into consideration the length of time it will take to write the story and submit it to a magazine and the length of time required by the magazine, in case the story is accepted, to get it into print. The first factor the writer can control, but over the second he is powerless. It is necessary to know, then, how long it takes to put a feature story through the editorial and mechanical mills. While spot news is sometimes handled more quickly in the weekly magazine, following is an approximation of the time normally required for feature material:

Weeklies—2 to 4 weeks.

Monthlies—2 to 6 months.

3. *Constructive purpose*—To a degree the question of whether or not a particular story subject has a worthwhile and constructive purpose will be answered when you test it out for its human appeals. But it will be well to scrutinize it definitely for this factor. The problem can be solved by a succinct answer to this question: Will the story be of some service—on the basis of one or more of the human appeals—to a considerable group of readers of some particular magazine?

4. *Adequate material*—Can you get enough material on the story to “cover” it adequately? You will probably run across many ideas for stories which present the difficulty of adequate treatment. For one reason or another, it will be impossible for you to “cover” some of the subjects that you think of. In such a case it would be a waste of time and energy to endeavor to gather material and write a story which was doomed through inadequacy.

Many students write stories in which they endeavor to cover such a subject as the labor question. Now manifestly a student, tied down to a college campus, cannot gather sufficient material to write intelligently and constructively on such a subject. In the first place, such a question should probably be left to expert

economists or those who have followed such problems (this point will be touched upon in connection with the next test). In the second place, material for such a story would usually have to be gathered from a wide variety of sources and would entail traveling over a considerable territory.

Another similar error of many journalism students is to think up an idea which has no local angle at all but which may be a good subject for an article at some distant point. An example of this was an idea submitted by a dairy student at Ohio State University of some experimental work in feeding dairy cattle at the California Agricultural Experiment Station. He had absolutely no way of getting the story except second-hand, through what he could read. It was a good tip for a student at the University of California. In fact, someone there did write it and sell it to a national farm publication.

In this same class at Ohio State University, an engineering student turned in a tip for an article which had its locale in northern Alabama. He could not get it, but someone down that way did, and shortly after it was carried by an important magazine. A home economics student submitted an idea for an article which could be gathered only in New York City. It was useless to her, but not long afterward the *New York Times* carried an article dealing with it.

It was in this same class that an animal husbandry student gathered material and wrote an article dealing with some recent Ohio experimental work on feeding livestock that had just been announced. He sold his article promptly to a farm magazine of national circulation. It was one he could get.

Another student sent a short news story to a livestock breed paper about some unusual winnings of the Ohio State University animal husbandry livestock at the International Livestock Exposition. The editor wrote back to him and asked him to expand this into a feature article.

5. *Your ability to handle the subject*—It is entirely within the range of possibility that subjects will occur to you which you have no business to attempt to handle—stories which, because of your limitations, you could not handle adequately. The labor story,

instanced above, may be taken as an example. Such a story may involve elements of which you are ignorant and of which you have at your command no way of becoming familiar. One way out of this difficulty is to treat the story as an interview, going to see someone who is qualified to speak on this question. But this is not always possible, and it is well, therefore, to give a wide berth to subjects which are beyond your depth.

It should not be inferred from what has just been said that reportorial initiative is being discouraged. An energetic, resourceful reporter can "cover" the great majority of stories. It may become a dangerous limitation for a writer to restrict his field to only such subjects as those with which he is personally familiar or expert. There will be many times when a writer can successfully handle stories on subjects about which he is quite ignorant. But there is treacherous ground to be traversed in such cases, and the writer must be thoroughly awake to what he is doing. He must remember that his first duty is to his readers, that he must produce an honest and trustworthy product. If there is danger of his failing to do this with any particular story, he had best leave it alone.

**Seeking the subject:** One of the mysteries of writing to the beginner is implied in the perennial questions: What shall I write about? Where does one get the ideas? Armed with our measuring stick of feature article tests, let us look about at the world of agriculture, homemaking, engineering, and science.

The old-fashioned way of writing for technical magazines was to take one's pen in hand and write—frequently on the first thing that came to mind. The result was often a discursive, rambling article; more closely resembling an editorial or an essay than a feature story as we think of it today.

The magazine of today wants a writer to deal with a definite topic, to say what there is to say and to stop. If the article written is to interest an editor, it must be on a timely subject, it should in most instances be of a practical and informative nature, and it should fit in with the editor's policy and appeal to the people in the territory covered by the publication to which it is sent.

At this point it will be valuable to go back to the chapter dealing

with the short information and news-experience stories and re-read what is said there about how to find ideas for that type of stories. Everything said there applies equally well to finding subjects for feature articles. In fact, as is pointed out in that chapter, many of those ideas for shorter articles are also tips for longer articles, if pursued at greater length or widened to include a larger scope. Some of the material which follows may seem to be repetition. Even so, the reiteration will emphasize the importance.

**Tips suggested by personal experience:** The place to start the search for feature article ideas is at home—in one's head. There are two reasons why this is the best place to start. In the first place, it would be uneconomical to neglect one's own experiences if one has any worth utilizing, and in the second place the personal experience story is, if other things are equal, of a type most easily handled and marketed.

So first look to your own home farm, your mother's kitchen or flower garden, your experiences in 4-H club work, or your projects in vocational high school work. Look to things in your home community of which you or your family have been a part. Look to the job you had last summer on a construction job, waiter in a summer hotel, worker in a dairy plant, temporary assistant county agent—or whatever it may have been. Back in your head will be ideas from any of these that may be the germ from which a good story may develop.

But do not imagine that everything that you have in the reservoir of your memory will make a good feature article.

You may have ideas on politics or prohibition or religion; these are not feature story material. You may remember a most enjoyable outing that you had at the lake; this is not feature story material. You may know something about chemistry; this is not feature story material. If, on the other hand, you have had any experiences in your outing or in your work in chemistry which are novel and the relating of which will aid or entertain other people, they may be the stuff of which feature stories are made.

You will note the qualifications. The experiences must be novel; they must be outside the ordinary, humdrum course of the average person's experience, and they must be capable of helping the reader

to realize more intimately one of the fundamental human desires.

**Write first of things you know:** A young college man looking for something to write was back home on a visit. His mother remarked to him that John was leaving, after five years as the tenant on the home farm. John was now buying a farm of his own. By asking his father, the young fellow found that there had been five tenants on the place in thirteen years.

"Why did those tenants leave?" he asked the folks. The father and mother went over their experiences with each tenant. The mother had kept a financial record over the entire period. From what his parents told him, the data from the records, and conversation with two of these tenants, the young man was able to write an article on "Why Father's Tenants Left" that was run on the first page of a well-known farm paper.

Good crop practices, success with feeding lambs on soybeans or grass silage, experiences with the tractor or silo, local community clubs or cooperatives, unusual methods in the home neighborhood in cow testing, fighting oats smut, or in a single variety cotton community—personal experience stories on such subjects as these will be welcomed by farm editors.

An agricultural student in a technical journalism class came to the instructor with a forlorn look on his face. He was working his way through school by frying hamburgers in a roadside restaurant from five to twelve every afternoon and night. He could sit up afterward and study at textbooks, but during the day, with classes and laboratories, he had no time to dig up material for articles. What could he do?

The instructor asked him to tell of his home farm, about the livestock there, the crops grown, marketing of products. It was a farm with poor soil in a hilly country. It was hard to make a living on it. Alfalfa was needed. After a number of trials, the boy's father had found a unique way to get a mixture of alfalfa, clover, and some other grasses established on one field. With pasture, they were able to buy some feeder livestock and feed it out economically. Some profit was made. They managed to get a few purebred animals and begin development of a herd.

"That's the story for you to write," the instructor told him.

"What better story could you write than that?" So the student did write it, and when it was finished, it was one of the best submitted that term. The student hadn't realized that he already had at his finger tips and in his head all the elements of a good practical farm article, of farm management and good practices.

These suggestions would also apply to the farmer who wishes to contribute an occasional article to his farm paper. The things he knows about, with which he has had a profitable or unusual experience, which he has observed first hand, offer the ideas that will serve him best.

They will apply equally well to others in any type of activity or endeavor. They might be men in engineering or industry, the home economics graduate in business, a woman whose daily work is in her own household or who has outside activities in club or organization work.

The college faculty or experiment station worker, the extension staff man, will probably write on subjects related to his special work, utilizing the experiences which he has had in the field.

**Surveying one's field:** The next zone of feature article possibilities is that which embraces the accomplishments of people you know. An investigation of this field should increase the scope of your search considerably. There are few prospective writers who have not in their acquaintance, intimate or remote, a few people who have accomplished things that will make feature stories. You may never have considered the fact that these accomplishments were noteworthy, but, now that you are looking for feature story material, they will assume a new significance.

There is still another source of subject material related to your own experience. It is possible that there are certain subjects upon which you have special information. Consider this possibility and, again, list the things that suggest themselves. What are some of the things that may come to your mind?—gardening, dress making, fitting cattle for show, the growing of sweet clover, beekeeping, interior decoration, farm machinery, music, cement sidewalk building, and so on.

Now the knowledge of any of these things may not furnish you, in itself, with feature story subjects, but the mere considering of

these questions may suggest some angle that is a possibility. Furthermore, if you definitely scan your field in this manner, you will be more ready to recognize the possibilities in ideas of a related nature that may subsequently come to you.

An extension worker, for example, has a fine opportunity to gather firsthand material as he goes about his work. The extension horticulturist will take a neglected orchard and assist the owner in pruning and spraying it. After the work has been done and a good apple crop secured, the extension man—or the farmer for that matter—has excellent material for a farm paper article. Often he can combine his experiences with a number of such orchards to make an article.

The possibility of surveying one's own field of activity is open for any worker. It applies especially to college students who can draw upon their experiences at home or on their vacation work.

The next step is to go outside of one's immediate environment and make a thorough analysis of this broader story field just beyond. The student may analyze the campus and surrounding community that he can reach readily. A free-lance writer can analyze the field that it is possible for him to reach with means at hand for travel. This writer, whoever he may be, can make a list of places where ideas are likely to be found. One experienced writer often charts on a map such places before he sets out on a trip to gather ideas and material.

For the man or woman who is on the staff of a magazine, the problem is quite different. His territory is probably coincident with that of the magazine. Furthermore, he is probably working largely under the direction and upon the assignment of the editor.

**Sources of tips:** It may be of value to journalism students to know how one veteran magazine writer who has had a wide experience goes about it to get ideas for the articles he writes. He travels to all parts of the country on assignment for magazines of national circulation. He sets down his method as follows:

He says that, first, he does a lot of reading. He subscribes to a number of daily newspapers from different sections of the country and he religiously goes through these, looking for ideas and tips. Any items of news that might have a future use is clipped and the

date and source noted on the clipping. He subscribes to a number of magazines and technical papers and goes through these in the same way. He is on all the free publicity lists he can get on, for material and publicity matter. This includes the information services and bulletin lists from colleges and universities. He answers ads in magazines which will bring him catalogs and pamphlets.

All these furnish a stream of information which comes across his desk constantly. It is to him a stream in which he fishes for ideas and tips. Many of his clippings are also classified and filed away, to be a storehouse of material for future use in article writing.

As this man travels, he talks with people in every walk of life. His experience is that ideas can be found in conversation with people who have an intimate knowledge of the farm, engineering, science, and home activities. County agents, home demonstration agents, club leaders, vocational teachers, the engineer in charge of a government irrigation project, the farm editor of a small city newspaper, contractors, bankers, farm organization officials, managers of dairy plants, all college extension and research workers, officers of woman's clubs, people with hobbies, men engaged in plant hybridizing work—anyone may be the source of a new idea for a story.

When on a trip to gather material, the next thing he does, after he has checked in at a hotel in a town where he stops, is to buy all the local newspapers he can find on newsstands. Even though he has a specific assignment and knows exactly what he wants there, he likes to sit down and go through these papers. Many a time something in them gives him a help on the story he is after, or a tip for another story he can get while there.

Then he goes to places where things are happening or where people gather. Fairs and expositions, meetings of organizations, farm and home week at agricultural colleges, large markets, annual banquet of a county livestock organization, a district garden club convention, or field days of any type. In the evening, if he is in a strange town and he can find no meeting to attend, he likes to sit in the lobby of a hotel. Here he meets government men, engineers, salesmen, and tourists, perhaps from a distant point he

expects to visit soon. He talks with people, he listens to them, asks questions—and picks up ideas.

Wherever he is, he uses his eyes. Anything he sees that looks unusual, out of the ordinary, is something to be investigated. Some of his most important articles, at times of national significance, had their origin in things he observed as he traveled. Years of training have made it a sort of second nature for him to drive along the road, visit a farm, go through a factory, observe some construction work under way and see there something that is out of the ordinary, unusual, as distinguished from routine. This is something that any experienced reporter, on a newspaper or magazine, acquires. It is a faculty which distinguishes the successful reporter from the routine hack.

Sometimes, he says, his best ideas come from nowhere—just a flash across his mind when he is doing something else. Perhaps only a psychologist could explain how ideas come in that way. He says that the quotation from Emerson at the head of this chapter is as good as any advice could be as to where the best ideas for future articles are likely to come.

**Where editors get tips:** Editors of magazines and their staff members must work just as hard to find ideas and tips for articles as do writers. They must keep in touch with all that goes on within the field or scope of the publication. They must keep apace with or ahead of developments. Assignments must be made to members of the staff or to writers who do work for the publication.

So a magazine office receives many newspapers, trade papers, bulletins, circulars, releases, and the like which are scanned by someone on the staff. Members of the staff often do a lot of traveling—to meetings and conventions, to colleges and universities, to industrial plants, to market centers, and other places—just for the purpose of keeping in touch with people and events and to discover ideas for article material.

An editor has another source for tips not generally available to an unattached writer. This is in form of letters. Readers, people with something they want publicized or promoted, others with some axe to grind or some complaint to make, all write letters to editors. These letters are read and answered. Often there is a

tip or germ for an article in them. For example, an article in a national farm publication not long ago caused a lot of vigorous discussion. To secure the material, a staff writer traveled through several states and interviewed dozens of people. The tip for it was a short letter of complaint which a livestock man had written to the editor.

Writers are constantly sending in tips in hope of getting an assignment. Then there is a constant stream of visitors to many editorial offices, many of which have suggestions of something they think should be written.

**An example:** Probably in the long run, more tips for feature articles, such as a journalism student might write, or which might be handled by a nonstaff writer along farm, home, and more general technical lines, come from daily newspaper stories than anywhere else. A specific example will illustrate just what a tip is.

Here on the left is a news story which appeared on the farm page of the *Daily Pantagraph*, of Bloomington, Illinois. On the right is a suggestion of how the story might have been handled as a feature article:

Good news for the McLean County farm bureau annual meeting today was brought from the American Farm Bureau federation convention in Chicago Thursday by local delegates—theirs is the largest farm bureau in the 13 midwest states.

A plaque recording this honor was to be presented Thursday afternoon at Chicago. Associate Farm Adviser Lloyd D. Graham remained over for the final session to bring the plaque for exhibition at the county bureau's banquet at noon today in the Bloomington Consistory building.

A. B. Culp, county farm bureau organ-

ization director, reported 2,437 members as of Nov. 30, 1941, a gain of 170 for the 12 months, declaring it was not only a big membership but one of unusual quality.

The McLean County Farm bureau already has three big cups and a silver plaque previously awarded by the AFBF. This county had the largest membership of all bureaus in the United States in 1933, 1934, 1935, 1937 and 1938. It was credited with the best farm bureau organization program in the United States in 1935 and 1937.

If a reporter were to go to Bloomington and follow up the tip in the story he would find a feature on one of the most interesting county farm organizations in the United States, waiting to be "dug up" and written.

It also concerns cooperative marketing and other services of various kinds; 4-H Club work, women's activities, cooperation with a Federal land bank.

The building in which all this is housed is one of the finest farm

structures in the country, modern in type and of interest to architects.

For women there is a modern kitchen near the office of the home extension agent for demonstrations and preparing meals.

There is a large auditorium for meetings.

So at least three stories could be written about what a reporter would find there—one for a women's magazine, another for a farm journal, and a third for an engineering journal interested in architecture and building.

If you are a writer on engineering topics and are especially interested in architecture and building, you might raise the question, after getting details of this Farm Bureau building in McLean County, if other similar structures have been built anywhere else in the country. On investigation, you would find that a number of county farm organization and service buildings have been constructed over the United States in recent years. The one on the Hale County courthouse square in Plainview, Texas, and that of Maricopa County, Arizona, in Phoenix, are two examples with architecture quite different from that in Bloomington.

**Query the editor first:** Since securing material for a feature article often involves travel and considerable expense, a writer who is not on an expense account cannot usually afford to go after stories unless he knows that an editor will want them. So the staff writer, the contributing editor, or free lance writer who is experienced will make it a practice to query an editor before gathering material for an article.

These queries should state in 50 to 200 words the essentials of the proposed article. It is better if several queries are sent in together, since two or three articles can just as well be secured on the same trip. On reading over the queries, the editor will decide whether or not the subjects suggested suit him. If they do, he writes back that he is interested and would like to see the stories. He will seldom give an order outright. If he is not interested, he will say so, and the writer need not bother. Or he can then query some other editor.

An advantage of the query is that it gives the editor an opportunity to indicate how long a story he wants and to offer the

writer other suggestions for handling the story to make it suitable to the magazine.

### ASSIGNMENTS

1. Suggest and explain the significance of five fundamental human interests other than those listed in the text.

2. Read three articles in technical magazines and analyze them for the fundamental human interests upon which their appeal is based.

3. Suggest five subjects for feature articles which you think you could write and score them on the basis of the five tests given in the text. Count 20 as a perfect score for each of the five tests.

4. List the tips for feature stories that you find in an issue of a daily newspaper; a weekly newspaper.

5. Attend a meeting, short course, or convention. List the tips for feature articles that you are able to uncover. Describe each briefly.

6. Write a letter to an editor of some selected magazine in which you describe five stories which you believe would be suited to his publication.

7. Most of the assignments at the end of Chapter 19 will also apply here. Assignment 2 at the end of Chapter 18 is also an excellent one for securing feature article tips.

8. A standing assignment during the study of this and subsequent chapters should be the listing of tips for feature articles whenever and wherever they are come upon.

9. If there is an independent research laboratory or institution on or near the campus, visit it and see if you can find any tips for articles. Examples of such would be the USDA Insect Laboratory or the Battele Memorial Institute in Columbus, Ohio; the Forest Products Laboratory at Madison, Wisconsin; the USDA Hog Cholera Laboratory or the State Highway headquarters in Ames, Iowa; the USDA cotton spinning research laboratory at Texas A. and M. College.

10. Visit some enterprise in your community that is new or where there has been recent change or improvement of major importance. Gather and write a news-feature article suitable for submitting to a trade or technical paper most specifically interested. Also secure suitable pictures for illustrating it. Some possibilities for an agricultural student are a new large dairy barn, a new pure-bred herd established, a new livestock auction building, new structures or improvements at fairgrounds, new dairy or cheese plant, new branch house, new cannery, new seed store, new nursery, new local packing plant built. For home economics students, a new supermarket, a new women's specialty shop, a new section in a department store, or a new household equipment store would do. Engineering students might find the assignment in a superhighway, a relocated

highway, a bridge, dam, sewer, a new apartment house or school building, a new defense industry, or a new industrial plant.

11. Gather and write an article based on something you can find that is abandoned or deserted, digging up the history and reasons for the abandonment. Some possibilities are a college, a rural school, an old plantation home, farmhouse, ranchhouse, store, factory, mine, stone quarry, cider mill, grist mill, narrow-gauge railroad, interurban line, sawmill, ghost mining or lumber town, stillhouse, gunsmith shop, locksmith shop, pottery or brickyard, blacksmith shop, harness shop, buggy-maker's shop, wrecked ship, or deserted lake boat.

12. Write a news-feature article on something formerly deserted or abandoned, which has been restored, now used again, or put in operation again. Beginning in 1939, national defense, war, and wartime measures and economics produced a wealth of such ideas. For example, many old mines were re-opened and worked again.

### FURTHER CAMPUS ASSIGNMENTS

For students who wish additional training in gathering and writing articles, there are many campus possibilities. Some of the following suggestions may not turn out to be what could be termed technical articles, but they will prove an interesting way to get the desired experience or in turn suggest something else:

1. Live laboratory material on campus—livestock on farms—white rat—flies and insects in entomology—monkeys in bacteriology laboratory used in infantile paralysis experiments—plant disease cultures kept going in plant pathology—virulent human diseases in test tubes—frogs and snakes.

2. Classes in overalls—sheep shearing—landscape gardening—engineering laboratory—farm machinery. Other classes wear white. Still others wear aprons.

3. Unusual places on the campus—veterinary clinic—psychology clinic (where co-eds go to get advice on love and wives ask about husbands or children)—museums—agricultural chemistry where analyses are made of materials sent in (husband sent in food to find if wife was trying to poison him)—meats laboratory—laboratory where soil samples sent in by farmers are tested—soilless culture benches in greenhouse—new orchid house—power plant—outdoor paint tests—service tunnels under campus—cyclotron laboratory—model flour mill—rolling mill and ore concentrating plant in new engineering building—sewing machine clinic—home management house—drapery fabrics testing—firing kiln in ceramics department—door that is always locked in engineering experiment station building—grass nursery—cheese laboratory—medicinal herb garden—model drug store in pharmacy building—that collection of concrete specimens an engineering professor has been gathering for five years now.