

1.

Using Research in Farm Publications

HOW DOES A FARM PAPER happen to get started on research in the field of readership? Probably because a farm paper editor is likely to think in terms of experiments. Experiment station data on corn yields and hog feeding are the editor's daily diet. Why not apply the same methods to readers?

The only surprising thing about readership surveys in farm papers is that they came so late. It has been said, "Without readership surveys a farm paper editor is like a farmer who throws feed through a hole in the fence to hogs he never sees. He doesn't know whether they eat the feed or reject it. He doesn't know whether the hogs are gaining or losing."

Henry A. Wallace, from 1904 until he left *Wallaces Farmer* for Washington in 1933, was continually running tests on different strains of corn. Why not use similar methods on readership?

"We must get at it," said Wallace. But the actual work came after his time. What Wallace had done was

to make the staff alert to the experimental approach to any problem.

“Ted” Gallup, working in Des Moines on readership surveys in the 'twenties, started many people thinking about experiments of this kind. The Gallup and Roper opinion surveys in the election of 1936 helped to emphasize these possibilities.

It was 1938 before *Wallaces Farmer* started the *Wallaces Farmer* Poll and began to report on farm attitudes on elections and — more important to the paper — about farm reading habits.

Some editors insisted that readership surveys were not needed and that letters to the editor would give a picture of farm response to copy. We checked this several times. For instance, we asked farm people through the poll about their views on social security for farmers. A big majority approved. At the same time, we checked the letters on the subject. The letters only gave a 50-50 break to social security.

Ballots printed in the paper and sent in by readers also proved to be misleading. *Prairie Farmer* ran an experiment along this line and checked mailed-in-ballots against a personal interview survey. The two failed to match.

What *Wallaces Farmer* did, therefore, was to set up a polling system using a sample of around 400 interviews (200 men and 200 women) to check readership. The sample was distributed over the state according to the economic regions as defined by the U.S. Department of Agriculture. Interviews were made by farm women trained by the *Wallaces Farmer* staff.

What do we mean by readership? If the respondent (any adult on a farm into whose mailbox the publica-

tion is delivered) said that he remembered reading the issue in question and could identify one or more items as having been read, he was classified as a reader.

After a respondent was identified as a reader, the key question by the interviewer on each page of the issue was, "Did you HAPPEN to see or read anything on this page?" The word HAPPEN is stressed to support the interviewer's opening statement that there is nothing especially virtuous about readership. We do not want the non-reader of an article to feel guilty about being a non-reader.

The respondent's answer on any page is likely to fall into one or more of the classes below. In the first place, he will have a page score. Either he read or saw nothing on the page, or he did notice something. If he did notice something, he is given a score for "Any This Page."

Some possible reports on advertisements and articles are listed below:

Advertisement	Article
1. Nothing	1. Nothing
2. "Any This Ad" — Respondent has seen or read one or more features of this particular advertisement	2. "Any This Article" — Respondent has looked at head, picture, or read something in the article
3. "Seen" — Respondent has looked at a picture or a head	3. "Seen" — Respondent has looked at picture or head
4. "Read Some" — Respondent has read less than half of a particular piece of copy	4. "Read Some" — Respondent has read less than half of article
5. "Read Most" — Respondent has read half or more of a particular piece of copy	5. "Read Most" — Respondent has read half or more of article

An advertisement, therefore, might have one score for "Any This Ad;" another for "Seen" on the head; another "Seen" on the illustration; another score for

“Read Some” on a block of sales copy; another for “Read Most” on the same block of sales copy. Scores for men and women are always reported separately.

In the tables that follow, the figures given are always percentages of the sample used. When the men’s sample is 200 cases, a score of 50 per cent, of course, means that 100 men responded in the way indicated. In split runs the A sample and the B sample each includes 100 men and 100 women. A score of 50 per cent means that 50 cases responded in the way indicated.

On opinion polls, the sample is larger and not so constant. On breakdowns of readership surveys, the sub-samples are smaller; and they vary. In each case, however, when there are exceptions to the rule noted in the paragraph above, the sample size is given.

While readership surveys (except in a few early surveys) always use a constant sample of 200 men and 200 women, opinion polls vary in size. The opinion sample ranges from 400 to 700 interviews in each state.

Opinion polls, of course, deal with a sample of all the farm men and women in each state. Readership surveys deal with a sample of the subscribers in each state.

One of the hazards of setting up your own survey machinery is that your interviewers may show a bias in favor of the paper that hires them. We tried to offset this in training sessions to point out necessity for keeping absolutely impartial approaches and comments.

We also checked our survey results against surveys made by independent operators. The Continuing Study of Farm Papers, conducted by the Advertising Research Foundation, ran a survey in the September 20, 1947 issue of *Wallaces Farmer*. (1)

Our survey crews checked the same issue independ-

ently. Was the *Wallaces Farmer* Poll getting higher readership scores than the Continuing Study? At our request, Professor Roscoe Giffin of Iowa State University went over the results and found that with men, in six cases our scores were higher than the Continuing Study. In 49 cases our scores were lower. In one case, they were exactly the same. With women, in eight cases our scores were higher than the Continuing Study and in 54 cases, lower. In one case, the score was the same.

Starch makes regular checks on readership of *Wallaces Farmer* and *Wisconsin Agriculturist*. Starch scores, as a rule, tend to run a little higher than ours, especially on ads. There is some difficulty in comparison because surveys are made in different months. In 1959, however, we had a readership survey of *Wisconsin Agriculturist* in October, and Starch had one of the same magazine in November.

Of 11 editorial departments, the Read Most scores compared as follows:

Read Most	OUR SURVEY		STARCH	
	Men	Women	Men	Women
Average of 11 departments . .	34%	36%	38.3%	34.0%

This seems a reasonably close fit. On the whole, it does not seem that the readership scores in our surveys are biased because our interviewers do the work. It may help impartiality that our interviewers are trained in pre-election polls and know that errors from bias will show up.

A series of surveys by the Statistical Laboratory of Iowa State University at Ames gave us further information. These surveys, in 1947, 1951 and 1955, told where

farmers go to get information on different subjects. (2) They gave us a better picture of our subscribers, what they were like, and what kind of subjects interested them.

* * *

It should be kept in mind that throughout this book, the readership scores are given with readers of the issue as a base. Non-readers are also measured but, of course, in a different way.

A reader, as noted above, is any adult in the subscriber sample, who recalls one or more items in the issue. A non-reader is any adult in the sample of subscriber homes who reported that he or she had read nothing in the current issue.

While readership studies are built around readers of the current issue, the non-reader is also important. Professor Bryant Kearn, head of the Department of Agricultural Journalism at the University of Wisconsin, said, "A description of non-readers could be one of the most useful parts of a readership survey." (3) Chapter 9 goes into this.

* * *

What did we learn from the early readership surveys? Perhaps the first thing was to avoid jumps. We found that when an article started on page 10 and jumped to page 50, many readers were lost.

This seems obvious enough now. Since 1938, most publications in our field have abolished the jump. It is still used in magazines which use extra-long articles or stories. In these cases, however, the opening page or spread, featuring a big illustration and not much type, is really only an expanded plug.

In our early experiments, we found that we lost about 30 per cent of our readers when we had a sizable jump. If the jump were dressed up with a cut and a strong head, the loss was cut down.

In March, 1944, we ran another test. An article starting on page one scored 61.1 for men there; the run-over on page 21 scored 49.7. Somewhat later, we tried starting an article on the right-hand page and continuing it on the following left-hand page. This lost readers, too.

A detailed report on this point came from the University of Iowa in 1958. Six articles in one publication started on the right-hand page and were continued on the following left-hand page. These runovers lost, on the average, 49 per cent with men and 25 per cent with women.

The answer, so far as we were concerned, seemed plain enough back in 1940. Complete every article on the page on which it starts. If the article is longer, let it run from a left-hand page to a right-hand one — but no farther. This policy, of course, meant more editing and more rewriting. But most farm publications, including ours, don't do as much desk work on copy as they should anyway.

* * *

Readership scores were helpful in showing us which kind of copy was likely to be read and whether an article appealed to young readers, to old readers, to men, to women, to big farmers, to small farmers, to owners, to tenants, and so on.

What these surveys lacked was a definite comparison between different layouts, uses of color, styles of

cuts, placements of copy and other points. We could say that Ad A, in January, scored 40 per cent Noted with men, and that Ad B, in March, on the same kind of product, scored 30 per cent Noted with men. But did that mean Ad A was any better? A snow storm in March, a thaw in January, might have changed reader response to the two issues.

To give a fair test to editorial copy or to ads, it seemed necessary to expose this copy to readers at exactly the same time. This meant using what we called a "split run."

The term "split run" has since changed its meaning for many. Now it often indicates that Magazine A will run special copy in, for example, Illinois and Indiana. The same pages will carry special and different copy for Ohio and Pennsylvania.

Our "split run" goes back instead to the practice of newspapers with mail-order ads. With newspapers, every other one that came off the press would have different copy. Ad A would go to half the readers; Ad B to the other half. The results were measured by coupon return.

This worked well for mail-order ads. It was no help to other kinds of advertisers, to whom coupon returns were not important.

What we did was to set up two samples in each state. Think of Iowa, with its 99 counties, as a checkerboard. We sent A copies to the red counties, and B copies to the black counties.

Actually, we never used this big a sample. Ordinarily, we interviewed in about 20 A counties and 20 B counties. The interviews in the A counties were distri-

buted proportionately among the five economic regions of the state. The same was done in the B counties. We ended up with two samples, closely matched — 100 interviews with men and 100 interviews with women in the A counties and the same number in the B counties.

* * *

We tried our first split in 1946 to test readability levels. When Rudolph Flesch published his doctoral dissertation at Columbia on the subject back in 1944, we got one of the copies and began to wonder about its applicability to our problems. With his *Art of Plain Talk* (Harpers, 1946) we settled down to test his theories.

The Flesch hypothesis was that copy with short sentences, short words (few affixes) and “personal” words would attract and hold more readers than copy with longer sentences, longer words and fewer “personal” words.

In the March 1, 1946 issue of *Wallaces Farmer*, we ran three splits based on the Flesch formula. The main thing we learned from this was that we were shooting too high. We moved — in Flesch’s words — from a seventh grade level to a sixth grade level. Our readers didn’t notice the difference.

Only when we moved to a much simpler level did the new copy take hold. The Flesch index of 1.5 seemed to increase readership. What did this mean? The copy would average around 12 words per sentence, 20 affixes for 100 words and 10 personal references per 100 words.

In November, 1946, we tried again. This time we split three men’s articles and one woman’s article.

Remember that nothing was changed except the

style. The head, the illustration and the theme had not been altered. The copy was edited only to get different levels of readability in terms of the Flesch index.

In the four splits, the low Flesch copy ranged from 1.11 to 1.76. The high Flesch counts ranged from 2.48 to 4.27.

Of the eight comparisons (using men and women for each split), we couldn't use three. On two pieces of copy designed for men, the women's score was too low to provide any answers. On one piece of copy the men's scores were too low for us to use.

Of the five split comparisons, where the number of readers was fairly high, one piece of men's copy showed a loss of 9.4 per cent for the low Flesch score. With the other four, increases ranged from 7.3 to 66 per cent for the low Flesch score over the high score.

(4)

We have since tried similar splits in *Wisconsin Agriculturist* and in later issues of *Wallaces Farmer*. Experiments at the University of Iowa made another check. (5) The results seemed clear enough. Other things being equal, simple language scored high.

Does this mean we try to write for morons? Not at all. An experiment at Iowa State University at Ames threw some light on this delusion. A split, using Flesch scores, was tried out on faculty members and students. Presumably the faculty members were the intellectuals. Yet the simpler Flesch copy did better with the faculty than with the students.

Why? The copy was in a field of more interest to the students than to the faculty. When readers are excited about a subject, they'll read difficult copy, printed in small type. When their feelings are neutral, they'll

respond better to readable copy. If you can pick subjects of overwhelming interest, you can write badly and get away with it. Nobody is that good a picker. It is better to assume that some of your readers may be indifferent.

As members of our staff promptly pointed out, you can write very bad copy that has a good Flesch score. "I see a cat. Do you see a cat?" scores well on the Flesch index.

To avoid disasters like this, our rule was to write the copy as well as we could. Remember what the teacher said in English 1 — short, easily understood words, action verbs and not too many adjectives, specific and colorful descriptions, questions and names.

After writing — and often after publishing — we went over the copy with the Flesch index. The staff noted the scores and sometimes remembered them next time.

The extent of improvement in style may be measured in this way. Before we started testing, we took our usual copy (around 3.5 Flesch) and edited to bring it down to 1.5. After some months of education, we found that our usual copy was around 1.5 Flesch. To get a split, we had to edit to bring one version up to 3.5.

One source of confusion in using the Flesch index is the fact that the author changed his measuring device. In the earlier Flesch scoring system the low score (note 1.5 above) was the best. In *The Art of Readable Writing* Flesch uses a measuring stick called "Reading Ease." (6) Here the high score is the best. The Reading Ease score is based on syllables per 100 and on words per sentence.

A meritorious Reading Ease score would be 80 (much like the old Flesch index of 1.5). This would mean 12 words per sentence and 134 syllables per 100 words. A "difficult" Reading Ease score might be around 40 with 20 words per sentence and 173 syllables per 100 words.

Just to see if readability (in Flesch terms) was still important, we ran a split in *Wallaces Farmer* for January 16, 1960 on the article entitled "USDA Studies Soil Acidity" (Figures 1.2 and 1.3). Following is the Reading Ease Index and the resulting scores for men:

	A (Difficult)	B (Easy)
Words per sentence . . .	16	13
Syllables per 100 words .	170	141
Reading Ease Index . . .	56.0	74.6
Read Some on copy . . .	32.0%	47.0%
Read Most	30.0%	43.0%

It may help to show what happened here if we quote the lead from each version of the copy: (A was a USDA release)

Version A — 56 Reading Ease

The strong trend to heavier nitrogen fertilization, coupled with reduced use of lime over the past decade, is making our nation's soil more acid. That's why USDA has expanded its research into the problem of acidity.

Version B — 74 Reading Ease

Are you planning to put a lot of nitrogen fertilizer on your fields this spring? If you are, make sure also that you've spread enough lime on these same fields.

How do you determine "Reading Ease," according to Flesch? His *Art of Readable Writing* has a time-saving chart. The Flesch formula — if you don't use the chart — goes like this:

Multiply the average sentence length by 1.015;

Multiply the number of syllables per 100 words by 0.846;

Subtract the sum of the two items above from 206.835.

What is left is Reading Ease.

It is a good deal easier to remember that you can get a Reading Ease score of 75 — which is pretty good — in the following ways:

15 words per sentence and 138 syllables per 100 words

or

12 words per sentence and 142 syllables per 100 words

or

18 words per sentence and 134 syllables per 100 words.

On the other hand, if your Reading Ease score falls below 50, you are probably losing readers. A score of 50 can be obtained in the following ways:

18 words per sentence and 164 syllables per 100 words

or

20 words per sentence and 162 syllables per 100 words

or

25 words per sentence and 156 syllables per 100 words.

It is still a good idea to get a copy of the book and use the Flesch chart.

If you are hitting somewhere between 60 and 80 on the Reading Ease Index, you are doing fairly

well. But, note that we have had very high scoring copy — Read Most scores of 60 per cent or better — that had a Flesch rating of 65. And we have had low scoring copy — Read Most of 30 per cent or less — that had a Flesch rating of 80.

All this means is that subject matter is always more important than style. A hog article, in Iowa, will always outscore a sheep article. But a sheep article with a Flesch index of 80 will usually outscore another sheep article with a Flesch index of 55 or less.

There are, of course, other methods, and excellent ones, of scoring readability. We have stuck to Flesch because we happened to start with it and because it has stood up under split-run testing.

This was our start in split-run testing. I have reported it in some detail because it illustrates the methods used in many later experiments. The split-run device has thrown light on many problems in advertising and editorial customs.

Each split-run reader-interest survey for some years has had five to seven splits with ads and the same number or more with editorial matter. Some of these proved that the differences we expected did not exist. Some showed a sharp reader response to a change of layout or copy.

Succeeding chapters go into detail on some of the things that advertisers and editors learned.

Figure 1.1



JOHN F. PETERSEN, president of United States starting Jan. 20, 1961.

Editorial Page

New U. S. Administration

HOW is the new administration in Washington going to affect corn-fed farmers? We won't have a good answer to that question for several months.

Proposed programs, geared in part or entirely, are one thing. But getting the details spelled out, and most important—winning the program to Congress—is something else.

Naturally, we'll be reporting on farm program developments in each issue as they unfold. The road battle will take place in House and Senate in countless hearings. These battles are headed up by members Democratic, and they don't always see things the same at all in the corridor.

One thing is certain—we're bound to have more production restrictions on surplus crops. This would be the case regardless of how the election came out.

Our chronic overproduction problem can be solved intelligently and humanitarily only with effective controls.

Page Score

80.5% Men

55.0% Women

Editorials

Should We Stop Forecasting Hog Prices?

FARM MANAGERS seem to be more than the figures he's interested in. We assume our readers are interested in them, too. For the last several winters, we didn't forecast \$20 or \$22 hogs for last winter. Our estimates, ranging back to last January, were all in the \$18 area for the high week at interior markets. Actual top weekly average was \$17.70!

There's just one about forecasting which you should understand. If a sizable number of producers shift marketing to hit a forecasted high market, then the forecast will prove wrong.

This has been happening more often as more producers shift outlook reports. So those who've profited from outlook spots in past years are discovering their system isn't working so well.

Actually, opportunities to outguess the market are just as abundant as they ever were. But the rules have changed. Now it's more a matter of guessing how other producers will react to hog crop and price forecasts.

It's a game almost no plot that more are playing it more than ever before.

Wallaces Farmer will continue to provide readers with the best outlook information available, with the help of special technicians who specialize in outlook work. But you may need your own production and marketing decisions.

As always, look profits in the pigging opposite direction from the "crow." But which way is the mob going?

And if almost everyone has seen it twice, please don't get paid at all!

Want to Go Back?

LET'S HAVE our money and solve our farm surplus problem at the same time, writes Edward Foss, Dodge county, Neb. Don't buy any fertilizer. Now a large acreage of hogman not built up your own fertility.

"Don't buy any commercial feeds. We raised just as fine hogs 20 years ago on our own farm-raised feeds only."

"Use our surplus grain for tractor fuel. When we need horses, part of our grain went for power. Why don't we do the same today?" Foss asks.

Suggestions such as these keep coming up. And it's natural and obvious that they should. It's true that higher rates of fertilizer use are contributing to our overproduction woes.

It's true that the grains we produce are being "stretched out" by supplementing them with purchased proteins in which they are deficient. We've moved from

having one of our own best grain cropsters to being one of the best customers for the protein industry.

All these developments have contributed to our current surplus problem. The big question is: Do we want to go back? And if so, can we?

Each of these developments, individually, has helped boost soil farm income. The availability of fertilizer permits us to put more of each farm in the highest profit crop—corn. And it provides a way to reduce per-bushel production costs substantially.

Protein feeds, likewise, help us cut feeding costs per pound of gain. Tractor power has freed us so we can fit farms much more land, or 2) work lower hours per day. Furthermore, it seems to us that we can't afford to farm less well than we know how, with world competition what it is today.

Wallaces Farmer and Iowa Homestead

EDDIE FARMER, READ THOMAS, JOHN WOOD

James H. Harwick, Publisher

Edith Harwick, Editor

John E. Harwick, Business Manager

Read W. Foss, Farm Editor

Richard C. Foss, Farm Editor

Donald S. Harwick, Circulation Manager

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John E. Harwick, Jr., Business Manager

George A. Cook, Sec'y to the President

Wesley Harwick, Farm Editor and Advertising Manager

Paul C. Harwick, Circulation and Advertising Director

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November 13, 1960

Who Reads Editorials?

Do subscribers read the editorial page? What kind of subscribers?

Above is the first editorial page (Wallaces runs a spread of two) in a fall issue of *Wallaces Farmer*. Men read more editorials than women. As you might expect, the men's first choice was the editorial on hog prices, with a Read Most of 54.5 per cent.

Young men (21-34 years) read about as much as older men (50 and up). Farm men with gross incomes of \$10,000 a year read more than men with smaller incomes.

USDA studies soil acidity

Research is intended to show how acidity can cut yields

THE STRONG trend to heavier nitrogen fertilization, coupled with reduced use of lime over the past decade, is making our nation's soils more acid. That's why USDA has expanded its research into the problem of acidity.

While these experiments are not being conducted on Iowa soils, the results may prove helpful to Iowa agronomists. Scientists have taken only the first few steps in fully understanding soil-plant interactions. When they unlock enough of this information, fertilizers and fertilizer use can be adapted more closely to plant needs. And plants can be bred to make better use of their environment.

More than 50 field experiments on 23 agriculturally important soil types are now being conducted in cooperation with state experiment stations to fill in the gaps of our understanding of how acidity decreases yield. These same soils are also studied under uniform environmental conditions in greenhouse and laboratory to learn why they behave as they do.

Altho this research is only in its second year, it has already given some interesting leads. For example, alfalfa was grown in the greenhouse on two silt loams that showed the same lime requirement when tested by accepted soil tests.

When limed, one soil gave a 400-percent increase in yield but the other gave only a 25-percent increase. Understanding the reason for such differences in behavior

among soils would be one of the keys to accurate prediction of lime requirements.

Toxic concentrations of manganese and aluminum are probably the most common cause of poor plant growth in acid soils. There is no doubt in the scientists' minds that acidity is serious, but there are still questions as to how it causes known reactions.

Is aluminum or manganese toxicity the more important problem?

Under what conditions and for which crops and soils are these toxicities of particular significance?

What are the interactions of nutrients such as phosphorus with toxic levels of aluminum and manganese?

How and to what extent does organic matter alleviate the toxicity of these elements? What are the critical levels of these elements in important crops?

Soil acidity is a serious soil management problem in the cornbelt, says ARS soil scientist R. W. Pearson.

From 1947 to 1957, the use of nitrogen fertilizer over the nation jumped from less than a million tons to 2.3 million tons a year. But the use of limestone dropped over a third, from 28 million to 18 million tons in 1954, and had only increased back to 22 million by 1958. Some 80 million tons are estimated to be needed annually to maintain optimum soil reaction.

Figure 1.2

A

Read Most

Men 30%

No, They Aren't the Same!

The two articles here look alike, but they score differently. They have the same head, the same theme and the same structure. But they differ in the number of long words and long sentences.

In a series of splits, of which this is the most recent, copy with short sentences and short words has been shown to help readership.

Figure 1.3

USDA studies soil acidity

Research is intended to show how acidity can cut yields

B

ARE YOU planning to put a lot of nitrogen fertilizer on your fields this spring? If you are, make sure also that you've spread enough lime on these same fields.

Sour soils take a lot of the vigor out of fertilizers—especially nitrogen. Unless a field is limed, you won't get anywhere near full value out of your fertilizer.

Cornbelt soils are getting more sour. At the same time that fertilizer use has gone up, use of lime has gone down. In Iowa, for instance, there was a 54 percent drop in the use of limestone from 1957 to 1958.

Nationally, the same thing is happening. From 1947 to 1957, the use of limestone dropped over a third. At the same time, the use of nitrogen fertilizer more than doubled.

To keep the nation's soil sweet, farmers need to spread around 80 million tons of limestone a year. In 1958, only 22 million tons were spread.

Most farmers know that sour soils make it harder to get a stand of legumes. Not all realize that the value of their fertilizer may be cut heavily when applied to sour soils.

To find out just what happens to crops in sour soils, a number of experiments are being carried on. Over the nation, 50 different field experiments are being carried on with 23 soil types.

Some of the answers so far

just raise additional questions. In one greenhouse experiment, two silt loams were tested. Apparently the two had the same lime requirements. But see what happened:

When limed, one soil gave a 400 percent increase in yield. The other gave only a 25 percent. Nobody yet is sure why.

Two of the villains in sour soils are probably manganese and aluminum. Sour soils usually have too much of these minerals. Crop growth slows down.

But does manganese do most of the damage? Or is aluminum a major culprit?

What happens when you add phosphorus to a sour soil overloaded with manganese and aluminum?

Does it help sour soil of this kind to plow under green manure or to add a lot of barnyard manure? Or does such action make things worse?

These are some of the questions scientists are asking themselves. No final answers have been determined yet.

In the meantime, it does seem certain that sour soils don't get the big benefits out of nitrogen fertilizer. When you plan your program for 1960 crops, you may want to use lime as well as nitrogen.

The research is only in its second year, many interesting leads have already been produced. In the future, this research should answer lots of questions on soil acidity.

Read Most

Men 43%

Here is the difference in the two pieces of copy:

	A	B
Words per sentence	16	13
Syllables per 100 words . . .	170	141

Editing A copy to the B standard raised the Read Most score for men from 30 in A to 43 in B. Read Some scores showed a similar gain.

Wallaces Farmer, January 16, 1960

At Wisconsin "cook-off"

Young cooks and bakers use prize recipes

NINE girls and a boy arrived with packages to teachers at a designated meeting place at Wisconsin's first week-ago Bright Spring weather added to the air as plans progressed for the particular day. Each boy and girl felt a special excitement because they were to make their recipes for an annual "cook-off".

"My teacher" greeted the contestants. They were members of the sponsoring organization and were ready to supply each boy or girl with ingredients and utensils to make their local award worthy recipes.

"Now showing favorite shows stand in a line with their tables. It made an impressive sight and yet performance was the important feature of the day's event ahead."

"The artists will be first," said one of the staff members. "March the judges will learn a few tricks from the other ones."

Five girls first at their stations. A big teacher helped them get on a tall chef's hat. They found their names with large posters bearing their names on tall hanging racks. The three annual Wisconsin area cook-off was off to a good start.

Karen Ulness, a 9-10 year Manitowoc county made three batches of pastry for a dessert called "Rhuberry Royal." One was for the judges and the other in case something happened. A hat of fluffily cut rhubarb made a special appearance at Karen's table at the contest.

Starr Lee Bridge made the pastry and spectacular looking dessert called "Cherry Cheesecake Pie." She is a 10-11 year DeKalb county Illinois.

Veret arena filled the air in Joyce Lipson of Milwaukee county made a sweet bread called "Golden Honey 'N' Raisin."

"The girl the loaves enough to let the oven keep her through warm white and large round a real deal," said her mother.

by
Gladys Fossum

Frozen Kahlua is main ingredient for award winning dessert made by Karen Ulness, Manitowoc county. She has studied her preparation and preservation to 4-11 projects and home items check for positive team.

Karen Mueller of Dodge county was one of the first to finish her dish for judging. It was a casserole called "Banana Almondine Torte." The baking seemed to be appreciated as the look for complete set of the oven.

James Robinson, Craig Fremont of Wisconsin county, Illinois was the only boy in competition. With egg and cream on his mind, early to finish a cake of creaming sherry. She then was called "Baking Beauties."

The first seven of seven contestants of 1961 contest kept the small of yeast along the main course type pastry without "Almond Biscuits."

My Don-At Roseau of Manitowoc county and Mrs. Arthur Korman of Wisconsin county voted positively as daughters Susan and Carol made "Billet theorem" and "Signature Mocha-Salmon" for the judges. Mrs. Roseau and Mrs. Korman are 4-11 bakers and have helped many 4-11 club members make plans for demonstrations.

Eight girls went home with congratulations. A ninth, Joyce Lipson has a big day ahead of her when she will compete with about fifty other contestants as top seven winner. She and Craig Fremont, the junior winner, will represent the area when they make their recipes for national competition.

See the following recipes that were made by local winners Karen Ulness and Starr Lee Bridge.

Rhuberry Royal

- 1 cup sifted flour
- 1 tsp. double acting baking powder
- 1/2 tsp. salt
- 2 tbsp. butter
- 1 egg, beaten
- 2 tbsp. milk
- 2 cups raw sliced rhubarb
- 1 pkg. strawberry flavored gelatin
- 1 cup sugar
- 1 cup flour
- 1 cup melted butter

Novelty dessert resembles moon pie. Starr Lee Bridge, DeKalb county, Illinois. Heat main pastry, fill it with cheese mixture and covered it with bright cheese sauce.



Figure 1.4

Food Page

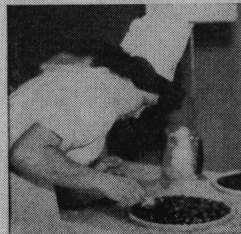
Sift flour, baking powder, and salt together. Cut in butter; stir in egg and milk. Put pastry into bottom of pan about 10 inches square. Spread rhubarb evenly over pastry; sprinkle with gelatin. Top with mixture of sugar, flour and butter. Bake in moderate oven, 375 degrees F., for 45 to 60 minutes. Makes 6 to 8 servings.

Cherry Cheesecake Pie

- 1 cup sifted flour
- 1/2 tsp. salt
- 1 cup shortening
- 2 or 4 tbsp. cold water
- 1 cup sugar
- 2 ea. pkg. softoiled cream cheese
- 2 eggs
- 1 tsp. vanilla
- 1 cup chopped walnuts
- 50 ea. cran frozen cherries, thawed
- 1 cup sugar
- 1 tsp. cornstarch
- 1 tsp. salt
- 1 tsp. almond extract
- 1 tbsp. butter
- Few drops red food coloring

Sift flour and salt together. Cut in shortening until mixture resembles fine sand. Sprinkle with cold water. Turn lightly with fork until particles are moistened. Press dough in ball; roll 1/2 inch thick in lightly floured board. Transfer to 12 inch pizza pan and flute edges. Cream sugar with cream, cheese, blend in eggs and beat until smooth. Add vanilla and milk. Pour over pastry and bake in moderate oven, 350 degrees F. for 30 to 35 minutes.

Spriced with topping, made as follows. Combine sugar, cornstarch and salt. Add to cherries. Cook, stirring constantly, over low heat until thickened. Add almond extract, butter and coloring. Spread over baked crust and filling. Bake an additional 10 minutes. Cut in wedges and serve warm. Makes 6 to 8 servings.



Recipes Pull Women In

Farm women continue to read food copy, especially if there is a local angle. This Home Department lead page addressed to "Young Cooks" actually scored almost as well with older women as it did with younger ones.

21-34 years 50 and up

Read Most 84.8% 76.3%

The photo (upper right) of the Wisconsin farm girl, Karen Ulness of Manitowoc County, drew the attention of 90 per cent of the women readers of the issue.

Wisconsin Agriculturist, April 15, 1961

Page Score

Women 90.5%