

4.

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 wood cuts.

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.

	Noted, Men	Read Most, Men
Drawing ad	20%	4%
Photograph ad (1)	36	10
Photograph ad (B)	36	11

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:

	No cuts	4 cuts
Any Page	65%	82%
Read Most	54	72

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)



"Republicans will win as long as Ike's health is good." Mike's Art Rubin, Front St. Law County, has seen many other voters. Rubin doesn't want Mike to prevail.

Figure 4.1

Margin is slim but

Farmers Pick Ike Over Adlai

WISCONSIN farmers still like Ike. The president continues to hold an edge over Stevenson as the campaign draws to its close.

In fact, there is some reason to believe that Ike made slight gains in the final weeks. At any rate, he was getting over 50 percent of the farm vote as of October, when the final poll was conducted.

The October poll found the getting 51 percent of the farm vote, Stevenson 46 percent, with 4 percent still on the fence.

Here is noted that this was three weeks before election day. Lots of things can change people's minds between then and November 6.

The figures above include only those voters likely to go to the polls. A larger or smaller turnout would change this. And, of course, no one knows how the undecided votes will jump.

What Ike does have a number of a lead over Stevenson, his possibility to stay below what it was in 1952. At that time the president pulled almost 60 percent of Wisconsin's farm vote.

Of those who voted for Ike in 1952, about 22 percent now say they will vote for Stevenson. That's quite a large switch to the Democrats.

At the same time practically none of those who voted Democratic four years ago will now switch to Eisenhower.

Wisconsin's Agricultural is very interested in the reasons why farmers vote as they do. "What issues are important to them?"

The paper issue is certainly important. That's why farmers were asked each party day through would be the best job of preventing another war. They answered:

Republicans	50%
Democrats	4%
No difference	57%
Undecided	12%

Of those who think that the Republicans are more likely to keep peace, 53 percent will vote for Eisenhower. Another 13 percent will vote for Stevenson.

It looks like the Republicans have rubbed a lot of votes on the peace issue. That is especially true as far as the women's vote is concerned.

You will notice that quite a few people think that there is no difference between the parties as far as peace is concerned. Others are undecided.

Those two groups went quite heavily for Stevenson. It shows that Stevenson is very strong with those who are neutral on the peace issue.

On the subject of farm income the Democrats had a decided edge among the state's farmers. They were asked, "Which party will do the best job of raising farm income?" They answered:

Republicans	21%
Democrats	26%
No difference	41%
Undecided	12%

On the issue of farm indebtedness farmers give a lead for Adlai to the Democrats. They feel that the Democratic party is more likely to be help to farmers.

Those who picked the Democrats on the above questions were overwhelmingly for Stevenson. It was 87 percent for Stevenson and only 10 percent for Eisenhower.

It appears that people are voting for Ike because he has kept us out of war. Those who vote for Stevenson do so because they think that the Democrats lead farmers better.

There are many other issues of course. What issue people, the president's health, might be a factor.

When it comes to a choice for vice-president, Edna Kefauver is running far ahead of Richard Nixon. Thirty-six percent prefer Nixon, 45 percent choose Kefauver and the other 19 percent are undecided.

It would seem that Kefauver is a great help to his ticket while Nixon is a definite drag on Eisenhower as far as Wisconsin farmers are concerned.

Results of the poll show that the peace issue is probably the biggest reason why the supporters will give him their vote.

At the same time, it's evident that the great personal popularity in the ground now which Ike Republicans have to take bid for the state's farm vote.

Page Score

Men 86%

Women 57%

WISCONSIN AGRICULTURIST POLL

How Farmers Would Vote for President

NAAF Poll Shows President Eisenhower and Vice-President Nixon for the Republicans are running against Stevenson and Kefauver for the Democrats. If preference voting, 75% of farm would vote for their own.

Eisenhower and Nixon	51%
Stevenson and Kefauver	45%
Undecided	4%

How Farm People Vote

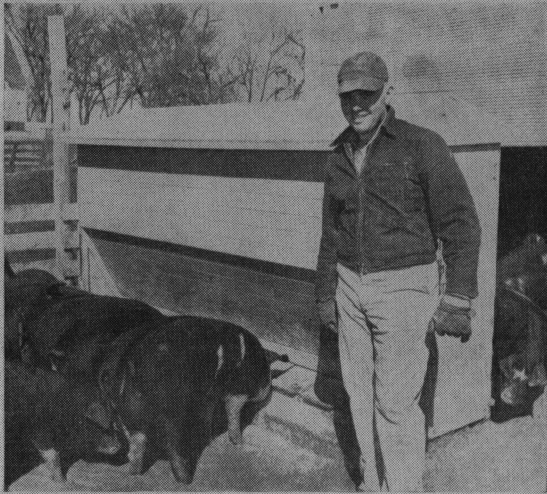
Before every election, *Wallaces Farmer* and *Wisconsin Agriculturist* sample rural-farm townships and interview farm people. This page scored well because:

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.



MORE PROOF...IT PAYS TO FEED PURINA



Langworthy, Iowa, Purina feeder

Galen Helgens produces pork for \$9¹⁵ per cwt.

Galen Helgens, Langworthy, Iowa, grows up in the hog business. He now sweeps 32 acres and follows a multiple farming system. Hogs are finished out in a Purina Pig Parlor.

Records on 81 pigs from the time they weighed an average weight of 120 pounds until they went to market at an average weight of 260 pounds show a feed cost of only \$9.15 per cwt. to put on 150 pounds of pork. They made remarkable daily gains...an average of 2.56 pounds per pig!

Low feed cost per hundred pounds of gain, big daily gains...that's the report we get from Purina Hog Program feeders everywhere. They get these results because the results are built in by years of painstaking Purina Research.

When you feed the Purina Way, the research behind Purina Chows is one of the "extras" you get. Another is the practical help and depend-

able service you get from your Purina Dealer. Visit your Purina Dealer...at the Store or Mill with the Checkboard Sign. Ask him to tell you more about the Purina Hog Program and valuable services he offers his customers.



Galen Helgens' Purina Pig Parlor holds 120 pigs. It is constructed with an extra gate to front of the building so Galen Helgens says of the feed that just by the door, he would build a road over the entire area.



FEED PURINA... YOU CAN DEPEND ON THE CHECKERBOARD FOR

QUALITY...SERVICE

Figure 4.2

Page Split A

Page Score

Men 47%

Women 42%

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%

**MORE PROOF...
IT PAYS TO FEED PURINA**

Langworthy, Iowa,
Purina feeder

Galen Helgens


produces pork
for \$9¹⁵ per cwt.

Galen Helgens, Langworthy, Iowa, grew up in the hog business. He now breeds 50 sows and follows a multiple farrowing system. Hogs are finished out in a Purina Pig Feeder.

Records on 51 pigs from the time they weighed an average weight of 136 pounds until they were finished at an average weight of 296 pounds show a feed cost of only \$9.15 per cwt. to put on 160 pounds of pork. They made remarkable daily gains — an average of 2.26 pounds per pig!

Low feed cost per finished pounds of gain, but daily gain... that's the report we get from Purina Hog Feeder breeders everywhere. They get these results because the results are built up by years of painstaking Purina Research.



When you feed the Purina Way, the standard, balanced Purina Chows is one of the "extras" you get. Another is the practical help and dependable service you get from your Purina Dealer. Visit your Purina Dealer... at the Store or Mill with the Checkboard Sign. And here to tell you more about the Purina Hog Feeder and valuable service he offers his customers.



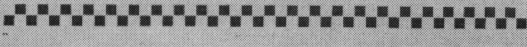
GALLEN HELGENS
Owns 180 acres of mixed land. Besides his commercial hog operation, which he raises to export and fatten, Helgens also milks 24 Holstein cows.

After graduation from high school at Mendota, Iowa, in 1942, Helgens served in the U. S. Army in the Korean campaign.

He is married and has one daughter. The happy Helgens family is pictured in the photo below.

FEED PURINA... YOU CAN DEPEND ON THE CHECKBOARD FOR QUALITY... SERVICE



Sales Copy, Read Some

	A	B
Men	11%	14%
Women	5	3

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 Merck—is in a class by itself! Because BOVITRIN contains a drug 2,999 times more soluble than similar ingredients in other mastitis products.

BOVITRIN speeds its diffusion throughout the udder. By reducing udder inflammation, effective antibiotic action is boosted. BOVITRIN reduces swelling and the formation of scar tissue...helps ailing quarters back to full production faster.

Yes...it's the solubility of BOVITRIN that helps carry these powerful antibiotics to even remote pockets of infection!

Penicillin—highly effective against the organisms which are responsible for up to 95% of outbreaks.

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 5 Gm. single-dose tubes individually, or in the money-saving 24 pack.

Remember—Prevention is still your best defense against mastitis. BOVITRIN is now your best weapon to control it!

THE MERCK
BOVITRIN
MASTITIS OINTMENT
WITH THE MERCK MARGIN OF SURETY

© MERCK & CO., INC., KENILWOOD, N.J.

WINDSOR AGRI-CULTURE

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:

	A	Men	B
Head	15%		28%
Picture	17		33
Sales Copy			
Read Some	11		26

Figure 4.5

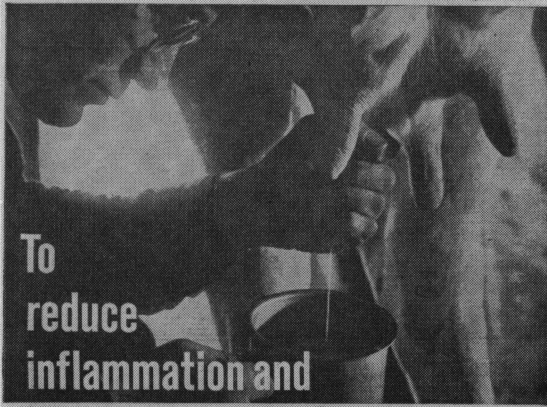
Split Page B

Ad Score

Men 32%

Women 7%

Strip exp shows faster return to normal milk production



To reduce inflammation and let 3 antibiotics attack mastitis

BOVITRIN Mastitis Ointment contains a steroid compound—2,000 times more soluble than steroids in other mastitis ointments.

No antibiotic can destroy bacteria it cannot reach. That's why prednisolone 21-phosphate is added to Bovitrin to help reduce the swelling and udder inflammation which so often block the effectiveness of even the most powerful antibiotics.

Here's how Bovitrin works to reduce mastitis:

- speedily diffuses throughout the udder
- suppresses acute inflammation
- helps a broad-spectrum combination of antibiotics reach even remote pockets of infection
- reduces the formation of scar tissue...gets infected quarters back to full production...faster!

Good Management Prevents Mastitis—Bovitrin Helps Control It!


Nothing on the market can do a better job for you in reducing the incidence of mastitis than improved herd management. However, should mastitis strike, there is no product more effective, or faster acting in controlling infections than BOVITRIN MASTITIS OINTMENT, Merck & Co., Inc., Chemical Division, Rahway, N. J.

Convenience and economy, too

BOVITRIN is available, wherever animal health products are sold, in 5 Gm. single-dose tubes. Be sure to ask your dealer for the economical 24-unit pack of faster-acting BOVITRIN.

For Maximum Protection against Scours... Right from Birth!

One or two SILEASORB® boluses a day, for three to five days, is all it takes to help prevent calf scours. Even in herds where the disease is a persistent problem, SILEASORB acts fast to protect your investment.

BOVITRIN[®] MASTITIS OINTMENT  **with THE MERCK MARGIN OF SURETY**

© MERCK & CO., INC. QUENBY 8-10-1959

25 B WISCONSIN AGRICULTURIST

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.

Wisconsin Agriculturist, October 3, 1959

Wallaces Farmer

NOVEMBER 19, 1960



IOWA'S LEADING FARM NEWSPAPER



Corn programs to help hogs

WHAT KIND of corn program for 1961? The Wallace-Farmer Poll asked farmers for their views. Justice Pelling of Boone county, Iowa (above), prefers no allotments and a dollar loan.

What do other farmers want? Which corn program would do most for hog prices? For farm opinions, turn to page 16. (A)

In this issue:

Farm voting by age, sex, religion
Iowa lags in brucellosis testing
Thanksgiving on a turkey farm

HOW DO YOUR PROPERTY TAXES COMPARE? — PAGE 11

Figure 4.6

Cover Split A

Page Score

Men 97%

Women 86%

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:

	A	B
Men	80%	73%
Women	43	36

Figure 4.7

Cover Split B

Page Score

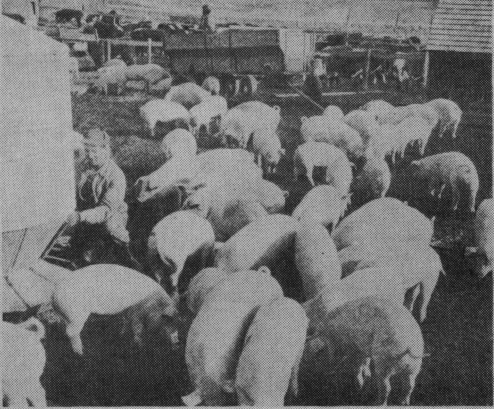
Men 90%

Women 75%

NOVEMBER 19, 1960

Wallaces Farmer

IOWA'S LEADING FARM NEWSPAPER



Corn programs to help hogs

WHAT KIND of corn program for 1961? The Wallace's Farmer Poll asked farmers for their views. Junior Polling of Boone county, Iowa (above), prefers no allotments and a dollar loan.

What do other farmers want? Which corn program would do most for hog prices? For farm opinions, turn to page 16. (1)

In this issue:
Farm voting by age, sex, religion
Iowa lags in brucellosis testing
Thanksgiving on a turkey farm

HOW DO YOUR PROPERTY TAXES COMPARE? — PAGE 11

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%

Thumbnails Help

What happens to readership when you add thumbnail cuts to a two-column story? The

A version, in this split, used the standard text but with no illustrations.

The B version, on the next page, inserts

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, too.

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 Seley, 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'll shell the corn and dry it artificially," he says. "I decided that having 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.

Niels 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 airtight silo.

"If the corn isn't dry enough next spring, we can shell and

store it in the silo," explains Niels 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 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 include: November thru February, 20 1/2 percent; March, 19 percent; April, 17 1/2 percent; May, 15 1/2 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 feed 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 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 fence, in new permanent structures, and in huge piles on the ground.

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

More corn was picked and shelled right in the field this year, too. Corn combines, shelling attachments that mount on a standard picker, and trail-type shellers all were used more extensively.

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.

FAHSEB

(A)

November 21, 1959

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.

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, though.

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



"If the moisture doesn't drop to a safe level during the winter, I'll shell the corn and dry it artificially," he says. "I decided that having 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.

Niels 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 airtight 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 20 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 include: November thru February, 20½ percent; March, 19 percent; April, 17½ percent; May, 15½ 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 Harold Van Zee, Marion 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 fence, 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

B

Thumbnails

Read Most

Men 72%

four thumbnail cuts of men mentioned in the article.

Results of the split, for men, follow:

	(No cuts) A	(Thumbnail) B
Read Some	63%	82%
Read Most	54	72

(Wallaces Farmer, Nov. 21, 1959)

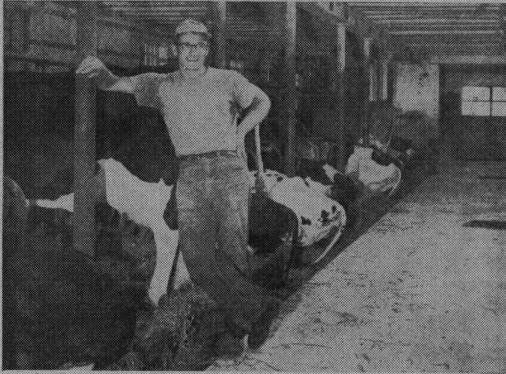
FARMER

(B)

November 21, 1959



MORE PROOF... IT PAYS TO FEED PURINA



Ben & Bernard Zinke show the milking of the Zinke prize cow, War Lord. War Lord is the father, Ben Zinke, also he supports that choice herd in the future.

Ben and Bernard Zinke's Purina-fed herd makes...

491,698 lbs. milk from 40 cows!!

For over 40 years, Zinke dairy cows have been fed Purina rations... and with good cause!

Year in and year out, Zinke cows have turned out a steady flow of milk at a profit. Last year the 40 cow herd made 491,698 lbs. milk available for sale.

Well-conditioned dry cows join the milking ring with a boning of reserve strength built in with Purina dry-cow rations, recover from calving quickly and produce through a long, steady lactation.

Strong, fast-growing calves, too, show the benefits of Purina calf rations. By the time they're four months old, they're almost halfway to feeding weight. Continuing on

Purina better rations, Zinke young stock are ready to breed early... produce at rapid, high-producing two-year-olds.

In recent years, the Zinkes have followed a practice of keeping cows in the barn (except for ewe-cows) all year round. Top-quality adults bred using with range supplements with balanced Purina-based milking rations to help cows avoid seasonal ups and downs in milk production, meet market needs most efficiently and profitably.

See your Purina Dealer for details of Purina's research-based dairy program, followed by the Zinkes and other top Wisconsin dairymen to help them feed their cows for profit.



FEED PURINA... YOU CAN DEPEND ON THE CHECKERBOARD FOR

QUALITY... SERVICE

Figure 4.10

Split Page A

Page Score

Men 61%

Women 26%

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.

	A	Men	B
Sales Copy			
Read Some	24%		27%

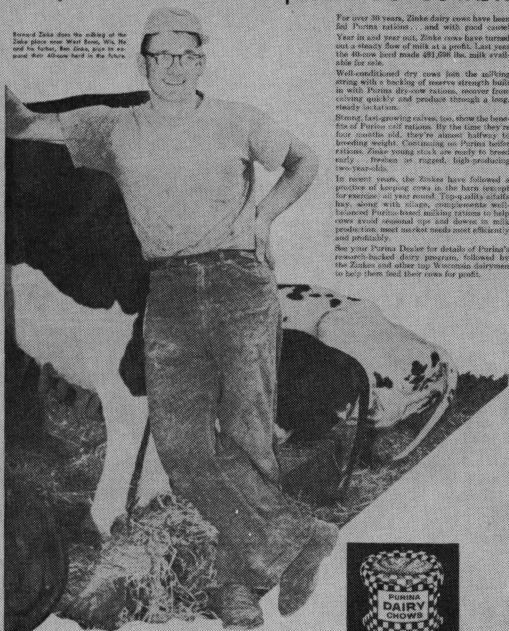


MORE PROOF...IT PAYS TO FEED PURINA

Ben and Bernard Zinke's Purina-fed herd makes...

491,698 lbs. milk from 40 cows!!

Several Zinke show the milking of the dairy place, near West Grove, Wis. The herd has 40 cows, 100 head in all and Ben allows herd in the barn.



For over 30 years, Zinke dairy cows have been fed Purina rations, and with good cause! Year in and year out, Zinke cows have turned out a steady flow of milk at a profit. Last year the Zinke herd made 491,698 lbs. milk available for sale.

Well-conditioned dry cows join the milking string with a backing of reserve strength built in with Purina dry-cow rations, ensure cows calving quickly and produce through a long, steady lactation.

Slender, fast-growing calves, too, show the benefits of Purina calf rations. By the time they're four months old, they're almost halfway to breeding weight. Continuing on Purina heifer rations, Zinke young stock are ready to breed early...breed as rugged, high-producing two-year-olds.

In recent years, the Zinkes have followed a practice of keeping cows in the barn except for special all-year round, Top-Kalita alfalfa hay, about with silage, complements well-balanced Purina based milking rations to help cows avoid seasonal ups and downs in milk production, meet market needs most efficiently and profitably.

See your Purina Dealer for details of Purina's research-backed dairy program, followed by the Zinkes and other top Wisconsin dairymen to help them find their own big profit.



FEED PURINA... YOU CAN DEPEND ON THE CHECKERBOARD FOR QUALITY... SERVICE

Split Page B

Page Score

Men 47%

Women 18%

What kind of farmers read A and B? This may be more important than the total score.

Farmers with 30 cows and up:

	A	B
Read Some Sales Copy . . .	31.6%	14.3%

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!

A "PULL" here! And along with the first signs of spring comes another deadline. For those of us who did not get our earlier \$13.50 tax return to pay our federal income tax.

For all of us it's time to look over our state income tax returns. And it hasn't been too long since we had to do our local property taxes.

"There are too many" sighs, "in general, our tax situation as we put the check in the mail box. And perhaps they are. But it should also remind us that we don't get anything free from government."

If we want government to consistently provide more and more services, then we must dig up more and more taxes.

When Congress or the state representative found, it's your money and mine that they are spending.



Figure 4.12

Congress Won't Pass Any Good Farm Bills. This Session

DON'T look for any important farm legislation this year. Congressmen and farm leaders have been striving to work out some kind of formula which will bolster farmers' income and yet not add to increasing surpluses. They disagree at the meeting points of having, storing, and disposing of our increasing farm surplus.

The hard facts are that high government prices stimulate production. If government overdoes higher support prices, it must be willing to either buy increasing supplies of surplus products or establish cost-limit quotas.

A more effective Public Law 480 type foundation could absorb off larger quantities of farm surpluses to foreign countries. Such well planned programs could help many underdeveloped countries build food habits and long range development programs.

Several plans to cope with farm surpluses have been looking up. The first is the acreage program. If too many remain.

Some farm leaders, for instance, would support school grants for food at low prices. Others believe for increased food at a much lower price. Other leaders argue that we should support production grants for domestic consumption at one price and let the price

of the crop going into world trade set the international market price level.

Another type of acreage system would support a given amount of each farmer's production. Any products he produced above this would sell at a free market price.

Such a program would do a great deal of good. It would guarantee farmers a reasonable price for a given production. It would not stimulate increased production by supply prices high for all he could produce. Over production would have to take the consequences of a lower price in the market place.

But the acreage system runs into opposition among many government officials and farm leaders.

Production payments take a great deal of support, too, the economists. They argue that it is much easier to let farm produce sell at the free level in the market place. Government would make up the difference by direct payment to producers.

There is no question that production payments would be a great deal simpler than the present program of buying up surpluses.

Many producers don't like the idea of getting paid directly from the federal treasury. They feel that such direct payments would in the end bring a severe criticism from taxpayers in general.

There's still talk of buying support prices and putting in an all-out program with real price in it.

But the real reality wants to reduce such involved restrictions. And it's doubtful if cutting back production this much would really benefit individual farmers.

It is possible that Congress may pass some simple farm bill this session. Law and it is sure to be vetoed. But it won't be passed to really help the farm situation. The better to let the voters back home the congressman's boots and lead and strong content in the right place.

There Are Some Farmers in Hawaii, Too

WE WILL soon welcome Hawaii into our ranks. It will start to be a member. It will add a dream long sought by the Hawaiian people.

The new state will be made of small water parcels and a large number of smaller islands.

Over the islands have a million acres of land up into the mountains of the island area of Hawaii. The farmers there and people live on the islands. It is more than a half of the population of our own state. It's predicted that the population will double in the next few years.

Most of us live on the islands as a tropical paradise where people go when they would be an acre from it all. And yet agriculture is quite important to Hawaii.

The largest single crop is sugarcane, with 321,000 acres. It would be about equivalent to the total acreage in Wisconsin devoted to soybeans, peaches, pears, apples and other crops.

Pineapples take up 77,000 acres, about the acreage of barley in our state.

The total agricultural products produced in Hawaii amounts to just under 500 million—roughly half the value of all primary products produced in Wisconsin.

WISCONSIN AGRICULTURIST AND GARDEN

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Quick Comments: Schools; Dairy; Trees

During the last decade Americans spent \$76 billion on public schools. During the same 10 years they spent \$10 billion for cars; \$13 billion for tobacco, alcohol and consumer; and \$17 billion for recreation.

Milk cows in this country were fed an average of 1,800 pounds of grain and concentrates in 1953. That's the first time annual feeding rate has gone over a ton per cow.

National Dairy Council is sponsoring a number of research studies on diet and heart disease. Two of those

are at the University of Wisconsin. One study will be on magnesium and blood vessel health, the other on the nutritional value of frozen dessert.

Cooperative leaders will attend the meetings around the state from April 8 to 14. Meeting places are Shawano, Beaver Dam, Stevens Point and Madison.

Wisconsin Tree Farms, part of a national organization, now number 17 and include about a million acres of woodland. Two farmers get technical aid and must practice good management of their timber.

Split Page A

Cartoon Score

Men 46%
Women 40%

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 outpulled 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.

Editor's Viewpoint

Deadline Coming Up!

APHIL here! And along with the first signs of spring comes another deadline. For those of us who did not pay earlier, it's time to pay our federal income tax.

For all of us it's time to look over our state income laws. And I haven't been too long since we had to dig up local property laws.

"Taxes are too lousy high" is generally our comment as we put the check in the mail box. And perhaps they are. But it should also remind us that we don't get anything free from government.

If we want government to constantly provide more and more services then we must dig up more and more taxes. When Congress or the state appropriate funds, it's your money and mine that they are spending.



"Taxes seem to inch upward a little more every year," says Philip Dorn, Wisconsin attorney.

Congress Won't Pass Any Good Farm Bills This Session

DON'T look for any important farm legislation this year. Congressmen and farm leaders have been striving to work out some kind of formula which will handle farmers' income and yet not add to mounting surpluses. They shudder at the mounting costs of buying, storing and disposing of our increasing farm surpluses.

The hard facts are that high contracted prices stimulate production. If government guarantees higher support prices, it must be willing to either buy increasing supplies of surplus products or establish new outlets.

A more effective Public Law 480 type legislation could reduce our larger quantities of farm surpluses to foreign countries. Such well planned programs would help our underdeveloped countries build industries and low range development programs.

Several plans to cope with farm surpluses keep bubbling up. The first is the cooperative system. It has many variations.

Some farm leaders, the business, would support what would be free at one price, but not going for increase feed at a much lower price. Other leaders argue that we should support products by domestic consumption at one price and, by the produc-

tion of the crop going into world trade, set the international market price level.

Another type of cooperative system would support a given amount of each farmer's production. Any product he produced above that would sell at a free market price.

Such a program makes a great deal of sense. It would guarantee farmers a reasonable price for a given production. It would not stimulate increased production by keeping prices high for all he could produce. Over production would have to take the consequences of a lower price in the market place.

But the bi-partisan system rules out cooperation among needy government officials and farm leaders.

Politicians generally have a great deal of appeal to the economist. They argue that it is much simpler to let farmers receive one set price in the market place. Government would make up the difference by direct payments to producers.

There is one question that production payments would be a great deal simpler than our present program of buying up surpluses.

Many producers don't like the idea of getting paid directly from the federal treasury. They feel that such direct payments would be the end being a severe criticism from taxpayers in general.

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are at the University of Wisconsin. One study will be on magnesium and blood vessel health, the other on the nutritional value of frozen dehydrated milk.

Cooperative leaders will attend the meeting of the state from April 6 to 10. Meeting place is Shawano, Illinois. Speakers: Ploessl and Madison.

Wisconsin Tree Planting part of a national organization now number 174 and include about a million acres of woodland. These farmers get technical advice and visit practice good management of these lands.

There's still talk of upgrading support prices and putting in an adjustment program with that basis in it.

But no one really wants to authorize such broad-based proposals. And it's doubtful if existing laws prohibit that much we could really benefit individual farmers.

It is possible that Congress may pass some simple farm bill that pleases few and is sure to be vetoed. But it would be passed to really help the farm situation. But rather to tell the voters back from the compromised legislation that would not bring about the right price.

There Are Some Farmers in Hawaii, Too

WHILE some without Hawaii are still asking to be annexed, I will finally announce that Hawaii is a part of the United States.

The new state will be made of eight main islands and a large number of smaller islands.

Together the islands have 4 million acres of land—a little less than one-fourth of the land area of Wisconsin. Six hundred thousand people live on the islands, a little more than one-sixth of the population of our own state. It's predicted that the population will double in the next few years.

Most of us look on the islands as a tropical paradise where people go when they want to get away from it all. And perhaps agriculture is quite important to Hawaii.

The direct sugar crop is significant, with 22,000 acres. It would be about equivalent to the total acreage in Wisconsin devoted to potatoes, peaches, peas, tobacco and such crops.

Possibly half on 75,000 acres, about the percentage of hay in our state.

The total agricultural products produced in Hawaii amounts to just under 300 million—roughly half the value of all dairy products produced in Wisconsin.

WISCONSIN AGRICULTURIST AND FARMER

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Photograph Score

Men 27%

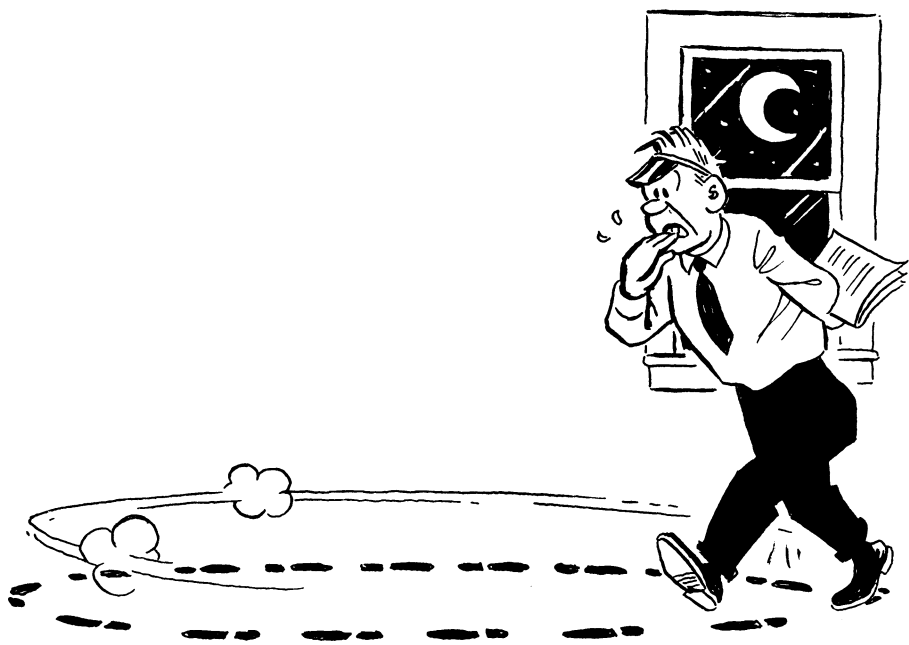
Women 24%

The main value of the cartoon was in its appeal to younger readers and particularly to younger men.

Cartoon 75%
Photograph 24%

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

Wisconsin Agriculturist, April 4, 1959



Harry E. Walsh cartoon. By permission from *How To Write Columns*, by Olin Hinkle and John Henry, © 1952, Iowa State University Press.