What Kind of Illustration?

In the early days of farm papers, the problem of illustration was no problem at all. Hardly any photographs or drawings were used by the editors. Advertisers relied on stiff drawings that often looked like bad woodcuts.

There have been marked changes in the use of illustrations over the years. More cuts, bigger cuts and more local farm shots are used now.

Take, for example, the third and fourth issues of March, 1930, *Wallaces Farmer* (March 15, 68 pages and March 22, 42 pages). At that time, the paper came out every week. These issues can be contrasted with the second issue in March, 1960 (March 19, 104 pages).

In 1930, we ran seven Iowa farm pictures, with a total area of 82.75 square inches or 11.82 square inches per cut. In 1960, we ran 22 Iowa farm pictures with a total of 369 square inches and an average of 16.8 square inches per cut.

These figures do not include the cover. Neither do they include pictures that did not meet the test of being taken on Iowa farms. In 1930, for instance, there was
a picture page of the editor's visit to Hungary. There were also unidentified pictures of livestock and crops.

The most striking change probably is the use in 1960 of one big illustration on a page article. In 1930 and earlier, several small cuts often would be strung together.

A check of the November, 1930 and November, 1960 issues shows much the same results.

When we began readership testing, farm pictures were still enough of a novelty that almost any kind of photograph got attention. Today, the farm public is used to pictures. Many take *Look* and *Life*. Competition for attention is keener. A poor illustration isn't noticed as readily.

What makes a good illustration for a state farm paper? One farm woman gave this clue, "The first thing I do is to look through the paper and see if I know anybody in the pictures."

What she wants is a picture of somebody she can recognize. If she finds Cousin Jack Smith of Decatur County pictured in one photograph, she is pleased. If she has relatives in Calhoun County and sees a picture of some farmer, unknown to her, from that county she may say to herself, "He lives near Aunt Martha's. She probably knows him."

This local angle is pointed up by a question asked of a sample of Iowa readers by Starch in March, 1960. "Have you ever seen (in *Wallaces Farmer*) an article or a photograph about someone you know?" And 72.5 per cent said, "Yes."

How important is this local angle on photographs to advertisers? We have run tests in both Iowa and
Wisconsin to see whether readers respond better to a photograph of a home state farmer than to a photograph of an outlander.

One advertiser gives this answer, "If you have a testimonial and photograph of a farmer in Iowa, play up the address to the Iowa audience. If the photograph and testimonial belong to a farmer in Illinois, play down the address to an Iowa audience."

Our splits indicate that a local address helps a little. But, the main thing is to have the person photographed doing something that makes sense in terms of the state where the ad appears. An Illinois hog farmer, shown with his herd of hogs, will do well in Iowa. But a wheat picture from South Dakota will not impress an Iowa audience.

Another old rule still holds! Men look at pictures of men, and women look at pictures of women.

This is one reason why we like family shots when we can find a reasonable pose. Fortunately, women are around the farm frequently, and it isn’t too hard to find an excuse for getting a woman into a man’s picture.

How do we rank cartoons and drawings in editorial or advertising copy? Editorially, we use cartoons to slow up readers as they go through the book. But, we don’t use cartoon treatment of illustrations of articles. The exception is the cartoon used on the editorial page of Wisconsin Agriculturist (Figure 4.12). This seems to have some value in pulling younger readers into the editorial page.

A few advertising splits using cartoons versus photographs indicate that farming is serious business. The photograph usually wins.
What about drawings? We have used sketches instead of photographs in layouts of editorial copy and each time wished we hadn’t.

This is also true for ads. A photograph ordinarily outpulls a drawing. The one notable exception was a John Deere ad in *Wallaces Farmer* (September 30, 1958). Here the drawing scored 47 for men against the photograph’s 39. Note, however, that the drawing used heavy lines and came closer to the weight of a photograph than the usual drawing.

Another test of photograph versus drawing came in the Starch scores in the October 17, 1959 issue of *Wallaces Farmer*. Of three page hog feed ads, one used drawings of the two farmers whose experiences were quoted. The other two used the standard photograph of the farmer quoted.

<table>
<thead>
<tr>
<th></th>
<th>Noted, Men</th>
<th>Read Most, Men</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Drawing ad</strong></td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Photograph ad (1)</strong></td>
<td>36</td>
<td>10</td>
</tr>
<tr>
<td><strong>Photograph ad (B)</strong></td>
<td>36</td>
<td>11</td>
</tr>
</tbody>
</table>

Is one big picture better than several small ones? The answer is what you would expect. For example, a Certified Alfalfa Seed Council ad in *Wallaces Farmer* (January 16, 1960) showed one big picture versus five small ones. For men, scores were 32 for the ad with the big picture against nine for the ad with the five small pictures.

A slightly different approach was used on a cover in *Wallaces Farmer* (March 1, 1947). We played up a picture of a farm family going to the movies and accompanied it with a small picture on a different theme. In the B version, we used four pictures of equal size.
The B version did not do as well as A. Men's page score for A was 76.1 and for B, 67.7. The principal lesson however was that neither cover did especially well. Probably if we had left out the small picture in A and concentrated on one photograph — it happened to be a good one — the cover would have made more impression.

We tried a page layout illustrating the theme “How Iowa Farmers Vote” in *Wallaces Farmer* (November 4, 1950). Eight pictures were used — all about the same size — and not much text. The page score was 62.5 for men and 62 for women. It seemed clear that we would have done better to play up the most interesting photograph and to give the design a center.

Should a feed company run a picture of its president, or a picture of a hog eating its feed? Another possibility is to have the president on all fours eating the hog feed, but nobody yet has managed to get that kind of copy approved. It still happens that the ego of a company head (or the flattery of an agency) leads to the kind of copy where the principal illustration is a photo or drawing of President John K. Doe looking important.

We had a good example of this some years ago. The score for the page ad was 18.6 for men, which established some kind of record. This same company, using more rational copy in 1959, pulled 42 per cent for men on a page ad.

Does the composition of a picture help reader response? It probably does, but we have done little testing. One inadvertent test came in *Wallaces Farmer* (November 19, 1960). The cover split showed different arrangements of the same picture (Figures 4.6, 4.7).
In A was a close-up of a farmer in the hog lot, with hogs also prominent. In B was a close-up of hogs, with the farmer in background. Since the A arrangement was the conventional one, we wanted to see whether a shift away from the farmer toward the livestock would help.

Results were ambiguous. On the non-reader basis, B was better; that is, it attracted more readers. On score by readers, there was a little difference but A got the edge.

Professor Rodney Fox of the Department of Technical Journalism at Iowa State University at Ames commented:

The hogs were played up about the same in both pictures. The play given the man was the only real variable.

There may be one factor you didn't consider. In A, the man and the hogs compete for attention. The resulting tension is somewhat unpleasant.

In B, the man has been subordinated to the hogs. The resulting effect is not disturbing—in short, I think B has more pleasing composition.

It would be interesting to know how readers would have reacted had the man dominated the picture in A with the hogs subordinated to a weak background position function. And it would be interesting to know how the readers would have reacted had the hogs dominated the picture with the man even more subordinated than he is in B.

And it would be interesting to know how a non-farm audience with only the most casual interest in hogs might react.

I would have expected A to make a better showing than it did because I'm so deeply convinced of the interest of people in people. Can it be that composition is a quite important factor even in news type pictures? (1)

Editors at times mutilate a big cut by overprinting a head, cutting out a chunk to permit use of a caption, etc.

Advertisers fall into the same trap. In Wallaces
Farmer (November 3, 1951) Moorman ran a page ad on hog feed. In the B version, the picture filled the page, but a big area in the middle of the lower center of the cut was cut out and copy inserted. In the A version, an unmutilated three-column cut was used with sales copy running in the fourth column.

The A picture outscored the B picture with men 54 to 41. The page as a whole (Any This Ad) scored 59 for A, 42 for B.

The advertiser threw away some of the benefits of this good start, however, by putting the sales copy column on the left instead of next to the gutter and by using type that was too small on the sales copy. As a result, the Read Most scores of A and B were almost even. (2)

What value are thumbnail cuts? Wallaces Farmer (November 21, 1959) ran a two-column article on corn, with no illustrations, against the same article illustrated by thumbnails of four farmers quoted in the article (Figures 4.8, 4.9). Men scored like this:

<table>
<thead>
<tr>
<th></th>
<th>No cuts</th>
<th>4 cuts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any Page</td>
<td>65%</td>
<td>82%</td>
</tr>
<tr>
<td>Read Most</td>
<td>54</td>
<td>72</td>
</tr>
</tbody>
</table>

This outcome wasn’t difficult to predict. A tougher problem in the same issue dealt with a two-column article which started on the left-hand page, had one two-column cut and ran over in a column on the right-hand page.

It did not help to add a thumbnail to the left-hand page which already had an illustration. But, the thumbnail on the runover against no cut at all on the runover apparently helped women’s readership.
The monotony of the standard two-column layout probably needs relief. We tried one way by getting more depth on the cut. In A, it was four inches deep; in B, six inches. There was no other change. This experiment in Wallaces Farmer (January 16, 1960) indicated a modest gain for the deeper cut (Men 60 A, 72 B).

Wisconsin experiments on whether to put the head above or below the two-column cut at the top of page also may be related to monotony. The head above the two-column cut did better than the head below. Since most of the articles used the second style, this may be a tribute to change.

On page copy, we got a somewhat different response. Here the conventional style of ads and editorial matter is to put a big cut at the top of the page. Yet an ad in Wallaces Farmer (September 20, 1958) gave a better score to copy at the top of page and cut at the bottom than to the reverse layout.

Another attempt to break the monotony of the standard two-column article was to set copy in 10-point, 22 picas wide, instead of two columns of 9-point each 12 picas wide. Only a slight gain for the 10-point was indicated. Yet we suspect that the change of pace may have made the book as a whole look more attractive.

"Cook's Corner," with recipes, always scores high and therefore probably needs no help. Yet we tried in Wisconsin Agriculturist (November 7, 1953) an A version with illustrations set into the recipes; B was all type. There was no difference in score.

For a two-column cut, should the print be trimmed
down to the principal figures or should a good deal of background be permitted? Splits on this came out as one would expect. The picture cut down to the essentials always won. A cut 24 picas wide is too small to permit much background. The same thing is more emphatically true of a 12 pica cut.

Does "What's Ahead" (the economic outlook department) need help from an illustration? Wallaces Farmer (January 16, 1960) found that adding the illustration made no difference. Wisconsin Agriculturist, in earlier tests, found the illustration helped and changed layout accordingly.

For outside comment, note the following from the Research Department, Curtis Publishing Company. (3)

"Whenever possible, it is better to use photographs rather than sketches to illustrate an article.

"Art-work illustrations seem most successful in attracting readers when they are clear and realistic, as nearly photographic in quality as possible.

"While cartoons as separate features are immensely popular, using them to illustrate a piece seems to result in lower readership than the use of the conventional photographic treatment does."

* * *

Our own summary (we agree with the Curtis statement above) might add these points:

1. Use pictures of farm men and farm women in working clothes occupied in farm or household chores. (Getting women to act as subjects without prettying up as if for a trip to town is a hazard for the photographer.)

2. A big picture is worth three small ones.

3. Every picture used should be identified — "This is John
Smith who farms 200 acres in Blank County, Iowa. He thinks hog prices are going down." Put the caption under the cut.

4. Farmers aren't always farming. Human interest pictures of farm families at play, on vacation, at the fair, give variety.

5. Never line up the officers of an organization in a row and take their pictures. Such photographs bring low scores.

6. Take three or four times as many good pictures as can possibly be used in the paper. Then sort for the best. (4)
How Farm People Vote

Before every election, Wallaces Farmer and Wisconsin Agriculturist sample rural-farm townships and interview farm people. This page scored well because:

1. **The theme was timely, and the election was only a few days away.**
2. **One big picture dominated the page.**
3. **Black head and black box on yellow background drew some eyes.**

This survey, incidentally, indicated that Eisenhower would get 53 per cent of the farm vote in Wisconsin. In the actual tally, he got 55 per cent.

*Wisconsin Agriculturist*, November 3, 1956
Photograph Outscores Drawing

The sketch in B pulled down the over-all page score with both men and women. Other experiments show the same results. A photograph almost always outpulls a drawing.

But notice something else. Moving the sales copy in B to the upper left, where the eye is apt to look first, made up for the damage done by the sketch.
Figure 4.3

Page Split B

Page Score

Men 28%
Women 16%

Sales Copy, Read Some

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Women</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

Would it pay to put the copy in the upper left, as in B, and use a photograph (as in A) elsewhere on the page?

Wallaces Farmer, January 16, 1960
NEW MASTITIS OINTMENT EMPLOYS REMARKABLE DRUG TO BOOST ANTIBIOTIC EFFICACY

Here's the big reason why BOVITRIN— the new mastitis ointment from Merek—is in a class by itself! Because BOVITRIN contains a drug 2,000 times more soluble than similar ingredients in other mastitis products.

BOVITRIN spreadly diffuses throughout the udder. By reducing intercellular fluid, effective antibiotic action is boosted. BOVITRIN reduces swelling and the formation of scar tissue ... helps healing quarters return to full production faster.

Yes... it's the solubility of BOVITRIN that helps carry these powerful antibiotics to overreacted-inflamed tissue!

Penicillin—highly effective against the organisms which are responsible for up to 25% of mastitis.

Dihydrostreptomycin—active against other bacteria, including the troublesome E. coli.

Neomycin—works to control pathogens usually resistant to other antibiotics.

BOVITRIN is easy to use and economical. You can buy 8 Ct. single-dose tubes individually, or in the money-saving 24-packs.

Remember—Preservatives is still your best defense against mastitis. BOVITRIN is not your best defense to control it!

**Figure 4.4**

**Split Page A**

**Ad Score**

Men 20%

Women 7%

**Cow Versus Test Tube**

The cow won. And the superiority for B helped other parts of the ad:

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head</td>
<td>15%</td>
<td>28%</td>
</tr>
<tr>
<td>Picture</td>
<td>17</td>
<td>33</td>
</tr>
<tr>
<td>Sales Copy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Read Some</td>
<td>11</td>
<td>26</td>
</tr>
</tbody>
</table>
Of farmers who were having trouble with mastitis in their herds, 41.2 per cent Read Some of the B copy. Of those with NO trouble with mastitis, only 11.1 per cent Read Some of the A copy.

Of farmers with big herds (30 cows and up), 21.4 per cent Read Some of the B copy. Only 5.3 per cent had Read Some of the A copy.

Full details on this split appear in Chapter 16, pages 223–27.
## Man Versus Hogs

Sometimes farmers who are hog raisers are more interested in hogs than in people. But here we found a slight edge for the cover that played up the farmer. What would have happened if we had played up a hog in B and had left the farmer out of the photograph?

Read Some scores on sales copy also gave A (man) the advantage:

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>80%</td>
<td>73%</td>
</tr>
<tr>
<td>Women</td>
<td>43</td>
<td>36</td>
</tr>
</tbody>
</table>

---

**Figure 4.6**

**Cover Split A**

**Page Score**

**Men 97%**

**Women 86%**
B has one claim to superiority. There were fewer non-readers in the B group than in the A group. Perhaps the hog picture had some value here in converting possible non-readers into readers.

Both A and B scores were good. You can't lose in an Iowa farm paper by putting hogs on the cover—with or without a farmer.

Wallaces Farmer, November 19, 1960
Figure 4.8

**A**

No Cuts

Read Most

Men 54%

**This corn crop is a problem!**

A lot of corn is still standing; and some may spoil in the crib.

Weather was almost ideal for growing corn in Iowa this year—but harvesting the bumper crop is a different story. About half the corn is still in the field. That isn't the whole story, though; some of the corn now in the crib may be carrying too much moisture to store safely.

The cold, wet weather that has hung on in the state during the last month practically brought corn picking to a standstill.

During the second week in November, only 45 percent of the corn acres had been harvested. This compares with about 90 percent a year ago. The greatest amount of corn still standing is located in south-western and south-central Iowa.

Certainly, no one has written this wet corn off yet. But field losses will go up now as more of the corn begins to lodge and drop ears.

"I decided early this fall to let my corn stand in the field until it was good and dry," says one young farmer in Van Buren county, Iowa. "Now I'm not so sure that I did the right thing."

The problems aren't limited to those folks who have corn standing in the field.

Some folks did just the opposite of the Van Buren county man. They decided to go ahead and pick and store the corn even though the high moisture content made it risky. They wanted to get it out of the field.

Warm weather in late fall could mean spoilage. Most danger to the corn cribbed too wet will come next spring, when it thaws out.

Richard Seely, Adair county, Iowa, faces this problem. But he's not without a solution.

"If the moisture doesn't drop to a safe level during the winter, I'd shell the corn and dry it artificially," he says. "I decided that leaving the corn in the crib was better than waiting too long for some decent field drying weather."

Farmers with a livestock operation have less of a problem. High moisture corn makes excellent feed, and can be used for that if there is a threat of spoilage present.

Nels Fuglsang, Cass county, Iowa, and son, Charles, have another option available. By spring, they'll have used up a lot of the feed now in their air-tight silo.

"If the corn isn't dry enough next spring, we can shell and store it in the silo," explains Nels Fuglsang.

"Dryers over the state may get a good work-out this fall and next spring," says Dale Hall, extension agricultural engineer at Iowa State University. "There is a lot of corn cribbed that tests well over 20 percent moisture."

What about sealing corn this fall?

There is plenty of corn that won't meet the moisture standards. To get a government loan, the maximum content at the time of testing includes: November thru February, 20 percent; March, 19 percent; April, 17 percent; May, 15 percent.

If corn exceeds these limits, it can't be sealed at that time. However, it can be restored at a later date.

Corn sealed on a purchase agreement can test up to 23 percent. This corn won't be called for until late next summer, however, and some artificial drying may be necessary to prevent spoilage.

"I have a lot of ventilators in my crib that will help if I get good drying weather this winter," says Harold Van Zee, Marion county, Iowa. "The corn won't be dry enough for a government loan this fall."

Harvest is coming behind schedule on other crops, too. There are still some fields of soybeans and grain sorghum standing in the state.

The enormous corn crop caught some folks without enough storage space, too. Corn is everywhere—in temporary cribs of snow fences, in new permanent structures, and in huge piles on the ground.

Oswald Daniels, Hamilton county, Iowa, has an estimated 4,000 bushels piled up in his backyard. Much of this corn will be fed this winter.

More corn is now being picked and shelled right in the field this year, too. Corn containers, shelling equipment that move on a standard pole, and trailer type shellers all were used more extensively this fall.

Most folks using this method, and picking at high moisture content, are equipped for artificial drying. Spoilage next spring isn't a problem with them.

If you have corn in your crib that is a problem, it might be wise to make arrangements now for having it artificially dried. Demand might be pretty strong for custom operators next spring.

(1)

[78]
This corn crop is a problem!

A lot of corn is still standing; and some may spoil in the crib

Weather was almost ideal for growing corn in Iowa this year—but harvesting the bumper crop is a different story. About half the corn is still in the field. That isn't the whole story, tho—some of the corn now in the crib may be carrying too much moisture to store safely.

The cold, wet weather that has hung on in the state during the last month practically brought corn picking to a standstill. During the second week in November, only 45 percent of the corn acres had been harvested. This compares with about 90 percent a year ago. The greatest amount of corn still standing is located in southernwestern and southwestern Iowa.

Certainly, no one has written this wet corn off yet. But field losses will go up now as more of the corn begins to lodge and drop ears.

Seley

I decided early this fall to let my corn stand in the field until it was good and dry," says one young farmer in Van Buren county, Iowa. "Now I'm not so sure that I did the right thing."

The problems aren't limited to those folks who have corn standing in the field. Some folks did just the opposite of the Van Buren county man. They decided to go ahead and pick and store the corn even tho the high moisture content made it risky. They wanted to get it out of the field.

Warm weather in late fall could mean spoilage. Most danger to the corn cribbed too wet will come next spring, when it thaws out.

Richard Seley, Adair county, Iowa, faces this problem. But he does have a notation figured out if it's needed.

"If the moisture doesn't drop to a safe level during the winter, I'll glad the corn and dry it artificially," he says. "I decided that hav- ing the corn in the crib was better than waiting too long for some decent field drying weather."

Farmers with a livestock operation have less of a problem. High moisture corn makes excellent feed, and can be used for that if there is a threat of spoilage present.

Nels Fuglsang, Cass county, Iowa, and son, Charles, have another option available. By spring, they'll have used up a lot of the feed in their air-tight silo.

"If the corn isn't dry enough next spring, we can shell and store it in the silo," explains Fuglsang.

"Dryers over the state may get a good work-out this fall and next spring," says Dale Hull, extension agricultural engineer at Iowa State University.

"There is a lot of corn cribbed that tests well over 30 percent moisture."

What about sealing corn?

There is plenty of corn that won't meet the moisture standards. To get a government loan, the maximum content at the time of testing includes: November thru February, 28 percent; March, 19 percent; April, 17 percent; May, 15 percent.

If corn exceeds these limits, it can't be sealed at that time. However, it can be retested at a later date.

Corn sealed on a purchase agreement can test up to 23 percent. This corn won't be called for until late next summer, however, and some artificial drying may be necessary to prevent spoilage.

"I have a lot of ventilators in my crib that will help if I get good drying weather this winter," says Har- old Van Zee, Madison county, Iowa. "The corn won't be dry enough for a government loan this fall."

Harvest is running behind schedule on other crops, too. There are still some fields of soybeans and grain sorghum standing in the state.

The enormous corn crop caught some folks without enough storage space, too. Corn is everywhere—in temporary cribs of snow fences, in new permanent structures, and in huge piles on the ground.

If you have corn in your crib that is a problem, it might be wise to make arrangements now for having it artificially dried.

Figure 4.9

Thumbnails

Read Most

Men 72%

four thumbnail cuts of men mentioned in the article.

Results of the split, for men, follow:

(No cuts) (Thumbnail)

A 54 72

B 63 82

(Walaces Farmer, Nov. 21, 1959)
Square Cut Versus Cutout

Does it pay to cut away background on a photograph and play up the central figure?

But what is the central figure? Would it be better to play up a cow instead of the farmer?

While the picture in A outscored the cutout in B, the sales copy in B pulled up a little ahead of A.

<table>
<thead>
<tr>
<th>Sales Copy</th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read Some</td>
<td>24%</td>
<td>27%</td>
</tr>
</tbody>
</table>
What kind of farmers read A and B? This may be more important than the total score.

Farmers with 30 cows and up:

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read Some Sales Copy</td>
<td>31.6%</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

Farmers who sold Grade A milk gave A a Read Some score twice as good (42.4 per cent to 20.8 per cent) as B.

_Wisconsin Agriculturist, October 3, 1959_
Editor's Viewpoint

Deadline Coming Up!

As usual, we'll be busy wrapping up all the latest news and events in our region. Make sure to submit your stories and photos by the deadline to ensure they get the attention they deserve.

Congress Won't Pass Any Good Farm Bill This Session

While the 2023 Farm Bill negotiations are underway, the House and Senate are far from reaching a consensus on key issues. Without a comprehensive farm bill, agriculture policy will remain uncertain, impacting farmers, consumers, and rural communities across the U.S.

Cartoon Versus Photo

Photographs usually outscore cartoons on our papers, but not on the editorial page of Wisconsin Agriculturist. The cartoon shown above in A outscored a B page in which a photograph was used in place of the cartoon.

Did the higher score for the cartoon pull up readership on the editorials? Editorials near the cartoon scored 5-10 points higher than the same editorials on the page with the photograph. Short items at the bottom of the page (farthest from the cartoon) showed less difference.
The main value of the cartoon was in its appeal to younger readers and particularly to younger men.

**Cartoon**  
Men 21-34 years 75%  
Photograph  
Women 24%

An earlier split showed a similar advantage for the editorial page cartoon with younger readers.

*Wisconsin Agriculturist, April 4, 1959*