

**THE PROBLEM OF PUBLISHING
AN AGRICULTURAL AND HOME JOURNAL
IN INDIA**

by

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A Thesis

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PREFACE

If National Better Farm and Home Journal is to be self-respecting, it must be self-supporting. Hence the objective in the mind of the writer has been to gather all available data on the business of publishing as practiced in the United States - a country far advanced in technical and business practices.

The purpose of this thesis is to lay a solid foundation for the establishment of a farm and home journal in Bombay, with a view to assisting in the regeneration of the masses, who form the basis of our national life in India.

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Kumar Sri Mohan V. Raj

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INTRODUCTION

India, to the Western World, has always been a land of mystery; a land of varied systems of unintelligible convictions and incomprehensible philosophies. Nevertheless, Professor F. Max Muller, himself a Westerner, pays eloquent tribute to India:

"If I were to look over the whole world to find the country most richly endowed with all the wealth, power, and beauty that nature can bestow--in some parts a very paradise on earth--I should point to India. If I were asked under what sky the human mind has most fully developed some of its choicest gifts, has most deeply pondered on the greatest problems of life, and has found solutions of some of them which well deserve the attention even of those who have studied Plato and Kant--I should point to India. And if I were to ask myself from what literature we, here in Europe, we who have been nurtured almost exclusively on the thoughts of Greeks and Romans, and of one Semitic race, the Jewish, may draw that corrective which is most wanted in order to make our inner life more perfect, more comprehensive, more universal, in fact more truly human, a life, not for this life only, but a transfigured and eternal life--again I should point to India." 1

1 F. Max Muller, India, What Can It Teach Us, p. 0

At this point the reader may ask the question: why is it that Indian beliefs and philosophies are so hard to comprehend? It is because they are fundamentally distinct from Western conceptions. It is because their aims frequently appear to be full of contradictions. And it is because the expressions of their exalted thoughts in words easily lose a tangible accord with what the Western mind defines as reality. Hence most Westerners look "upon India as the mystic land where brown humanity lives a dreamy life under a tropic sun."² Nevertheless, it is surprising to be told that the India of today with her puzzling philosophies and bristling problems is the ancient seat of culture and civilization. In fact, Thornton as quoted by Lajpat Rai writes:

"Ere yet the Pyramids looked down upon the valley of the Nile, -- when Greece and Italy, those cradles of European civilization, nursed only the tenants of a wilderness, -- India was the seat of wealth and grandeur. A busy population had covered the land with the marks of its industry; rich crops of the most coveted productions of nature annually rewarded the toil of husbandmen; skilful artisans converted the rude produce of the soil into fabrics of unrivalled delicacy and beauty; and architects and sculptors joined in constructing

² P. Padmanabha Pillai, Economic Conditions in India, p. 234

works, the solidity of which has not, in some instances, been overcome by the evolution of thousands of years-----
-----The ancient state of India must have been one of extraordinary magnificence."³

Adding to this significant statement, Lajpat Rai declares that "this estimate of the magnificence of ancient India is not merely rhetorical. That the India of ancient times was wealthy and prosperous is amply borne out by incontestable testimony."⁴ Nevertheless, today India is generally acknowledged as a poor country because of prevailing famine and pestilence, and because of the groveling poverty in the Indian villages.

And it is to assist in the regeneration of the masses in India that the writer proposes to launch a publication known as National Better Farm and Home Journal. The purpose of the journal is to introduce improved scientific methods of agriculture and to innovate in the management of homes by presenting material in a simple, popular, and appealing manner; in fact, to enable the farmer to secure a "fairer share of the national income as a basis of a satisfactory life, and the nation a better agricultural and a better rural population as the basis of our national life."⁵

³ Lajpat Rai, England's Debt to India, p. 4.

⁴ Ibid.

⁵ H. G. Taylor, Outlines of Agricultural Economics, p. viii.

Chapter I

A BRIEF DESCRIPTION OF PROJECT

1. The Need. Anyone familiar with contemporary events would know that India is a country of social contrasts. On the one hand there are several potentates with immense wealth and who possess several gorgeous palaces soaring high into the heavens. That is the west end. On the other hand there are millions of farmers rotting in greivous poverty and broken-down shelters. That is the east end. Therefore, this underprivileged class struggles day in and day out to eke out the barest subsistence from the soil. In view of their miserable economic condition the problem for them is to improve their methods of farming and to regenerate their mode of living. It is the object of the National Better Farm and Home Journal to assist in rescuing the farmers from a languid and indifferent trend of mind brought about through economic subjection generation after generation. Since one of the most basic needs of the Indian village population is to devise methods to add to their meager earnings and subsequently improve their standard of living, the writer proposes to fulfill that need in part by means of his publication.

2. Facts and Figures Supporting the Need. It is unfortunate but sadly true that agriculture in India is at present the only means for the vast majority of the rural population to acquire their meager subsistence. But

agriculture in India is not conducted on modern lines as in the United States. That is why the average Indian farmer today is in a state of insecurity and virtual privation. Truly, it is not difficult for "anyone who has lived in India to understand this insecurity"⁶ and dissatisfaction among our farmers. But a brief retrospect of Indian agricultural history may help to elucidate this situation. In the classical days of Greece and Rome, the agricultural products of India had won her special fame, and cotton, sugar and indigo were indisputably her specialities. In this connection, however, the writer in his article entitled 'India and Its Agriculture----A Glimpse into the Potentialities of a Sleeping Empire' mentioned the fact that "the India of yesterday provided all the food grains she needed, yielded a very large crop of cotton, supplied forty percent of the tea to the world's market, produced a large amount of raw sugar, monopolised the jute supply of the entire world, and produced a large crop of oil seeds. In fact in those classical days, India, after satisfying domestic consumption, exported an enormous quantity of agricultural products. Today, however, India has receded from her former position, and the present status of crops in India illustrates all too plainly her long-lost agricultural pre-eminence. Today the United States of America produces two hundred pounds, and the Nile-fed Egypt four hundred fifty pounds to every eighty five pounds of ginned cotton an Indian acre yields. India's

⁶ U. L. Darling, The Punjab Peasant in Prosperity and Debt, p. 173

out-put of sugar per acre is less than one-third of Cuba's, one-sixth of Java's, and one-seventh of Hawaii's. Due to the production of synthetic substitutes, India's once famous indigo industry has received a mortal blow. Even in the matter of food production she has receded to the background."⁷

What is the crux of the matter? It is this: Stagnation of agricultural development in India. And failure to apply modern methods in the production of agricultural commodities. One interesting feature resulting from this stagnation is that the Indian agricultural development has been at a standstill, while other countries have forged ahead rapidly with modern improvements.

When the fact is considered that India is not only extremely backward in agricultural practices as compared with other nations, but also supports more people per square mile, then it is obvious to understand the fundamental reason for the almost universal poverty among the rural communities. Less production per acre of land and more people supported by that land is a pernicious combination. For example, Bengal alone supports five hundred seventy eight people to every square mile, and India has become ever increasingly susceptible to many preventable influences. While countries like Germany, France, and England are both agricultural and industrial, they are well-developed and support 311, 199, and 460 per square mile respectively. Even though these influences

⁷ B. V. Raj, "India and Its Agriculture", The Gopher Countryman, Vol. XXIV, November, 1930, p. 6.

are not inexorable, and their operation may be delayed by applying scientific methods, yet such improved methods could not be had even in this day and age. This fact is sufficiently portrayed by the crude method of plowing a rice field. Here ill-abled and emaciated farmers employ the same type of plow their forefathers used during Bible times. It is obvious then, that by introducing modern farm implements and by applying improved methods, such as crop rotation, soil fertility, etc., the ground will yield many times more than the crops it produces at present. Hence the objective in the mind of the writer is to innovate agricultural practices by the medium of his publication.

3. The Obstacle. One of the serious obstacles in the path of launching a publication in India is that "only eight percent"⁸ of the people of India are literate. This fact, however, is not as depressing as it might seem, since eight percent of 352,000,000 is not so small a number. Hence, "India through the untiring efforts of the Indian National Congress for the last seventy five years, has now a higher percentage of literacy than Roumania, Bulgaria, Greece, and many of the Russian states, and some of the South American republics."⁹ Nevertheless, it is among the illiterate people that one should seek for the leaders who will pave the way to progress and to enact laws necessary in the regeneration of rural population. Furthermore, the writer recalls from his observation that in every village there are some literate

⁸ Indian Year Book, 1934-35, Vol xxi, p. 377.

⁹ G. V. Raj, "Education in India," *Gregon Daily Emerald*, Vol XXXIV, No. 32, November 27, 1934, p. 2.

members who willingly read newspapers and all relevant matters to their less educated neighbors.

Another obstacle to successful publication of the National Better Farm and Home Journal in India is that there exist a great number of different languages--twenty two to be exact. Despite this fact the writer proposes a solution to overcome the handicap, e.g., publishing the journal in English, which is known to practically every literate Indian, until such time as Hindusthani is made the universal language.

Obstacles in the path of a successful farm and home journal may at first seem discouragingly insurmountable. Nevertheless, these obstacles themselves serve as an illustration of the great need for the type of journal proposed in this discussion.

4. Statistical analysis of obstacles. It will be of interest to analyze more fully the needs and conditions of the rural population apart from the obstacles they present and discover how a farm and home journal can meet the situation.

The first consideration at this point is to analyze the general condition of the farm in India. What is the general condition of the farms in India? It is a "system of peasant agriculture, with all its disadvantages intensified by the smallness of the holdings."¹⁰ The size of an average farm ranges from three-fourths of an acre in some of the most congested

¹⁰ H. H. Mann, "The Agriculture of India," Annals of the American Academy of Political and Social Science. Part 2, Vol 148, p. 74.

sections of the country to six acres in less densely populated areas. Four oxen of hybrid breed or two associated water buffaloes, and two wooden plows--that is the equipment. There are no boundary lines between the farms of others. There are practically no farm buildings in which to house the cattle or store the crops. Crop rotation and soil fertility are not essential factors in the management of farms. Livestock keeping does not enter into the system of farming. Irrigation methods are inefficient and primitive. Fencing of fields is unknown; perhaps it is hardly worth-while to undertake the trouble and expense of erecting fences in view of the microscopic size of the average farm. From this statement it is evident that ordinarily farming in India is not comparable with farming in the United States.

India has a population of approximately three hundred fifty two millions, and statistics indicate that three-fourths of the people are exclusively dependent upon agriculture for their main source of income, because "an overwhelming majority of the people of India lives in rural villages",¹¹ while four-fifths of the population either directly or indirectly derive their maintenance from agriculture. If a mark is set, for instance, between the two extreme sizes of Indian farms, evidently the average falls within the limits of two

¹¹ Sir H. Cotton, New India, p. 207.

and one-half acres. In this connection, Professor R. Mukerjee declares: "In India, China and Japan two to three acres would be regarded as an average economic holding."¹² But when compared with the holdings in western countries it is a different story. For in Germany it is 50 acres; in England, 50 to 300 acres, in Denmark, 25 acres; and in the United States the average farm holding is about 143 acres.

In India, however, this two and one-half acres, to be productive, usually requires that the owner furnish the two essential requisites of capital and labor. Almost in every case it is the custom for the entire family of the owner to engage their services in the management of the farm, and derive their living from what meager holdings they possess. Granting that each family has at least two male adult members, it is obvious that if these two male adults are capable of being employed on the land, then one man is responsible for the cultivation of little over an acre of land, which is an enormous waste of labor when compared with the progressive countries of the world, for example the United States, where one man invariably with great ease takes care of over 43 acres of combined grain and livestock land, and the yield per acre of grain land is much higher and the quality much better than the yield of the same area in India.

¹² R. Mukerjee, Rural Economy of India, p. 46.

Speaking from the standpoint of production, one man in the United States does the same amount of work as forty-five men in India. At this point it is important to consider why it is that forty-five men in India are doing no more work than one man in the United States. Evidently the answer leads to the less efficient methods applied to agriculture in India than in the United States. Above all, the greatest obstacle is lack of knowledge, which is accounted for by the absence of any facilities for the most elementary education, absence of county agents to demonstrate better agricultural practices, and the absence of a popular household and rural magazine to present in simple and appealing manner to the debt-laden and poverty-stricken farmers material showing how application of scientific methods will add to their profits. In India even today we have only 16 publications that deal with agriculture in some form or another, and most of them are far beyond the reach of an average farmer because of their high subscription rate. A list of publications is appended herewith as received from the Imperial Council of Agricultural Research, New Delhi, India. In relation to this handful of publications in India, if the reader is inclined to examine F. W. Ayer's Directory of Newspapers and Periodicals, he will be surprised to note that an enormous number of publications are devoted to agricultural pursuits in the United States. However, to be

LIST OF AGRICULTURAL PUBLICATIONS IN INDIA

I

1. Agriculture and Livestock in India, in six parts. Annual subscription Rs. 6 or 6s. 6d.
2. The Madras Agricultural Journal (Monthly). Annual subscription Rs. 4.
3. The Journal of the Trichinopoly District Agricultural Association (English and Tamil) Quarterly. Annual subscription Rs. 1-8-0 for non-members, free for members.
4. The Gardening Review (Monthly). Annual subscription Rs. 3.
5. Poona Agricultural College Magazine (Quarterly). Annual subscription Rs. 2-0-0.
6. Shethi Shethari (Monthly). Annual subscription Rs. 1-8-0.
7. Krishi Sampad (Monthly). Annual subscription Rs. 3.
8. Mujidul Masarain (Urdu). Issued by the Department of Agriculture, United Prov.
9. Kisan Upkarak (Hindi). Issued by the Department of Agriculture, United Prov.
10. The Allahabad Farmer (Bimonthly). Annual subscription Rs. 3.
11. Seasonal Notes (twice a year). Price Rs. 4 per copy.
12. Kisan (Hindi). Annual subscription Rs. 2-per copy Rs. 8.
13. The Nagpur Agricultural College Magazine (Quarterly). Annual subscription Rs. 3.
14. The Indian Journal of Agricultural Science, in six parts. Annual subscription Rs. 16 or 24 s. (Original scientific work in the various branches of science applied to agriculture formerly published in the Memoirs of the Imperial Department of Agriculture in India is now published in the Indian Journal of Agricultural Science.)
15. The Indian Journal of Veterinary Science and Animal Husbandry, volume II, parts III and IV. Annual subscription Rs. 6 or 9 s. 9 d.

List of Agricultural Publications in India (CONT'D)

16. The Indian Veterinary Journal. (The Journal of the All-India Veterinary Association). Quarterly. Annual subscription Rs. 4 or 5s. 4d. for members and students; Rs. 8 or 10s. for others.
17. The United Provinces Veterinary Magazine (English and Urdu). Monthly. Issued free to members of the United Provinces Veterinary Association.
18. Villiger's Calendar, 1934. (Tamil, Telugu, Kanarese). Issued by the Department of Agriculture, Madras, Government Press, Madras.

exact the number in the United States is 423²⁵ as compared with 18 in India. Now, does the reader doubt India's need for the farm and home journal the writer proposes to launch?

But to resume the discussion of the condition of farms and production in India, it is obvious that the small size of farms is another reason for the low production. It is due to the peculiar system of heavy land tax that the farmer is unable to increase his land holdings, and because of the absence of any well-established credit co-operative associations to finance the farmer's enterprises. Then another serious drawback is the absence of labor-saving implements which when introduced will easily eliminate the tremendous waste of human labor and thus bring about increased returns to labor in proportion to the increase of profit. Nevertheless, the primary obstacles in the way of introducing modern farm implements which can be employed successfully under almost all conditions in India are invariably, on the one hand, the cheapness of labor, and on the other hand the financial inability of the farmer to purchase anything more expensive and elaborate than the three-stick wooden plow with a little sheet of iron for the bottom, made by the village carpenter. Still another impediment is the low efficiency of labor, made so chiefly because there is no recognised standard of labor. In this

²⁵ P. W. Ayert Newspaper and Periodicals Directory, 1932, 1181-1191.

connection no effort, so far as the writer is aware, has been made to determine how much work on the land can reasonably be expected from one capable man engaged under the climatic influences prevailing in India.

How can the condition of the farmers be improved? The answer lies in one word, and that is education. Not only through the medium of the National Better Farms and Home Journal but also through agricultural institutions. In India today, however, the serious limitation lies in their numbers. For example, we have only five such schools: "Poona, in the Bombay Province; Coimbatore in South India; Lyallpur in the Punjab; Cawnpore in the United Provinces; and Nagpur in the Central Province are at present the centers of agricultural education."¹⁴ While in the United States, there are, to be exact, "106 schools of agriculture",¹⁵ Even in the matter of academic educational institutions India is far below the United States. For instance, "there are in the United States more than 500 universities, colleges and technical schools"¹⁶ but India has only "163 universities, colleges and technical schools"¹⁷ and this number includes not only India, but also Burma and Ceylon. Since this is the condition in India, what wonder is there that our critics tell us we have been sleeping when the progressive nations of the world have been going

¹⁴ The Year Book of Education, 1933, p. 725.

¹⁵ Patterson's American Educational Directory, Vol 30, p. 706-708.

¹⁶ Index Generalis, p. US 1.

¹⁷ Ibid., p. BE 173-213.

rapidly forward.

5. The Investment. Profit cannot be an immediate result of an undertaking, as proposed in this discussion. Neither can great success be expected immediately.

A new magazine such as National Better Farm and Home Journal should without question expect to go through many trials and financial tribulations before profits begin. No matter how deeply one might desire to help his countrymen, it is not possible nor desirable to operate any project for long on a money-losing basis. A project such as the one proposed should soon be made to pay for itself and then be made to yield a reasonable profit for the purpose of re-investment in its behalf, thus not only insure its ability to continue but also allow for expansion of its betterment program.

In connection with "How to keep expenses down", it is stated that:

"It is easy for expenses to mount on any newspaper. Economy should be the watchword of the editor, for unless he is careful expenses will increase at an alarming rate, with a lack of corresponding growth in receipts. Money must be spent to make money, but it is inexpedient to spend money wastefully. Every dollar expended by a newspaper, whether for equipment, wages, paper stock

promotion, or what not, should be spent with a definite purpose in view and with the idea of value received for the outlay."¹⁸

C. Sources of Financing the Project. The main source of financing the project that the writer proposes is from the sale of real estate owned by the writer in the city of Bombay as well as in the suburbs of Bombay. If sale is slow, it is proposed to mortgage the land with the aid of co-operative land banking system.

In this connection, however, picking at random some of the suggestions that the writer has received from successful journalists in the United States, it is evident that there is something more than pecuniary gain at stake. For instance, L. L. Newton, editor and publisher of Wyoming State Journal, Lander, Wyoming, writes:

"You have before you a big undertaking, and I would suggest you go slowly, be sure of your ground, secure the cooperation of leading people of your country and the necessary financial backing so that you will not fail. Once you have established a reputation for putting across your undertakings life's hardest hill is climbed."

John D. Hughes, business manager of Pulse of the Nation, Inc., Indianapolis, Indiana, writes:

"I believe that you are undertaking a most

¹⁸ J. G. Safley, The County Newsmen and Its Operation, p. 244-245.

interesting experiment, and I hope that your efforts will succeed. You have more than pecuniary gain at stake, for there is a purpose and a need for a publication of the nature that you propose."

The writer is determined to go ahead with the project and hence has estimated the income and expense for two years of the National Better Farm and Home Journal. The attached estimated budget in America is flexible enough to allow any changes after the writer has studied the conditions in India. Monthly circulation expense as estimated in America as well as printing estimates received from the Times of India Press, and Mission Press are appended. From this study it is evident that the budget of \$2,000 for monthly expenses is far above the actual expense to be incurred in India. However, it is safe to allow for emergency.

Study of selected American periodicals related to agriculture reveals the percentage of expense and income. The average serves as control figures for the National Better Farm and Home Journal.

MAGAZINES PERCENTAGE OF INCOME AND EXPENSE			
MAGAZINE	(ANNUAL)		(Expense)
	(Income)		
<u>OPPOON FARMER.</u>			
Circulation	10.03%	\$11,000	Mechanical 21% \$12,133
Advertising	30.57%	46,800	Editorial 18% 10,404
36 issues:		57,800	Advertising 11% 6,588
			Circulation 20% 11,800
			Administration 30% 11,800
			Profit: 10% 5,760
ABC 33,746.			

(Income)

(Expense)

OREGON GRAPE BULLETIN

Circulation 89% \$4,533
 Advertising 71% 10,400
 26 issues: \$14,733

Mechanical 36% \$ 8,800
 Editorial 15% 3,652
 Advertising 11% 2,831
 Circulation 18% 4,200
 Administration 20% 8,247

Est: Cir: 15,000

Printing expense

100% 14,720

ANGORA JOURNAL

Circulation 89% \$ 5,000
 Advertising 71% 12,000
 12 issues: \$17,000

Mechanical 10% \$ 1,730
 Editorial 10% 3,000
 Advertising 11% 1,870
 Circulation 80% 5,200
 Administration 20% 3,400
 15,400

Est: Cir: 8,000

Profit:-

20% 3,540

REDFIN FRUIT

Circulation 60% \$12,532
 Advertising 40% 8,400
 12 issues: \$20,932

Mechanical 25% \$ 6,300
 Editorial 10% 3,700
 Circulation 20% 4,100
 Advertising 11% 2,800
 Administration 20% 4,100

Est: Cir: 12,532

Profit:-

6% 1,180

BUDGET FOR TWO YEARS

Capital: \$40,000

Current expense investment	\$20,000	
Bank credit - loan received	7,000	
Emergency fund in bank	<u>13,000</u>	
Total		\$40,000

Plan as follows:

Month	Receipts	Amount taken out from investment for Expenses per month	
1	\$ 100	\$1,900	
2	100	1,900	
3	100	1,900	
4	100	1,900	
5	100	1,900	
6	200	1,800	
7	300	1,700	
8	400	1,600	
9	500	1,500	
10	600	1,400	Total outlay
11	700	1,300	plus
12	800	<u>1,200</u>	Receipts
			\$20,000
13	900	1,100	Borrow \$1,100
14	1,000	1,000	1,000
15	1,100	900	900
16	1,200	800	800
17	1,300	700	700
18	1,400	600	600
19	1,500	500	500
20	1,600	400	400
21	1,700	300	300
22	1,800	200	200
23	1,900	100	100
24	2,000	-	-
			<u>\$27,000</u>

Amount allotted for monthly expense is \$2,000.

1st month receipts are from discounts on purchases, newsstand magazine sales, advertising, which amounts to \$100. 2nd month to the fifth month the amount received represents as above.

6th month onward until 24th month receipts increase by \$100 each month and expenses decrease from the investment by \$100 every month until the last 24th month the expenses are completely balanced with the receipts. This plan gives ready cash of \$2,000 per month for expenditure.

Actual outlay for two year publication is \$27,000.

From the beginning of the third year the magazine should pay for itself. This will include all expenses, such as salary of editor, interest and depreciation.

Monthly circulation expenses: (estimated in America)

Printing 15,000 copies on yearly contract basis \$ 300.00

Circulation:

1.	15,000 two cent stamps . . .	0.500	
2.	15,000 envelopes and printing.	150	
3.	Addressing by hand 150 hours @ 50¢ (100 envelopes in one hour).	45	
4.	Stuffing cards	15	490.00
TOTAL			\$ 1,290.00

Mission Press, Allahabad
Printing Quotation on yearly contract basis

15,000 copies, containing 20 pages text; 4 pages advertisements, and 4 pages cover, the latter printed in two colors; in all 28 pages, including text, advertisement and cover Rs. 1177/-

Times of India, Bombay
Printing Quotation on yearly contract basis

15,000 Monthly Journals of 24 pages, including cover, size 8 1/2" x 11 1/2" in three columns to the page, columns 14 ems. wide, one em. white space between columns 10" deep; inside printed in one color and cover in two colors, red and black, four pages of advertisement.

		<u>15,000</u>	<u>Each additional 1,000 if printed at the same time</u>
Text	"A" Paper	Rs. 42/14	Rs. 8/14 per page
	"B" " "	Rs. 32/12	Rs. 1/10 per page
	"A" Cover	Rs. 314/-	Rs. 82/- the lot
	"B" " "	Rs. 250/-	Rs. 19/8 the lot

7. Qualifications of the Editor. College

training in agriculture and journalism forms the basis, combined with his knowledge of Indian conditions, of his qualifications to publish National Better Farm and Home Journal. In the United States the farm paper editors demands

	(percent)
*Farm experience	31.9
College training in agriculture	23.1
College training in journalism	13.2
Experience on newspapers	17.1
Other qualifications	14.7
	<u>100.00</u> ¹⁹

The following quotation obviously illustrates the one fundamental principle of truth considered to be the most essential qualification in any undertaking. Stephane Lauzanne, Editor of "Le Matin", Paris, as quoted by H. D. Harrington, writes:

"That which is most essential in journalism is not a knowledge of history. Not a knowledge of men. Not the ability to catch a point quickly, nor the art of presenting facts properly, nor the skill to display the news appealingly in the headlines.

"It is the love, the worship of truth.

"The journalist has but one ancestor--DIOGENES.

"And, like Diogenes, he goes everywhere, with his lantern in his hand, searching for the truth.

"Sometimes he finds it and makes it bloom. This is his honor, his life.

"Sometimes he thinks he has found it, but

discovers he has been mistaken. This means the work must be started over again.

"The most important attribute of a journalist is good faith. Men or women of bad faith are unworthy to be journalists."²⁰

In the *Business Problems of Newspaper*, under the head of Editor's requisites, it is stated that "Important among others is the ability to edit copy. This does not mean writing copy. It does mean taking copy as handed in by a correspondent or reporter and properly whipping it into shape according to the style of the publication. The part of an editor is not necessarily to write, but to edit. Next, is to decide definitely what matter is to be used, its variety and character, the amount of space to be occupied. In other words, the editor plans ahead in a general way as to features or classes of copy. Important also, is the editing of all advertising matter, and to see that it goes into the shop in proper manner. If it is hand-written, have it rewritten on a typewriter and then edited for style, etc. Style as to presentation is as important in advertising copy as in any other sort of copy--if not more so.

"Again, knowledge of mechanics of printing is quite essential. Not 'learning the trade' but some idea as to the basic principles.

²⁰ H. P. Harrington, Essentials in Journalism, p. 7.



MOHAN V. RAJ
Editor and Publisher

National
BETTER FARM & HOME
Journal

B O M B A Y

"Some study as to selling is essential. This is based almost wholly on ability to approach people, to be able to converse with them and present plausible statements.

"Most important of all is a large degree of imagination, or the ability to see ahead and visualize in part the future or to plan for issues of the paper for future days, weeks or months. Cultivation of such imagination, in fact, is most necessary. If not attained, success as a publisher or editor will be very meager.

"One last thing is probably essential, and that is a habit of not getting at any time the 'swell-head', but at the same time cultivating self-reliance and the ability to depend upon oneself and not others."²¹

8. Name of the Project. A thorough investigation was instituted, covering a period of over eight months, to select the name of the project. Letters from various editors, authors, and publishers in India, in the United States, in Great Britain, etc. revealed the non-existence of any publication with the name suggested in this discussion, namely National Better Farm and Home Journal. In this connection the writer's letterhead, showing the cover design and title is appended.

²¹ Business Problems of Newspapers--Forte Publishing Co., p. 18.

From the study of various sample copies of periodicals, Standard Rate and Data Service, Ayer's Directory of Newspapers and Periodicals, and the Faxon Librarian's Guide to Periodicals,²² the writer was able to originate the design and choose the title. From India over 100 letters received by the writer indicate that there is none in existence comparable to the National Better Farm and Home Journal. The Registrar of Andhra University, Waltair, India, writes:

"With reference to your communication mentioned, I have the honor to inform you that we have no agricultural journal."

Another letter, from the principal of the Agricultural College, Coimbatore, India, states: "We have no information available."

Still another letter from the Registrar of Annamalai University, Annamalainagar, India, states: "Agriculture at present does not form one of the subjects taught in this University and no research journals on problems of agriculture are published." That is the situation in India today.

D. Investigation before Launching the Publication.

In relation to investigation the writer has prepared a map of India which indicates a plan of touring in India to

²² Faxon Librarian's Guide to Periodicals.

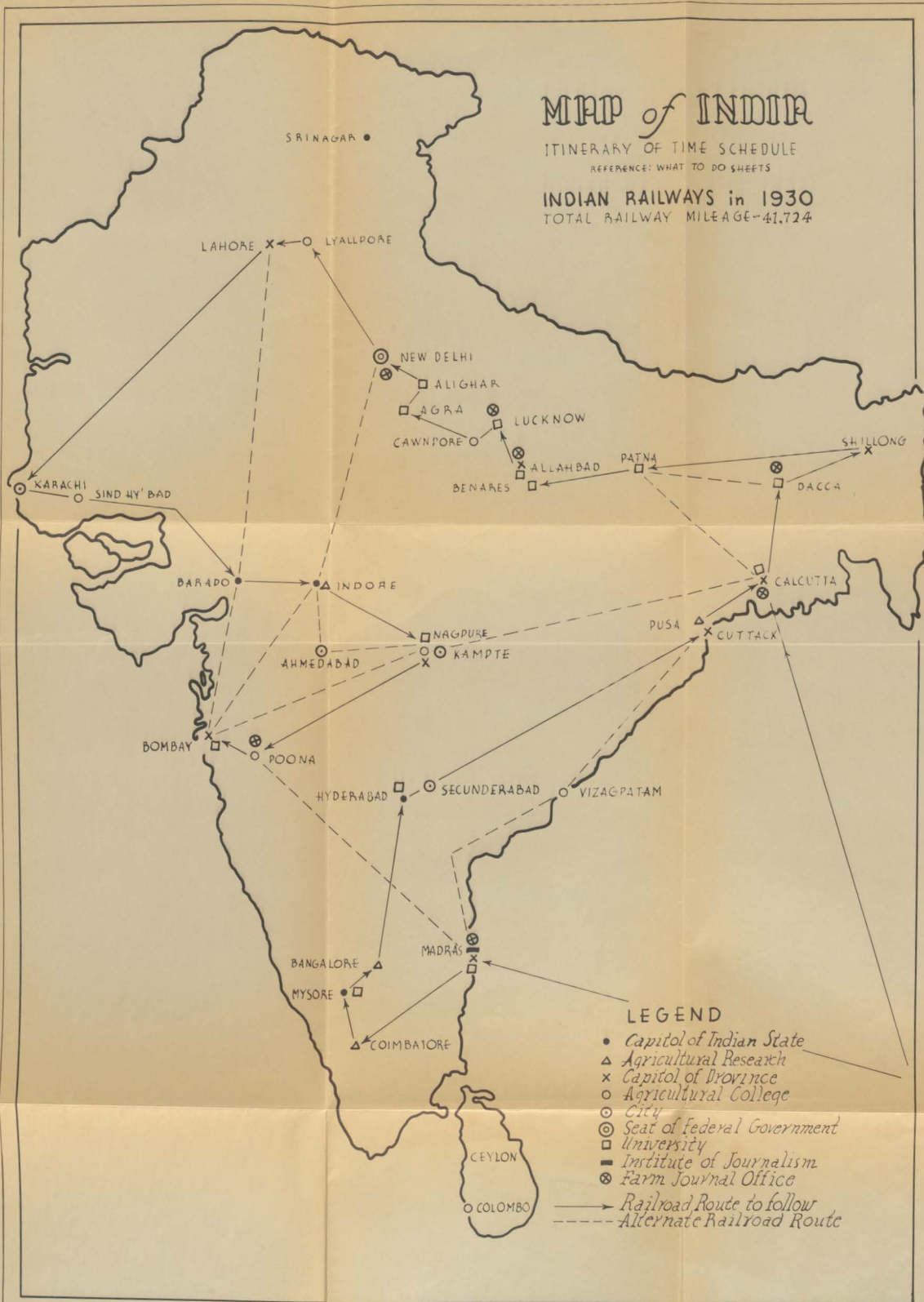
MAP of INDIA

ITINERARY OF TIME SCHEDULE

REFERENCE: WHAT TO DO SHEETS

INDIAN RAILWAYS in 1930

TOTAL RAILWAY MILEAGE - 41,724



LEGEND

- Capital of Indian State
- △ Agricultural Research
- × Capital of Province
- Agricultural College
- City
- ⊙ Seat of Federal Government
- University
- Institute of Journalism
- ⊗ Farm Journal Office
- Railroad Route to follow
- Alternate Railroad Route

<u>DATE</u>	<u>STATIONS</u>	<u>TRAIN TIMES</u>	<u>REMARKS</u>	IV (a)
1st Day	Madras	A.		
	"	D. 21.15		
2nd "	Coimbatore	A. 7.31		
1st "	Coimbatore	D. 7.53		
	Kottupalayam	A. 9.40	Change Trains	
	"	D. 9.53		
	Ootacamund	A. 12.10		
	"	D. 12.20	By Motor	
	Mysore	A. 12.30		
1st Day	Mysore	D. 23.00		
2nd Day	Bangalore	A. 5.48		
1st Day	Bangalore	D. 21.50		
2nd "	Guntakal	A. 7.40	Change Trains	
	"	D. 8.50		
	Ironachollem	A. 10.05	Change Trains	
	"	D. 10.20		
	Hyderabad	A. 10.43		
1st Day	Hyderabad	D. 10.32	Thru Train	
2nd "	Reswada	A. 9.00	Change Trains	
	"	D. 10.35		
	Waltair	A. 21.38	Change Trains	
	"	D. 21.50		
	Vicaganpatam	A. 22.00		
1st Day	Vicaganpatam	D. 21.35		
	Waltair	A. 21.45	Change Trains	
	"	D. 22.10		
2nd "	Khurda Road	A. 9.58	Change Trains	
	"	D. 10.25		
	Cuttack	A. 11.52		
1st Day	Cuttack	D. 22.31		
2nd "	Calcutta (Howrah)	A. 9.33		
1st Day	Calcutta (Sealdah)	D. 13.06		
	Parbatipur	A. 19.46	Change Trains	
	"	D. 23.25		
2nd "	Sistamukh Ghat	A. 5.30	Change-Steamer	
	"	D. 6.20		
	Behadurebad	A. 6.00	Change-Train	
	"	D. 8.33		
	Dacca	A. 14.55		

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<u>DATE</u>	<u>STOPOVER</u>	<u>TRAIN TIMINGS</u>	<u>REMARKS</u>
1st Day	Dacca	D. 9.00	
	Bahadurabad	A. 13.00	Change to Steamer
	"	D. 19.00	
	Vietamika Ghat	A. 20.40	Change to Train
	"	D. 23.35	
2nd "	Parbatipur	A. 6.30	Change Trains
	"	D. 8.15	
	Calcutta (Scaldah)	A. 12.51	
1st Day	Calcutta (Howrah)	D. 21.00	
2nd "	Hokramah Ghat	A. 6.01	Change to Ferry Steamer
	"	D. 6.50	
	Semaria Ghat	A. 7.20	Change to Train
	"	D. 7.45	
	Pusa Road	A. 11.22	
1st Day	Pusa Road	D. 16.23	
	Palensa Ghat	A. 21.30	Change to Ferry Steamer
	"	D. 21.45	
	Mehendra Ghat (Patna)	A. 22.45	
1st Day	Patna	D. 9.50	
	Benares	A. 14.40	
1st Day	Benares	D. 14.40	
	Allahabad	A. 17.50	
1st Day	Allahabad	D. 23.47	
2nd "	Lucknow	A. 8.05	
1st Day	Lucknow	D. 10.10	
	Cawnpore	A. 11.20	
1st Day	Cawnpore	D. 12.35	
	Agra	A. 21.40	
1st Day	Agra	D. 13.42	
	Fardla	A. 14.30	Change Trains
	"	D. 16.50	
	Aligarh	A. 16.37	
1st Day	Aligarh	D. 18.42	
	Delhi	A. 20.50	
1st Day	Delhi	D. 21.40	
2nd "	Lahore	A. 9.30	Change Trains
	"	D. 9.10	
	Lyalpur	A. 13.10	

<u>DATE</u>	<u>STATIONS</u>	<u>TRAFFIC</u> <u>REVENUE</u>	<u>REMARKS</u>
1st Day	Lyallpur	D. 6.55	Change Trains
	Khanawal Jn	A. 11.00	
	"	D. 18.07	
2nd Day	Karachi	A. 7.45	
1st Day	Karachi	D. 9.20	Change Trains
	Hyderabad	A. 18.24	
	"	D. 19.05	
2nd Day	Morwar	A. 10.42	Change Trains
	"	D. 12.05	
	Ahmedabad	A. 21.13	
1st Day	Ahmedabad	D. 7.50	
	Baroda	A. 10.09	
1st Day	Baroda	D. 6.37	Change Trains
	Rutlem	A. 18.48	
	"	D. 19.27	
	Indore	A. 18.48	
1st Day	Indore	D. 19.57	Change Trains
2nd "	Kwanda	A. 1.15	
	"	D. 1.54	
	Itarsi	A. 4.49	Change Trains
	"	D. 9.19	
	Nagpur	A. 16.14	
1st Day	Nagpur	D. 10.15	
	Kamptee	A. 10.37	
1st Day	Kamptee	D. 14.48	Change Trains
2nd "	Kalyan	A. 6.52	
	"	D. 9.01	
	Poona	A. 11.50	
1st Day	Poona	D. 15.15	
	Bombay	A. 19.10	

RAIL FARES

IV (a)

	<u>End</u>	<u>Inter.</u>	<u>Snd</u>
Madras to Coimbatore via Coimbatore	Rs. 28.11		8.00
Mysore to Bangalore	4.00	3.00	1.10
Bangalore to Dronachellam via Guntakal	13.00	0.15	4.10
Dronachellam to Bezwada via Hyderabad	20.10		6.00
Bezwada to Visagapatam via Waltiar	18.10	6.15	4.11
Visagapatam to Calcutta via Cuttack	30.07	17.07	11.00
Calcutta to Dacca via Tietemuda Ghat and Return	37.04	10.14	11.00
Calcutta to Mokameh Ghat	16.10	7.10	4.00
Mokameh to Patna via Fusa	3.10	1.11	1.01
Patna to Delhi via Benares, Lucknow, Cawnpore, Agra and Aligarh	27.10	14.07	7.00
Delhi to Lyalpur via Lahore	20.00	0.10	0.10
Lyalpur to Karachi	34.07	14.00	0.10
Karachi to Ahmedabad via Naryar	30.00		13.00
Ahmedabad to Baroda	3.10	0.00	1.07
Baroda to Indore via Tutlam	18.00	0.00	4.11
Indore to Nagpur via Kwanda	21.11		0.00
Nagpur to Kanpotee	0.00	0.04	0.00
Kanpotee to Poona via Nalyan	35.10	24.00	11.11
Poona to Bombay	7.07	4.10	2.00
	<u>373.03</u>	<u>135.07</u>	<u>116.54</u>

Rail Fares	-- Rs. 135.07	Inter-Class	135.07
Hotel Charges	-- 0 Rs 3/	-- for 120 days of travel	240.00
Board Charges	-- 0 Rs 3/	-- for 120 days of travel	240.00
Incidental	-- 0 Rs 3/	-- for 120 days of travel	300.00
Emergency Fund			500.00
Total			<u>1,275.07</u>
Traveling Expense	-- Rs 1,275.07	0 Rs 3/	425.15

* Coimbatore to Mysore -- Seat in Bus -- Rs. 3.00 per person. These fares do not include Ferry Steamer from Mahendru Ghat to Palonza Ghat.

WHAT TO DO SHEETS

Represents things to do in cities visited.
Items suggested in this travel plan are
flexible enough to care for any emergency.

ITINERARY OF TIME SCHEDULE1935

1. June - November Remain in the United States.
Travel and study printing industry.
2. November 19th Sail from Portland, Oregon.
15 days on board ship.
3. December 4 - JAPAN
15 days stay
Imperial University;
Co-operative problems--Dr. Kagawa
Newspaper plants
Advertising--circulation
Farm conditions
Co-operative movement
Rural education
Government bureau
Embarkation--3 days on board ship.
4. December 22- CHINA
15 days stay
Peking University
Farm problems - Dr. Lou.
Newspaper plants
Advertising--circulation
Rural education
Co-operative movement
Government bureau
Embarkation via Hong Kong--
6 days on board ship*

1936

5. January 12 - MANILA
15 days stay
University
Newspaper plants
Advertising -- Circulation
Rural education
Co-operative movement
Government bureau
Embarkation via Singapore--
15 days on board ship.

* States Steamship Company--Porter Building, Portland, Ore.

- 6. February 8--MADRAS**
- Mon. 10
Tues. 11
Wed. 12
- Thur. 13
- Fri. 14
- Sat. 15
Mon. 17
Tues. 1
Tue. 18
Wed. 19
Thur. 20
Fri. 21
- INDIA**
National Congress
Circulation
Advertising
Institute of Journalism
Madras University
Prominent people
Newspaper offices
Anglo-Indian
Christian Patriot
Indian Railway Journal
Madras Times
New India
Hindu
Daily Express
Swadesha Mitran
Today
Government bureau
Rural conditions
Co-operative movements
Agent for Madras Province
Conditions with agent.
Printing quotations.
College journal office
Garden Review
- 7. February 24**
COIMBATORE
Tues. 25
Wed. 26
- Visit Agricultural College
Circulation - Advertising
Newspaper plants
- 8. February 28 - MYSORE**
- Sat. 29
March - Mon. 2
Tues. 3
- Wed. 4
- Government bureau
Farm problems
University of Mysore
Circulation - Advertising
Prominent people
Newspaper plants
Health of Mysore
Sadhu
Agent for Mysore State
- 9. March 5 - BANGALORE**
Fri. 6
Sat. 7
- Institute of Animal Husbandry
Circulation - Advertising
Colleges
Newspaper plant
Daily Post
Nurserymen
- 10. March 9 - HYDRABAD**
(DECCAN)
Tues. 10
- Cosmania University
Circulation - Advertising

- Wed. 11 Prominent people
Newspaper offices
Usman Gazette
Mushoo-i-Daccan
- Thur. 12 Government bureau
13 Agent for Hyderabad State
11. March 16
SECUNDERABAD
Tues. 17 Circulation - Advertising
Newspaper offices
Hyderabad Bulletin
Notice Sheet
Y. H. C. A.
12. March 19 - CUTTACK
Fri. 20 Circulation-Advertising
Visit Government bureaus
Bihar and Orissa
Newspaper offices
Indian Sunday School Journal
- Sat. 21 Rural education and farm
conditions
Agent for Bihar and Orissa
Province.
13. March 23 - PUSA
Tues. 24 Visit Research Institute
Wed. 25 College
Circulation--Advertising
Government publications
14. March 26 - CALCUTTA
Fri. 27 Circulation
Sat. 28 Advertising
Newspaper offices
Modern Review
Anvita Bazar Patrika
Bengali
Business World
Collegian
Commerce
Empire
Commercial News
Englishman
Forward
Guardian
Hindu Patriot
Indian Engineering
Indian Mirror
Industry
Market Intelligence
Planters' Journal and
Agriculturist
- April 1 - Wed.
Federal University reconstruction-
Lantern slides.
Agricultural Society of India

- Thur. 2
 American A. Club
 Consul
 Technical Institute
 National Congress
- Fri. 3
 Sir Rabindranath Tagore
 Sir C. V. Raman
 Sir Jagadish C. Bose
 International University
- Sat. 4
 Government Bureau
 Printing Quotations
 Agent for Bengal province.
18. April 6 - DACCA
 Tues. 7
 Wed. 8
 Circulation--Advertising
 Residential University
 Agent for Assam province
 Farm problems
 Krishna-Sampad, N-S Press
 Dacca Gazette
19. April 9 - PATNA
 Fri. 10
 Sat. 11
 Circulation - Advertising
 Federal University
 Rural Education
 Newspaper offices
 Express
 Searchlight
17. April 13 - BHARHES
 Tues. 14
 Circulation - Advertising
 Hindu University
 Farming conditions
 Newspaper offices
 Mahamandal Magazine
 Aj
18. April 16 - ALLAHABAD
 Thur. 16
 Fri. 17
 Circulation-Advertising
 Government Bureau
 Agent for United Province
 Newspaper offices
 Allahabad Farmer-Mission Press
 Residential University
 Pandit Jwarhial Nehru
 Prominent people
19. April 20 - LUCKNOW
 Tues. 21
 Circulation--Advertising
 Residential University
 Rural conditions
 Newspaper offices:
 U. P. Veterinary Magazine,
 S-P Works
 Lucknow Times
 Advocate
 Indian Witness
 Bishop Chittar
 National Congress

20. April 22 - **CANPORA**
Thurs. 23
Circulation - Advertising
Agricultural college
Newspaper offices
Canpore Journal
Prominent people
21. April 24 - **AGRA**
Sat. 25
Circulation - Advertising
Federal University
Farming conditions
Newspaper office
Davyug
Taj Mahal
22. April 27 - **ALIGARH**
Tues. 28
Circulation - Advertising
Muslim University
Newspaper office
Aligarh Institute Gazette
Prominent people
23. April 29 -
NEW DELHI
Thurs. 30
Circulation - Advertising
Central Government Bureau
Farming conditions
Publications
Postal rules and regulations
Prominent people
Agent for Delhi and surrounding territory
- May 1
Residential University
- Sat. 2
Newspaper offices
Mail Trading
Hindustan Times
Asia
Swarajya
- Mon. 4
Comrade
The Indian Veterinary Journal
Y. M. C. A.
Boy Scouts
Girls Guide
- Tues. 5
Women's League
Rural Sanitation
Education
Child welfare
- Wed. 6
Agricultural maps
Irrigation
Drainage
Crop Rotation
Fertilizers
Farm implements
- Thurs. 7
Information on provinces and
states unable to visit.
ex. Madras, Burma, Ceylon.

24. May 11 - LYALLPUR
 Tues. 12
 Circulation - Advertising
 Agricultural college
 Newspaper offices
 Daily Commercial News
 Daily Market Report
 Farming conditions in wheat
 region
25. May 13 - LAHORE
 Thurs. 14
 Fri. 15
 Sat. 16
 Circulation - Advertising
 Government bureau
 Rural education
 Publications
 Newspaper offices
 Muslim Outlook
 Scientific World
 People
 Bande Matram
 Agent for Punjab province
 Lajpat Rai & Sons
 Prominent people
 National Congress
 High School
 Dayanand College
 Arya-Samaj
26. May 18 - KARACHI
 Tues. 19
 Wed. 20
 Circulation - Advertising
 Agent for Sindh District
 Colleges
 Farming conditions
 Newspaper offices
 Daily Gazette
 New Times
 Sindh Observer
 Prominent people
27. May 21 -
 HYDERABAD SINDH
 Wed. 22
 Circulation - Advertising
 Newspaper offices
 Hindu
 Sindh Mail
 Prominent people
28. May 25 - BARODA
 Tues. 26
 Circulation - Advertising
 Maharaja's College
 Newspaper office
 Jagriti
 Agent for Baroda estate
 Co-operative movement
 Girl's school - Fatocalin
 State Government Bureau

29. May 27 - **INDORE**
 Thur. 28 Circulation--Advertising
 Institute of Plant Industry
 Agent for Indore state
 Newspaper offices
 Fri. 29 State Government Bureau
 Publications
 Farm problems
 - Education
30. May 30 - **AMBEDKAR** Circulation - Advertising
 Mahatma Gandhi
 Prominent people
 Newspaper office
 Young India
31. June 1 - **NAGPUR**
 Tues. 2 Circulation - Advertising
 Government Bureau
 Publications
 Rural education
 Farm problems
 Wed. 3 Colleges
 Federal University
 Agent for Central Provinces
 Newspaper offices
 Sankalpa
 Young Patriot
32. June 4 - **KANPUR**
 Fri. 5 Circulation - Advertising
 Prominent people
 Newspaper offices
33. June 8 - **POONA**
 Tues. 9 Circulation - Advertising
 Agricultural college
 Newspaper offices
 Deccan Herald
 Kesari
 Wed. 10 Notes Sporting News
 Servant of India
 Farming problems in cotton region
 Thurs. 11 Rural education
 Women's club
 Fri. 12 Boy Scouts
 Girls Guide
 Y. M. C. A.
 Sat. 13 Farm paper -- Shetki-Shetkari
 Prominent people
34. June 15 - **BOMBAY**
 (Headquarters) Circulation
 Tues. 10 Advertising

Wed. 17	Newspaper offices Bombay Chronicle Bombay Times Indian Industries and Power Voice of India
Thur. 18	Indian Social Reformer Bombay Karmachar Advocate of India Indian Daily Mail
Fri. 19	Evening News of India Railway Times Madras Herald Kaiser-i-Hind
Sat. 20	Lokmanya Bread Basket Report Heuter's Indian Journal
Mon. 22	Government Bureau Rural reconstruction Child welfare Women's club
Tues. 23	Quotation for printing
Wed. 24	Purchase of office supplies
Thur. 25	" " " "
Fri. 26	" " " "
Sat. 27	" " " "
Mon. 29	Federal University Press-Owners' Association
Tues. 30	Postal authorities Postal rules and regulations

July 1 to August 15 * * *Free period from publication
Preparation of material
Reading first proof
Reading second proof
Reading third proof
Reading fourth proof

August 16 to September 1-Printing

September 2 to
September 10 . . .Addressing and mailing

September 18.Journal on the news stand
Dated October 1, 1936
Vol I. No. 1

October 18

Second issue of journal on news stand.

Dated November 1, 1936
Vol I. No. 2

November 18

Third issue of journal on the news stand.

Dated December 1, 1936
Vol. I. No. 3

Every succeeding month the journal will appear as usual and be distributed to the news stand dealers twelve days in advance.

study conditions as enumerated in the What To Do Sheets--
Itinerary of Time Schedule.

The plan of study proposed is to make a loose-
leaf note-book with three colored papers as follows:

- | | | |
|------------------------|---|--------|
| 1. Editorial matters | = | blue |
| 2. Circulation matters | = | red |
| 3. Advertising matters | = | yellow |

Editorial Matters:

In meeting people the writer plans to make notes on a separate page and describe the would-be-contributors as in case of editorial problem. The questions asked in this connection are:

1. Who is he?
2. How does he appear?
3. How old is he?
4. What has he written?
5. What is his specialty?
6. What connection has he at present and with whom?
7. Is he well-known and what is his standing in India?
8. Has he been a contributor before?
9. How long?
10. To what publication in India or abroad?
11. Is he eagerly read by people?
12. What would be reaction of the reader to such a person's contribution in the National Better Farm and Home Journal?

Then again the journal intends to edit brief items from correspondents of specialists. Thus the quality of items will form the basis for success of the publication.

Circulation matters are gathered with utmost care. Investigation in this connection concerning the group of subscribers is as follows:

1. Are these subscribers able to buy advertisers' products?
2. What are their living standards?
3. What is their occupation and source of income? How much?
4. How many are there in their families?
5. Do they have cars and radios?
6. Farmers -- do they use modern implements?
7. Do they send their children to school?
8. Are they progressive?
9. How is their home? Is it under mortgage? Is it well-kept? What is the approximate present value of the house?
10. How much property do they own? Landed, and other.
11. How much taxes do they pay?
12. Do they have telephones and electricity in their homes?
13. What other papers and magazines do they subscribe for?
14. What are their yearly subscription rates?
15. What is the nature of the magazine or paper they subscribe?
16. How do these magazines and papers present their news and matters of interest to their readers?
17. Wherein lies their good or bad points when compared to National Better Farm and Home Journal?
18. What is the condition of village or territory in which they live?

In the investigation to select Publisher's representative, the following questions are asked:

1. Who is he?
2. What of his personal appearance?
3. What business experience or standing has his firm?
4. Has he been successful and how long is he in business?
5. What is his financial backing?
6. Is he permanently located? If so, where, and how?
7. How many other people is he representing?
8. Did he lose any patrons? If so, why?
9. What financial arrangements have they made with him?

10. How much business has he given them and on what basis?
11. What is his personal character; honest, sober, industrious?
12. Where does he expect to get business for the National Better Cars and Home Journal?
13. What are his connections, and with whom?
14. Can he fulfill his obligations?
15. How large family has he?
16. What do they read in their home?
17. Does he send his children to school?
18. Does he own the house in which he lives?
19. Has he a radio, telephone, electricity in his home?
20. What make of car does he use, if any?
21. What are his personal habits? Does he smoke and drink?
22. Is he a college graduate? What degree has he? From where?
23. Is he progressive? Is he aggressive business go-getter?
24. Is he sociable and good-nicer?
25. Has he many friends?
26. How does he spend his leisure hours?

Advertising matter secured out of personal solicitation--100 accounts from a list of about 500 advertisers. These are carefully analyzed as follows:

1. How sound is his business?
2. What volume of business does he turn out each year?
3. What financial backing has he? Credit facilities?
4. Is he progressive?
5. Will he fulfill his advertising contract obligations?
6. What other medium is he using?
7. How long has he been in business?
8. Did he violate any advertising contract, if so, why?
9. Who prepared his copy?
10. Does he use any agency?
11. Does he pay for the agency service or does the publication pay commission?

12. How large will his ads be?
13. How long is he expected to continue?
14. What goods does he offer to the public?
15. Are these goods easily saleable?
16. What are his market prices and how do they compare with the prices of his competitors?
17. How durable is his product?
18. How widely is it used?
19. Is it in reach of my subscribers?
20. Where do his competitors advertise?
21. How much do they spend in advertising?
22. How does their advertising copy compare with my clients?

10. Matter the Project Proposes to Attempt.

The enclosed dummy or layout for the National Letter Form and Home Journal obviously indicates the nature of matter treated; of course with a variation in each issue.

"No paper wants to look exactly the same from day to day. Yet each newspaper usually keeps pretty close to one general style, not only because it seems best suited to its character, but also to enable readers to identify their paper at a glance. Most conservative papers use what is known as balanced make-up, which strives for absolute symmetry. Headlines, boxes, and cuts are arranged to balance each other."²³

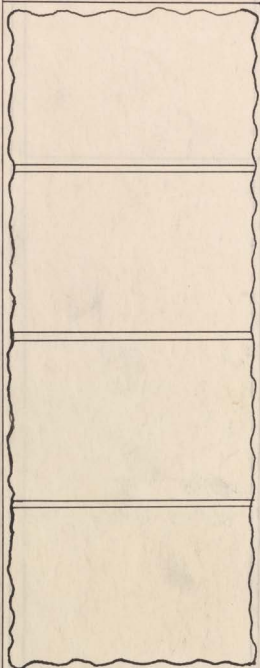
In the matter of make-up the specifications enumerated in the dummy serve to illustrate the general method to follow. Nevertheless, careful distribution of ink, uniform color throughout, care in printing pictures,

²³ E. E. Olson, Typography and Mechanics of Newspaper, p. 304.

National BETTER FARM & HOME Journal

TWO
ANNAS1936
OCTOBER

EDITOR: Mohan V. Raj



CUT

This Issue
ContainsHome
FarmMahatma Gandhi
Rabindranath Tagore

The Most Popular Household and Rural Magazine In All India

Advertisement

CONTENTS

Copyright 1936, by
National Better Farms Home
Journal Bombay, India

Specifications

Page size $8\frac{1}{2}$ " or 51 pica ems wide

Page size $11\frac{1}{2}$ " or 69 pica ems deep

Printed Matter

Each column of 14 pica ems - 3 col. to page = 42 ems

Each column of 10" or 60 pica ems deep = 60 ems

1 pica em white space between columns

1 and 2, also between columns 2 and 3

Margin

I narrow - $3\frac{1}{2}$ ems } wide

III large - $3\frac{1}{2}$ ems }

II next narrow - 3 ems } deep

IV larger - 6 ems }

National Better Farm and Home Journal - 12 pt C.Lc.

October 1936 - 12 pt C.Lc.

Page Number - 12 pt.

• Heads - 24 pt. Bernhard Gothic

Body type - 10 pt. leaded or Solid Excelsior or Ideal

For cuts - 10 pt body type Italics

This Issue Contains

Home - 24 pt. Bernhard Gothic

Name Mahatma Gandhi - 18 pt.

Entered as Second-class
matter at Bombay, India
act no. 1910

national
BETTER FARM & HOME
Journal

A Little of Everything That Tends to Create Better Living

HOME
The Kingdom of Father
The World of Mother; and
The Paradise of Child.

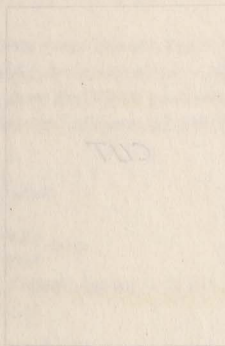
CUT

Mahatma Gandhi

National
BETTER FARM & HOME
Journal

A Little of Everything That Tends to Create Better Living

HOME
The Kingdom of Father
The World of Mother, and
The Paradise of Child

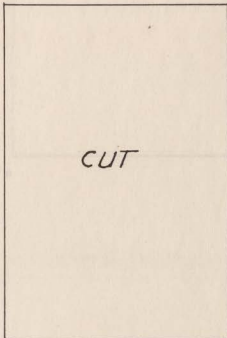


Streamer Cut

FARM

It is the Family Center
It is the National Wealth; and
It is the Rock of Civilization

CUT



CUT

Rabindranāth Tagore

FARM
It is the Family Center
It is the National Wealth, and
It is the Rock of Civilization

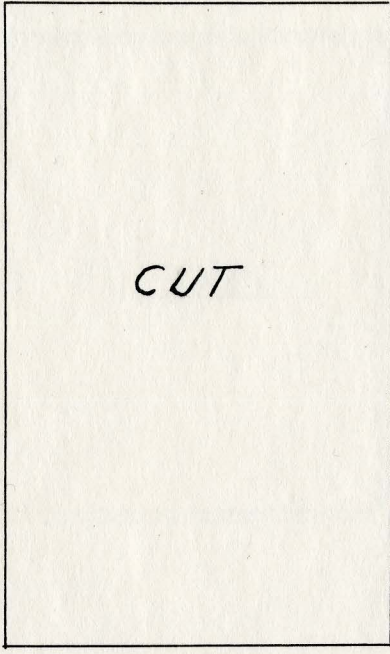


Streamer Cut

SERIAL
Keep up with
your story
send in Ref.

TITLE

You will receive
each issue
regularly every
30 days for 1 year



National Better
Farm and Home Journal
is not responsible for the
use of any person's name in
fiction, semi-fiction articles
or humorous hits. It is never
done intentionally and must
be regarded as mere coincidence

Next Month: Rama's Sad Plight



Household Department

• Weather Reports
Sumarized monthly

Garden

Interior Decoration

Furniture



Farm Department

Market Comments

Soil

Cows

Poultry

Crop

Human Interest Comics

Next Issue: Labor Advantages

Letters From Nations Youth

CUT

Leadership Training

Children's Corner

CUT

CUT

Human Interest Comics

Next Issue:: Lalos Adventure

How Others Live

American Home

(Changeable every month on different countries. Written from my observation)

CUT

What Others DO

American Farm

(changeable every month on different countries. Written from my observation)

CUT

What The Editor Thinks

Specification:

Heads in 14 pt. Bernhard Gothic C.Lc.

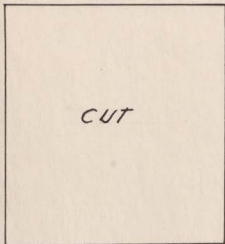
Body in 10 pt. solid or leaded either

1. ideal
2. Ronaldson

Specification:

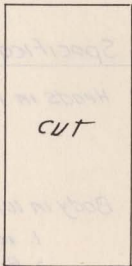
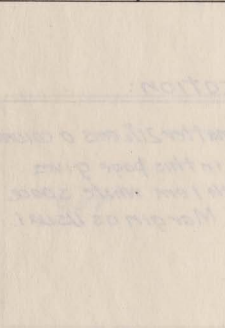
Printed matter $21\frac{1}{2}$ ems a column—
2 columns in this page gives
43 ems with 1 em white space
between. Margin as usual.

Handy Home Hints



Labor Saving Devices

Appetizing Recipes



Handy Farm Hints

How to Prevent Erosion

CUT

Easy Way of Handling Hay

CUT

Care of the Calf

Advertisement

Current Events

National

Foreign

Next Month

Publisher's note:

That you may receive every issue regularly each month the National Better Farm and Home Journal should receive your change of address notice by the first of the month to affect the following month's issue. For instance, notify the Circulation Department of your new address before November first—when you desire address changed for your December issue.

"It identifies you when National Better Farm and Home is mentioned"

Advertisement

Suggestions on Health
by Dr. M.T. Lall

Advertisement

"It identifies you when National Better
Farm and Home Journal is mentioned"

"It identifies you when National Better
Farm and Home Journal is mentioned"

Woman's Page

Bombay

Delhi

Madras

Mrs. T.S. Shah

Mrs. Khan

Mrs. Bool

Self Advertising

Reasons:

Why you should have the National Better Farm
and Home Journal come to your home

Mrs P.B. Tanzo

Testimonials —

National Better Farm and Home Journal ---- "Mahatma Gandhi

National Better Farm and Home Journal ----" Sir. C.V. Raman

Subscribe today ---- Be informed tomorrow

Timely talks

Great trouble and money, he
would have saved, had he
read the order more carefully

by Rajanda Prasad
Bar... at... Law

[National Better Farm and Home
Journal brings to you these
articles by Rajanda Prasad
Counselor-at-Law for your
protection. Information gained
may save you from serious
loss. Read everyone of
them for your safety and success.
Editor]

Advertisement

Humor Bits

CUT

Rural Reconstruction ... Bureau of Education

Exchange Bits From Other Lands

United States of America - Japan

England

Country Gentleman

Farmer

Home

Brevities From Our Exchange

Setki Shetkahu

Krishi Lampad

All-India Items

News, Views, and Comments

Editor's Note

Kerachi

Calcutta

Madras

P. Danadia

J.C. Bose

Self Advertising Merchants

Reasons:

K. Raman

Bangalore

S. Pillai

Classified

Who tells What
"Quotations"

Will Durant

H.G. Wells

Jane Adams

Glenn Frank

Index of Advertisements
October 1936

National Better Farm and Home
Journal Advertisement Branch
Office, Business Advertisements
only accepted
Madras - 3 Gandhi Road
Delhi - 4th St.

	Page
A	3
B	2
C	13
D	18
E	21
F	24
G	19
Hira Lall Co Ltd	5
India Co, 10, 15, 17, 21	
Jote Ram Co, The	23
K	
L	
M	
Naidu Outfitters	

This Issue prepared with
great caution to insure
accuracy, any occasional
change or omission is
never done knowingly

"It identifies you when National Better Farm and Home Journal is mentioned"

Advertisement

...of the

... ..

... ..

... ..

... ..

Advertisement

"It identifies you when Better Farm and Home Journal is mentioned"

avoidance of slugs or quads working up, etc., in short careful press work probably contributes more than anything else to appearance of the journal.

Curiosity arousing cut captions used would compel readers to turn to the story that the cut illustrates. National Better Farm and Home Journal will seldom outline the whole story--who, when, where, what--like newspaper in its lead paragraph. Rather, the story will generally unfold paragraph by paragraph, like a good play and progress to a climax.

In balancing the page, consideration given to the page opposite to it tends to bring harmony. For example, if a page has streamer cut, for economy, it can be balanced on the opposite page not necessarily with a similar cut but by a box effect with large and unusual type.

Department heads would lend variety regardless whether the page is too solid with type matter or not. Because of the zinc etching used depicting modern farm or home included in the first letter of the title.

"Initial letters are frequently used in printing, at the beginnings of new groups of text matter..... When carefully chosen, initials add very greatly to the appearance of the page, lending variety and interest, while their theoretical purpose is to call attention to

where the reading matter begins. They must be selected and used in accordance with the general principles of good typography; namely, fitness (or appropriateness), proportion, shape harmony, and tone harmony."²⁴

This letter etching is usable in many issues but conforming with the editorial policy. For example, if the policy is for improving the sanitary condition, the letter and etching should depict the improved condition. But when the editorial policy shifts to another interesting phase, the and etching is also changed.

In connection with make-up, the enclosed is a class assignment in typography that the writer has set in type two pages 16 and 17 with reading matter as well as advertisements in accordance with National Letter Press and Home Journal's specifications.

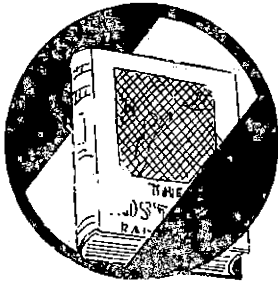
In the United States a typical farm journal contains, namely: "Editorials, news articles, short informational and experience articles, feature articles, fiction and entertainment features, correspondence, illustrations, and advertisements."²⁴ Hence the National Letter Press and Home Journal not only proposes to attempt to cover the field mentioned but also conduct a demonstration farm. For example, beekeeping, raising poultry, breeding pedigreed bulls, use of farm implements, seed test trials, soil fertilization, control of crop pests, prevention of soil erosion, dairying,

²⁴ E. W. Folk, The Practice of Printing, p. 107.

²⁴ F. W. Lockman, Technical Printing of Farm and Home, p. 73.

the Ideal Recreation.....

Read books!



It brings rest, relaxation and mental stimulation—all in one!

A good book for As. 8/—? Of course.

—and other prices up to Rs. 4/— for latest works of best writers in all fields — travel, adventure, science, politics, history, liberal arts, fine arts and fiction of the better sort.

SEND FOR CATALOGUE TODAY

Publishing Company
Madras

Quantity & Quality!



Time to plant a garden —and you want to be sure that it will be the success you anticipate. To buy your seeds here is the surer guarantee of that success.

- Beans.....2 As
- Peas.....2 As
- Esters.....2 As
- Tulips.....2 As
- Cosmos.....2 As

TEAR HERE AND MAIL TODAY

Seed Company
Poona.

Gentlemen:

Please send me free folders on tested and guaranteed seeds.

Name

Address

City.....

Current Events

NATIONAL

LAHORE—By completing the first reading of the Indebtedness Rural Relief bill, Punjab Legislative Council concluded the initial stage of the enactment which has been of interest for more than two years.

RANGOON—The account of ganja plantation of the slopes of Hyantang Hill reads like a romantic story. Excise party uprooted and seized 211 plants, weighing over 1,500 tolas, and in the field hut of the Karen, seeds for next season's planting found in bamboo tubes.

COLOMBO — Lime, oranges, and grape fruit industry suffered loss of Rs. 40,000.

BOMBAY — Rural Education bill passed by the Legislative Council of Bombay province provides Rs. 30,000 for building village schools.

CALCUTTA—Women's club organized in 1898 conducts yearly contest of "Baby Week." This year first prize of Rs. 300 was won by child Kamala Bai living on a farm near Dacca.

MADRAS—Kirtan Karan organization celebrated its silver jubilee. Movement founded by Ram Mohan Roy encourages leadership among the young people.

NEW DELHI—New Housing Act passed in the Legislature provides loans for the use of rural population. Each farm family is entitled to receive Rs. 200 loan at 2 per cent interest.

FOREIGN

MEXICO, D. F.—Rising prices of silver caused by the United States treasury's advanced purchasing pushed Mexico's peso up to the point where it would be profitable to melt it down and sell it for bullion.

To prevent that the government ordered coins surrendered to the Bank of Mexico in exchange for paper certificates to be issued against the silver reserve thus accumulated. Export of silver coin was forbidden.

TOKYO—At dawn, on Easter Sunday, one of the most destructive earthquakes of modern times struck Formosa, beautiful Japanese owned island off Southern China.

About 3,000 were killed in the earthquake. It is estimated that 20,000 were made homeless. Red Cross workers taking care of children orphaned in the catastrophe.

LONDON—Because oranges were wrapped in paper bearing a picture of Hitler, a consignment of 100,000 oranges from Spain was withdrawn from auction in the London Fruit Exchange. Two hundred buyers who were present expressed resentment at the wrapper. Apparently the shipment of oranges was intended for Germany.

NEW YORK—Whirling in like a black funnel, a forty-two-mile-an-hour dust-storm tore in the Western dust belt, and again left destruction in its wake. Work accomplished in clearing the debris of the previous storm was wasted.

Next Month

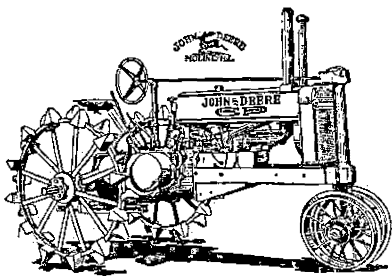
How To Make The Farm Pay !

Publisher's note: That you may receive every issue regularly every month, the National Farm & Home Journal should receive your change of address notice by the first of the

month to affect the following month's issue. For instance, notify the Circulation Department of your new address before November first—when you desire address changed for your December issue.

The day has COME!

...for a
General Tractor!!
...that fits your NEED



Dependability---

—that's what you need in your tractor, especially when you are racing against time and weather. You can't afford costly, exasperating delays — stopping to make adjustments and repairs in the field.

And you wouldn't have to with this new and improved tractor.

It saves you money, saves work, saves time, and increases your profits.

Be sure to fill out this coupon and mail it today

FARM COMPANY,
Bombay.

Please send me, free of cost, your power farming book.

Name.....
Address.....
City

Health Suggestions

by
DR. M. T. LALL

Of course you know that mosquitoes can carry malaria and yellow fever from one person to another, but probably you do not realize how many other diseases there are in which insects are responsible for the spread.

Actually, any insect which sucks blood may be a carrier of disease. However, because of the ubiquitous character of the mosquito and its wide dissemination in nature, it is among the most serious of all disease spreaders.

Besides malaria and yellow fever, the disease called filariasis is spread by mosquitos. In 1878, an English doctor showed that the parasites called filariae can be transmitted by the bite of an infected mosquito.

When these filariae get into the veins and lymphatic vessels, they block the flow. This results in large enlargements, particularly of the legs, and produces a disease called elephantiasis.

Mosquito causes "break-bone" fever

Another disease for which mosquitos are responsible is the one called dengue, known as "break-bone fever" or "dandy fever" which occurs principally in hot areas.

This disease is called "break-bone fever" because of the pains in the bones, and "dandy fever" because the person who gets the disease walks with a good deal of difficulty because of the pain and stiffness. This disease seldom kills people, but it can weaken them and lay them up for considerable periods of time.

So far as is known, the only way to get rid of the disease is to get rid of the mosquitoes that carry it.

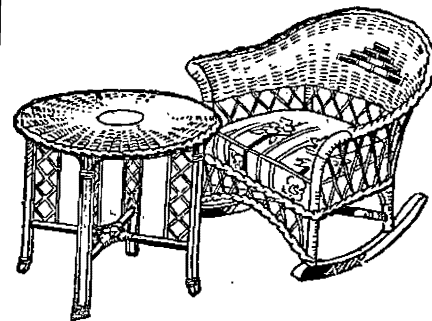
Fly bites transmit disease.

Flies of different kinds have spread various types of disease. In Africa the tsetse fly spread the African sleeping sickness, typanosomiasis

The common house fly spreads disease by feeding first on manure and decayed materials, and then depositing its filth on food. The stable fly can spread disease in the same way, but it also bites people occasionally. Another disease spread by biting flies is deerfly fever, or tularemia.

The flea also is capable of piercing the skin to obtain blood, and in this way transmitting infection. Such diseases as plague have been associated with the bites of fleas.

LOOK !!
at the
Saving



Chair Ensemble: Here's comfort!
—Graceful in Style—

Wicker chair and table---5 Rs.

To make your vacation a real Pleasure. Tents, Camping Cots, Chairs, Tables, Thermos Jars, and Complet Camping Equipment.

rocking chair
card table
stool

... are being featured this
Month.

Now you can have your home furnishings on our Budget Plan for Furniture Buying.

Our booklets gives full particulars.
Send for it today.

We are complete Home Outfitters

Furniture Company
Calcutta

irrigation, drainage, and other subjects applied directly in the interest of farms and home.

One of the first objects of the journal would be to cooperate with the societies already organized to help the farmers with their problems; government bureaus; University departments; Research Institutes; Co-operative societies, and all other organizations for the advancement of agricultural and home economics education.

11. In Relation to Farm. Facts gathered from the world over especially those leading to success under Indian conditions will be published in a column entitled "Exchange Bits from Other Land". In addition to this the National Better Farm and Home Journal will relate experiences of successful farmers, and present practical ideas relating to economic improvement of farm, such as "How to Make the Farm Pay", and other matters that will directly apply to the practices on the farm.

12. In Relation to Home. In a column entitled "Handy Home Hints", such items as 'Labor Saving Devices', 'How to Make at Home the Simple Things You Want', will be related along with other articles including experiences of successful housewives in the matter of home management.

13. For Children. Stories helpful in training children. Comic strips having educational and

sentimental value. In course of time the writer proposes to introduce cut-outs in colors for the amusement of children in the family.

14. For Young People. The writer admires the 4-H club as conducted in the United States.²⁵

"Boys' and Girls' 4-H Club work is a relatively new rural educational movement. Through it, boys and girls of ten to twenty years of age are taught farming and homemaking and oriented as to the place of agriculture in life. They are taught in such a way that their skill is increased, their powers of observation developed, their vision broadened; and they learn how to work and play and associate together.

"The symbol of the 4-H Clubs is the four-leaf clover, with the letter H on each leaf. The H's stand for the head, heart, hand, and health. Explanation of their meaning is found in the club pledge, which runs as follows:

"I pledge: my head to clearer thinking; my heart to greater loyalty; my hands to larger service; and my health to better living for my club, my community and my country."

However, it is proposed it should be expressed in form understandable to the Indian mind and suitable to Indian conditions. Leadership training articles, and

²⁵ C. B. Smith, 4-H Club Work, The Journal of the National Educational Association, Vol 19, No. 31, March, 1930. p. 95.

also letters contributed by themselves on various constructive matter.

15. General. In this section the writer proposes to include all helpful matters relating to the following:

- a. Rural Education.
- b. Market reports.
- c. Weather reports.
- d. Health Suggestions.
- e. Timely Talk - relates legal matters as applied to farm or home.
- f. Brevities from our exchange.
- g. All-India Items.
- h. Correspondence.
- i. The Telle What - quotations.
- j. Current Events - National as well as Foreign.
- k. Fictions of better sort.

The matter of what the National Better Farm and Home Journal intends to publish has been fully discussed in Chapter II on Editorial Problem.

Chapter II

SOLUTION OF EDITORIAL PROBLEM

16. Responsibilities. The objectives of National Better Farm and Home Journal are great and involve deep responsibilities because of the influence it will exert upon its readers. When the journal enters thousands of homes and is read by the entire family, it is evident that it has a particular task to perform. On it rests the responsibility of bringing the farm into even closer relation with the home and family group. It must influence both the elders of the family and the younger generation. In all probability the journal will stay with the family group through years of depression and through years of prosperity. When the younger ones branch out into new homes and new companionships the journal must have become a vital thing to them and serve to bind the old home and the new. By this statement it is not implied that the journal's sole purpose is to bind together the family group. However, this is an important feature. An almost greater task is to produce an upright journal which endeavors to create and promote better living on the farm and in the home. This is of primary importance.

To do these things successfully the editor must be a clear thinker and an intelligent reasoner. Above all he must be a leader and investigator.²⁶ National Better

²⁶ G. H. Bush, Editorial Thinking and Writing, p.239

Farm and Home Journal intends to devote attention to explanations of new methods which have been proved useful.

Undoubtedly there will be obstacles ranging all the way from prejudice to politics. These, however, can be overcome through diligent application to the problems.

The aims and purposes of agricultural journals are to interpret facts, spread knowledge, foster those farm practices which already have been proved profitable, develop coherent thinking, and improve the farmer's judgment. National Better Farm and Home Journal will endeavor to be a combination of all these features such as agricultural articles, news articles, editorial articles, and in general all matters of personal interest.

If the responsibilities of the editors of National Better Farm and Home Journal are great, so also are their opportunities for service. Hence their editorials should include "some or all of the facts of the news story plus associated facts, opinions as to the prophecy or threat hidden in the fact, emotional elements, purposes, moral qualities, tone, style, and service value."³⁷

17. Solution proposed for the constituency of Editorial Matter. Reliability and accuracy are the first requisites for editorial matter. To insure wide circulation and great prestige, editorials should not express hasty decisions nor advance ideas based on loose thinking nor advocate untried theories.

³⁷ E. N. Flint, The Editorial, p. 65.

18. Confidence of the Subscribers. Mistakes are costly. An article advising the adoption of an erroneous method of farm procedure not only causes actual loss when tried but causes the reader to lose confidence in other perfectly practical and sound ideas expressed in the Journal.

Accuracy in writing involves not only gathering information correctly but the task of writing it correctly. In re-arranging and writing the story there are several dangers to be guarded against, namely; misinterpretation of facts, mistaken conclusions, improper emphasis on details, omission of vital facts.²³

To be beneficial to both itself and its readers a journal must inspire and have the confidence of its subscribers and readers. To attain this, articles and information published therein must be completely reliable.

The slightest impression of an error in the report of a lecture or in an article inevitably means some destruction of confidence. Such loss of confidence must be avoided, and it is most important to keep out all unreliable editorial material.

19. Simple and Practical. Editorial matter should be simple and practical and show evidence that the editor thoroughly understands and appreciates his reader's

²³ F. W. Beckman, etc., Technical Writing of Farm and Home, p. 117.

problems and needs. Editors should mingle with farmers and their families, keep in close touch with them, and consequently be in sympathy with the farm and home life of the subscribers.

Knowledge is the foundation for leadership. An editor should understand community organization and human nature. He should understand the needs and problems of the community. He should know how other countries have successfully taken care of these matters and interpret purpose and proposals in the proper and appealing manner,²⁹ in his editorial columns and thus "inspire or persuade"³⁰ the reader to action and consequently to general welfare.

20. Bear Influence on Advertising. Honesty in advertising is essential. Editorial matter requires reliability and honesty to as great an extent as does advertising. The impression of the reader is built up from observation of the journal as a whole. If the editorial columns have been truthful, reliable and practical in the suggestions and advice, confidence in the other sections of the journal will be created. This ideal is expressed in the attitude that "I saw it in the National Better-Farm and Home Journal, so I know it is

²⁹ D. A. Crawford, etc., Agricultural Journalism, p. 387.

³⁰ H. L. Spencer, Editorial Writing, Ethics, Policy, Practice, p. 167.

true," rather than the attitude "it may be so because I glanced at it in the National Better Farm and Home Journal." The first attitude expresses a positive reaction. That is what the journal must endeavor to accomplish in editorial matter so as to produce results from advertising matter.

21. Answer Questions for which People Read: e.g. either Amusement or Profit. There are two reasons why people read. One is for entertainment, and the other for profit. The desires and needs of the different classes of readers of a journal all have to be taken into account when considering the adaptability of an article.

To be profitable to the reader articles must deal either with methods of increasing incomes, or with purely inspirational matters explaining in simple terms the ways of lessening work and making life more pleasant. In a technical journal such as the one proposed in this discussion, practical articles should predominate. Consequently there are a good many "don'ts" for writers. Some of these are:

- (1) Neither credit the reader with too great a knowledge, nor discredit his intelligence.
- (2) Don't condense too much information into a short article.
- (3) Don't make your articles too impersonal and devoid of human interest.

(4) Don't leave out all technical terms because you feel you have to do so, but in case of expediency, leave them out without apology.

(5) Don't remark as to the interesting fact of a discovery, because it is self-evident and worthwhile.

(6) Don't make complete and unnecessary references to all the matter you have consulted.

(7) Don't dress up the topic with imaginative description, extravagant language or irrelevant jokes, but explain the real point as directly and effectively as possible.

(8) Don't define something difficult by means of an difficult or more difficult illustration but rather explain it simply and clearly.

(9) Don't fail to answer the questions, "What of it?" "Why?" and "What for?"³¹

32. Personal Appeal. It is a well known fact that personal letters are more effective than circular letters because individuals vary so widely that only personal letters can give the desired direct appeal. It is also true that the preparation of copy for publication must have personal appeal. To give this appeal to articles, the writer must have a great and intimate knowledge of the readers.

³¹ E. B. Slosson, "Don'ts for Writers on Technical Subjects," n.p.

23. Solution Proposed for Obtaining Editorial Matter. Editorial matter for the National Better Farm and Home Journal can be obtained through the following sources: (1) articles sent in by special writers; (2) assignment articles; (3) articles by the editor himself; (4) Subscriber's articles, including the farmer's or the housewife's data, work, and reaction; (5) Technical articles.

Although this editorial matter comes from various sources, its character and content are subjected to rigid inspection by the editor.

24. Special writers. Special writers generally are people who are well known to the editors and are especially fitted to furnish a particular type of article. Specialized articles may be obtained from faculty members of the colleges of agriculture and home economics. These are generally better adapted to the use of agricultural journals than are the general articles. The material should not antagonize the farmer by being either too assertive or too theoretical.

In contrast to the college faculty writer, the professional writer usually writes better articles since he is generally a better writer and has the advantage of the viewpoint of the reader.⁵² Student material is

⁵² H. B. Crawford, *Op. cit.*, p. 25.

often much more acceptable to the average publication than the writing of specialists.

25. Assignment Articles. Assignment articles are written by individuals whom the editor has entrusted with an especial feature--presumably a subject which the writer is familiar with and which he thoroughly understands.

Agricultural copy may also be obtained from agricultural colleges and experiment stations which generally issue bulletins on the latest agricultural methods which have been tested and found to be profitable.³⁵

26. Editor's Contributions. The Editor's contributions are articles written by the editorial staff of the journal from their observation, for "personal observation suggests subjects and furnishes material"³⁴ and experience which when told will bring improvement and success in managing the farm or home.

In this connection, however, the editor's work is three-fold. He should constantly be in touch with the needs of the public. He should find writers who satisfy these needs. He should also sometimes devise the ideas he wants the writers to develop.³⁵ He has, nevertheless, at his command bulletins from government bureaus containing

³⁵ Ibid. p. 25.

³⁴ H. G. Beyer, Newspaper Writing and Editing, p. 339.

³⁵ J. Esheloss, Magazine Making, p. 133.

a great deal of material suitable for publication.

27. Subscribers' articles. Articles submitted for examination are, as a general rule, from people in a position to understand their particular conditions and interests. These people, so to speak, are on the actual "spot." They can tell about the improvements they are making on their farms and in their homes. They can tell about the observations they have made as to what methods bring them the greatest success.

The farm is the primary and basic thing in agriculture. The farmer being a "careful reader as well as close observer,"⁵⁶ therefore is the main factor in agriculture as a source of agricultural news.⁵⁷

28. Technical Articles. Technical articles are generally written through the medium of people known to the editors and skilled in that particular field of writing. Writers of this sort of article will be most successful when they are able to interview an "eye witness", the "man who was there" who is able to give a definite, clear and truthful picture.

Other sources of editorial material are lectures and demonstrations by county agents and other experts. Still other sources are agricultural exhibits, markets,

⁵⁶ C. B. Rogers, How to Gather & Write Farm News, Kansas State Agricultural College, Bulletin, vol 7, No. 6, July 1, '24, p. 8.

⁵⁷ H. A. Crawford, Op. cit. p. 23.

ALL-INDIA NEWS FLASH

(Special to the National Better Farm & Home Journal)

To The Editor: Here are news items for the National Better Farm and Home Journal:

Write your name and address, tear this out and mail to the National Better Farm and Home Journal, 82-84 Mplsade Road, Bombay.

fairs, farmers' meetings, and all manner of farm publicity and display.³³

29. Proposed Means of Selection and Choice of Articles. In the matter of selection of articles, "the considerations governing acceptance or rejection of manuscripts are so often intangible, and vary so widely with the special purposes and needs of each individual periodical that it would be quite impossible to lay down any but the broadest and most general rules. These rules apply not only to the writers of non-fiction articles but also to the editor:

1. Is it written from a positive, rather than a negative, point of view? Is it constructive?
2. Does it contain information, interpretation, or inspiration of real value to readers?
3. Is it accurate? What are the sources of information? Are they reliable?
4. Is it complete? Does it answer all the important questions which it would presumably cause the reader to ask?
5. Is it written in truly interesting style?
6. Is it timely?
7. Will the subject presumably interest a reasonably large number of readers?
8. Does it bring up points worth editorial comment?
9. Does it show reserve power or comprehensiveness?

³³ H. Crawford, *Op. cit.*, p. 26.

10. Does it indicate how the ideas expressed tie in with the broad issues of which the ideas are a part?³⁹

From the above quotation it is evident that it has to be taken into consideration whether the article is of interest to a large percentage of readers or to only a few. The minority group should not be completely overlooked. Nevertheless a judicious selection of articles should be made to insure that the journal contains a majority of articles of interest to the greater number of readers.

30. Articles Suggesting Good, New Ideas. A publication which strives to be progressive must necessarily devote a certain amount of space to articles which are not as yet of deep interest. These articles should be leaders and pave the way for propositions not yet presenting a direct interest, but which are destined to become of general interest in the course of time. Examples of this point are fencing of the farm land in India or construction of play-grounds in the villages. At present nothing has been done in this connection. However, for years before it can come into general use it must be advocated and its useful points explained, thus paving the way for advancement.

³⁹ H. H. Swetland, *Industrial Publishing*, p. 74.

31. What Interest It Holds. It is the duty of a journal to create the proper interests and desires in its readers as well as to satisfy their present interests and desires. The ability of a journal to do this is an index of its progressiveness and general influence.

A journal to be useful must hold as much appeal to women as to men. Women as human beings are subject to the same methods of appeal as men. Their attention and interest can be drawn and held in the same manner as those of men. Both the farmer and his wife live a life that mixes intimately farm and home interests. As a result their reading overlaps on common ground. The farmer alone may have an interest in certain aspects of farm practice, and his wife be interested in only those articles touching household practice, yet there are aspects that are of common interest such as the home and children. Crops, livestock, poultry, orchard, dairy, garden, schools, health, recreation, and many other phases engage the interests of both man and woman. Actual investigation by questionnaire has established that reading interests of women and men largely coincide.⁴⁰

32. Usefulness and Truth in the Article. Another question to consider in choosing articles is in relation to the usefulness and truth embodied in each and the

⁴⁰ F. W. Zockman, *Op. cit.*, p. 235.

practicality and accuracy of the those. Visionary and untried schemes are too expensive risks. There is so much material of a tested, approved, and desirable nature that it is unnecessary to run the risk of publishing perhaps mistaken ideas and impractical methods.

It is usually easy to find whether an article is practical and accurate either by reference to the editor's own experience and library or by reference to experts or persons with a knowledge of the matter under consideration. Manufacturers, experiment stations, colleges of agriculture and home economics give valuable assistance in proving the reliability of an article.

33. Author's Qualifications and Experience are Necessary Factors. It is imperative to ascertain the qualifications of a writer, and an inquiry should be made as to whether his experience, training and first-hand observation have qualified him to give advice to many people upon the matter. If he practices what he preaches and if he can tell interestingly of the advantages and profits to be gained from his methods, then his article will be published in the National Letter Farm and Home Journal.

34. Undesirable Authors. Undesired are those writers who, too prolific, deal with too many different lines of endeavor. It must be remembered that "a jack of all trades is a master of none." Those who write

on many and varied fields of endeavor usually can't draw frequently upon their own experience but must rather be giving a refresh of ideas taken from other books or articles. National Better Farm and Home Journal does not require that type of material. It needs instead, first-hand living and vital facts and information of service to its readers.

38. Avoiding Repetition of Past Articles. There is danger that some articles may be repetition of past ones. This is to be avoided. Superfluous articles also are to be avoided, and care should be taken that no more articles appear on a given subject than is absolutely necessary. The importance of the subject matter, however, determines in general its suitability for publication.

36. Timeliness. Appropriateness and timeliness offer two different criteria of judging the manuscripts which come in, such for instance as the seasonal articles peculiar to Christmas, Easter and other dates. The other is timeliness in presenting to the readers matter touching upon important current events.⁴¹

37. Readability and Length. It is necessary to consider the clearness and conciseness of an article. If it can be presented with only a few minor details edited,

⁴¹ J. E. Rees, The Way Into Print, p. 45.

it is well. It must be readable, coherent, and say something worthwhile without having to be totally re-written. Besides, it must be a "transparent medium through which the thought of the writer comes to the mind of the reader with the least possible obstruction."⁴²

It is, moreover, desirable to eliminate all matter which does not add to the force of the article and make it clear, interesting, and readable. The length of an article should be in proportion to its importance and value. If it is too long, one should consider whether it may be cut down or divided. Too long articles require too many carry-overs or continuations, which naturally irritate the reader.

In articles any reference to products or implements must totally refrain from mentioning particular brands or makes in consideration of the rights of other advertisers of similar products.

58. Wide Appeal of Subject Matter. The subject matter should be of general interest. For example, we assume that there is a subscriber, Mr. Lull, whose neighbors are interested in the fact that his sheep are blue ribbon winners, but other readers who are strangers to Lull and are not his neighbors are more interested in his methods of raising prize-winning sheep than in the

⁴² Eric W. Allen, Printing for the Journalists, p. 132.

mere fact that he is the owner of sheep that won a blue ribbon. Articles published in the National Better Farm and Home Journal should appeal to a great number of readers rather than to a very small sectional group.

39. Articles should consider the readers first.

In a farm and home journal it is advisable to give thought to the fact that farmers are business men and citizens, and we therefore must consider their problems in that light.

The absolute essential to the success of the publication is that the editor manage the journal in such a way that the people will regard it with confidence and feel that it is working in their interests and intends to serve their needs. Such a policy considers the readers first. Advertisers and editors will benefit more from this method because the readers are the ultimate customers of the journal and its advertisers. Confidence in the editorial matter, then, is a primary and vital necessity.

40. Means proposed whereby appeal to entire family may be made. Farming is the only business where home life and business life are so closely interwoven that it is impossible to separate the two. In fact, under the existing system in India the entire family is interconnected with the home and the farm work. As a result the farm publication has to maintain a balance of matter in its

pages that will hold an interest to the farm family as a whole and as individuals. All the editorial matter carried in the pages of the National Better Farm and Home Journal must contribute to better living, which in turn must help people to be happier and more contented. Since there are fewer social activities in the rural community than in the cities, the women depend upon the journal and conversation to keep them informed. Farm news is just as important to women as to men. Indeed, there are parts of it that will be more interesting to them--such as flower-raising, hotbeds, raising fruits, recipes for cooking and canning, menus, home-made devices to lighten housework, care of vines, and brushes and fruit trees, etc.

Even in the field of fashion, although they don't have so much time to devote to dress, nevertheless, farm women are highly interested in styles and sewing problems. Hand work, such as knitting, embroidering, crocheting, etc., is all of interest to the farm women as well as other things in life.

41. Should Combine Technical and Family Problems.
National Better Farm and Home Journal must combine, to be really effective and interesting, the qualities of a trade, technical, and family magazine containing information of general interest to the entire farm family.

42. Understanding and Sympathy. The farmer is an Indian citizen, and his wife is the housemaker. The editors and staff of the National Better Farm and Home Journal have to understand that fact and be in sympathy with all the problems of the farmer and his wife. When such is the case, the articles are received with enthusiasm and confidence, and the advertisements will receive interested attention, and be effective in producing results.

43. Information Bureau. The National Better Farm and Home Journal proposes to establish a subscriber's information bureau with view to answering the readers questions and to help in explaining their problems. This promotes a direct contact with the people, consequently arousing greater interest among the subscribers.

Another method of direct contact with the subscribers is through the circulation department. This department should be relatively large to effectively take care of the subscriptions, to answer letters, and to explain questions received from the readers. If these matters are treated in a reasonably personal manner, the journal will benefit indirectly both in number of subscriptions and in number of advertisements.

44. Good-will. A carefully considered plan must be adopted to establish direct contact with the individual subscribers rather than impersonal contact with a greater number of people and a consequent loss of the personal touch and courtesy that is so great a factor in getting

and holding the good-will of the subscribers.

All departments of the National Better Farm and Home Journal should advance these ideas and should be in harmonious relation with one another.

46. Unfailing Courtesy. The editorial department of the journal should invite readers to come and visit the organization. When readers do accept the invitation and come to visit, unfailing courtesy and hospitality must under all circumstances be shown the visitors. That must be the guiding principle with all the staff members of the National Better Farm and Home Journal.

Chapter III

SOLUTION OF CIRCULATION PROBLEM

46. Definition of Circulation. The general definition of circulation is the number of copies of each issue of a journal printed and sent out to customers. Practically, it is the journal's coverage of the residents of the farm community.

"When an advertiser selects a journal in which to place his advertising, he not only considers the number of subscribers to the journal but he also considers the quality of the subscription list."⁴³

In fact, "circulation is the lifeblood"⁴⁴ of the journal. Without readers there can be no advertisements, consequently the journal can't exist and successfully carry on its program to any length of time.

When the advertiser buys space, he is paying for advertising through circulation. The publisher depends to the greatest extent for revenue from his advertising, and it is really circulation or coverage, which he is selling.

Circulation can be thought of in terms of subscribers and readers. However, there is a difference

⁴³ C. L. Allen, *Country Journalism*, p. 313.

⁴⁴ B. O. Brown, *Problems of Newspaper Publishing*, p. 177.

between the two. Subscriptions which have been unwisely acquired through contests (this is a subject to be taken up later in the discussion) don't mean as great a number of readers as subscriptions acquired.

47. Readable Journal. The journal editor must produce a magazine that is readable and interesting and worthwhile. On this basis subscriptions and a circulation of value to advertisers can be acquired. It so happens that the more readers, the more advertisers and vice-versa.

The primary and fundamental point is to produce a good journal, and this is the foundation for a large circulation composed of people who buy and read the journal because of its merits.

If a journal is highly interesting and its advertisements are excellent, then the journal has a claim to a long and useful life.

John Bakeless writes in his book that "a further consideration is the precise relation of the particular article to the magazine's circulation. One kind of article builds circulation; a rather different kind is necessary to hold it."⁴⁵

48. Selling on Merit. In connection with selling on merit, Phil C. Bing writes that "the prosperity" of a journal "is built upon the corner-stone of circulation."⁴⁶

⁴⁵ Bakeless, Magazine Making, p. 169

⁴⁶ Bing, Country Weekly, p. 218.

Circulation can only be built up through the real merit and worth of the publication. People are just critics. They buy a magazine largely for the interest in its contents and not usually for interest in its advertisements. If the reading content is of high quality, faith in advertisements will be developed.

To achieve the status of quality circulation, the journal's sales must be based on its merit rather than on the sales from contest campaigns.

The articles in the journal must be of value and hold the reader's attention and confidence. If this is successful the circulation will increase because of the merit of the magazine rather than any other high pressure methods.

49. Truthfulness. At all costs, the publication must maintain a high standard of truthfulness, else the confidence of the readers is lost and circulation will decline in place of increasing. This will have an immediately unwholesome effect on advertising since advertisers are concerned with the number of paid subscribers who read the journal and consequently obtain results for their investment.

Mistakes should not be made either intentionally or unintentionally in discussing farm methods and applications. It should be borne in mind that in giving facts and information the journal must always be truthful and should never fall into exaggeration.

Truthfulness will bring its reward in increased confidence and increased circulation, for people respect and have confidence in matter which has been presented truthfully and impartially.

50. Subscription rate. Subscription rates should be based on the value of the work and time spent in producing the journal with an allowance, of course, for a reasonable profit.

Here in America, the subscription rates are low⁴⁷ and the publications depend on advertisements for the greater amount of revenue. Due to the ever increasing number of periodicals, it is no wonder that the rates are low in order to meet the keen competition. If a magazine becomes successful as is the case invariably, it is assured from observation that several others will spring up with the same general character.

The subscription rate of the National Better Farm and Home Journal cannot be fixed while the writer is still in America. A study must first be made of the condition of the people among whom it is to circulate and of their ability to purchase the journal. This will be done through travel and investigation as proposed in Chapter I. However, to facilitate matters, Rs. 2/- or 65 cents a year is set tentatively as the rate. This rate is much lower than is charged for any other publication in India put out by anyone either in English or vernacular in two

⁴⁷ Standard Rate and Data Service (Vol. 16 No. 11, November 1934) p. 305-332.

colors, 9 x 12, and 24 pages. The frequency of National Better Farms and Home Journal is twelve times a year.

The condition of Indian people is referred to in a letter the writer has received from G. V. Gregory, editor of Prairie Farmer of Chicago, Ill. It is his impression concerning Indian publications that "as the farmers do very little buying, it will be difficult to get advertising in a farm journal. As you know, in this country, agriculture is sufficiently on a commercial basis so that farm papers are largely supported by advertisers, the subscribers paying only a fraction of the actual cost."

Undoubtedly this is true, and as the proportion of advertising falls, the subscription rate must go up.

A. D. Gallery, editor of the Tuscola County Advertiser of Caro, Michigan, in a letter to the writer offers these suggestions as to subscription rates:

"Noting your plan of making the subscription price 35 cents a year, I am led to suggest that you consider the plan of making the rate 50 cents per year with a special rate of three years for one dollar. My idea would be that you would get a greater sum of cash early in the game, save the expense of frequent changes of mailing list and the hope of creating greater continuing interest after three years had elapsed than with

only one year.

"To my mind it is highly important, once your schedule of prices has been adopted, to stick religiously to it, or in other words to treat all comers alike even tho you loose an occasional order. Such a course will strengthen you, be fair to all, and in the end gain and hold friends."

"I would suggest," writes P. I. Prentiss, of Time, Inc., New York, "that you may find it a mistake to set your subscription price so low that you will not make a sufficient profit on your circulation to pay the cost of promoting your circulation. It costs real money to sell subscriptions, and it costs real money to interest people in buying a magazine on the newsstand."

From all angles it seems wise to leave the question of rate until such time as the writer will have the opportunity to study the conditions in India.

51. Group Subscriptions. A suggestion that the writer has received from John D. Hughes, business manager of Pulp of the Nation, Indianapolis, Indiana, is that the writer try group subscriptions. He writes in part, "you might arrange to accept products of various kinds in return for group subscriptions, and then sell these products yourself. In other words, you would act as a marketing agent for some of your subscribers, provided, of course, that you could sell subscriptions in groups of hundreds or thousands."

58. Cash-in-Advance. There are advantages in obtaining subscription payments in advance, especially when one is just starting a publication and has current expense to meet.

"There are several reasons why subscription payments should be made in advance:

1. A definite budget for the year can be made if the income can be definitely known.
2. The publisher is able to make a sure first profit by discounting his bills when he purchases new materials.
3. The editor can furnish a sworn statement of paid up subscriptions and stands a better chance of getting good rates and advertising of nationally marketed goods.
4. The cash in advance policy will remove all the dead beats from the subscription book."⁴⁸

59. Circulation Promotion. To bring in these subscriptions to the journal the publisher must work long and diligently in first building up the content and editorial matter. In this connection, Mr. P. I. Prentice, acting circulation manager of Time, Inc., has this to say:

"Any attempt to sell advertising before you have an adequate circulation is costly in the extreme. It costs a great deal more in time, effort, and money to sell

⁴⁸ P. C. King, op. cit., p. 333.

advertising on a publication whose circulation is problematical, and whose future is doubtful, than it costs to sell the same amount of advertising at a much better price in an established magazine.

"Furthermore, I would suggest that at the outset you pay very little attention to advertising sales and concentrate your effort first on creating a publication that will deserve a good circulation and, second on getting all the circulation that your publication deserves.

"When your editorial content is right and your circulation is right, the advertising will be easy enough to get."

Wentland P. Henry, publisher of the Herald, Livermore, California, has this to say about promotion and expansion:

"There is one thought which is plainly fundamental but is, nevertheless, often overlooked or at least neglected - the best circulation promotion is a good paper, the very best which can be produced as to news, editorial and feature content. That holds good anywhere and in the long run will get results provided the general promotion policy is aggressive. This also holds true of advertising to a considerable extent, although local conditions govern this feature of the business to a large extent."

W. H. Eaton, President of Country Life and American Home, Inc., New York, makes the suggestion that:

"A method of increasing and starting up circulation would be to compile a list of farmer prospects and to contact them either by mail or by personal solicitation. Selling magazine circulation is no different from trying to sell other merchandise, and the same methods are used. In this country magazines are sold either by direct mail to a selected list of prospects, through a local salesman who operates either on a salary or a commission, or through news dealers. In this country most magazines are consigned to news dealers on a fully returnable basis. We have, as they have in India, news distributing organizations to whom we ship our magazines in bulk and who, in turn, re-distribute to local newsdealers."

In attempting to build up a good magazine worthy of good circulation, all advertising which tends to cheapen the journal should be avoided. Emphasis can't be too strongly placed on this fact.

"A healthy circulation and a sound renewal rate are impossible without an editorial content which genuinely appeals to the reader."⁴⁹

54. Intensive Effort. For building up a journal and its circulation, intensive effort, long hours and hard work are the requisites that the editor can't afford to neglect. He must keep at it all the time if the National Letter Farm and Home Journal is to continue successfully. To gain and hold the circulation,

⁴⁹ John Hakeless, op. cit., p. 31.

intensive effort must be the rule with the staff members of the circulation department of this journal.

55. Direct Mail Promotion. There are several ways to go about acquiring a circulation. Direct mail promotion has found some enthusiasts. This has its advantages and disadvantages.

However, M. A. Humicut, Director of Circulation, Meredith Publishing Co., Des Moines, Iowa, has written giving the following suggestions and encouragement:

"In our office we have circulation distribution plans and charts, letters that have been written to subscribers or prospects, a multitude of material about use of plans, and other things. After talking conditions and buying habits of the people of India, we might be able to work out some satisfactory method to at least test before attempting to build the circulation."

L. E. Newton, of Lander, Wyoming, mentioned before, writes:

"If you are to start an entirely new publication your clientele must be among the English-reading people. It would seem logical that the first issue should go to them via a mailing list secured well in advance so that you would know the number of copies to be issued."

However, in mail promotion, when trial offer is made by a journal covering a certain length of time,

frequently the publisher mails out letters or copy of the journal to each on the list of prospects. If the list is reasonably large there will be a small fraction who will accept the offer and subscribe for the journal. At the expiration of trial subscription, a small fraction of this previous fraction will become regular subscribers.

Examples of letters for mail campaign are appended.

56. Personal Solicitation. Provided it does not wear down the prospect by forcing him into an unwanted subscription through high sales pressure, the method of personal solicitation is by far the best. One of the best ways to set about achieving this is to have a corps of young people who have been expressly trained for canvassing. They should be paid enough to spur them to do well and obtain subscription on a commission basis.

During the summer months it is well to hire school teachers and students. "A commission of 50 percent of the subscription rate for each of the new subscriptions and 25 percent for each renewal subscription should be paid."⁵⁰

In selling subscription by personal solicitation experience is required and it is to the advantage of the journal to build up loyal and honest solicitors and pay

⁵⁰ Newspaper Circulation, p. 12.

This first letter is sent out to a prospective-customers list compiled from sources indicated and discussed under the sample copies.

Enclosure --- self-illustrated folder, cover of the journal, one inside page, back cover fully illustrated by a cycle of National Better Farm and Home Journal, and a self-addressed return post card. The form of card is fully discussed elsewhere.

From these four months trial offers, probably a little above 20% and not more than 35% can be developed into regular subscribers of National Better Farm and Home Journal.

Dear Sir:

National Better Farm and Home Journal is the only magazine in all India that gives you an up-to-date account of the latest development in farming research, in labor saving devices, in rural reconstruction, in education, in home-making. The National Better Farm and Home Journal describes and tells how others are making profit by applying improved methods in agriculture.

National Better Farm and Home Journal gives you helpful hints and suggestions for the successful management of home and farm.

National Better Farm and Home Journal maintains a subscribers' information bureau for an earnest attempt to help you solve your problems of farming or of home management.

No reasons are as good as I believe these two for you to enter your subscription to the National Better Farm and Home Journal:

1. You will wish to possess National Better Farm and Home Journal because it is of your liking.

2. You will use it to aid in your every-day work to secure higher income, to gain leisure and home comfort.

Your family members will like it too, for we have included some of the latest home interests - recent recipes, and many other most recent features of interest to housewives. There is also a corner devoted to your children and their interest. Young People will find in it a chance to train themselves for better service through their own contributions in the columns of the National Better Farm and Home Journal. Thus we have included the whole family -- the technical and instructive interests for fathers; domestic interest for mothers; and the amusement for the children.

We are making it worth your while to subscribe now. The enclosed slip entitles you to the next four issues of National Better Farm and Home Journal at the price of Rs. -/8/-. We are making you this offer at a loss, for we know that having had National Better Farm and Home Journal in your home you will become our continuous subscriber.

Don't mail us the money now, we will send you a bill later, nor is it necessary to put a stamp on the card; we take care of the postage at our end. All you need to do is fill out the enclosed card and MAIL IT TODAY.

Very sincerely yours,

(Signed)

Circulation Manager

Enc.

When trial-offer subscribers become regulars
this letter goes out to them after a year.

Letter No. 2

Dear Subscriber:

Two months from now, your subscription expires. Instead of waiting until then to send your renewal order, may I ask as a favor that you send it now? It will assist me materially in keeping our mailing schedule up-to-date.

Our special rate of Three Years for Rs.5/- is attracting our subscribers. It materially reduces the cost of individual copies when subscribed for in this manner.

I can't express too deeply our appreciation of your continuous interest in National Better Farm and Home Journal.

We are enclosing for your convenience a prepaid envelope for your renewal order and check.

Very sincerely yours,

(Signed)

Circulation Manager

Enc.

Third letter

X (d)

This is the second letter the trial offer subscribers get after they have been regular subscribers for a year.

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Dear Subscribers:

There are a number of people in your community who are interested in improving their farms and their homes. They require more than just average reading matter. National Better Farm and Home Journal came into existence with the purpose of satisfying their demands. As a result National Better Farm and Home Journal has 15,000 such people scattered in every city, town and village in India, reading the National Better Farm and Home Journal. Because of this National Better Farm and Home Journal is the fastest-growing farm and home journal in all India.

When you open National Better Farm and Home Journal you read the best articles pertaining to farm and home. You read about the latest and best methods of conquering plant parasites and field pests. You read about the best methods of acquiring and taking care of seeds, and you read from month to month innumerable other features explaining ways to increase your profit from better farms and better farm products.

We maintain one section of the journal devoted to questions from our readers concerning their farm and home problems. These are answered by our staff experts with cooperation of the head of the agriculture department of Poona College.

We maintain interest for the home with simple and practical articles on sanitation, food, and home care.

Don't you think you would miss us? But your subscription is about to expire. Your check for Rs. 5/- promptly mailed to us will keep National Better Farm and Home Journal coming to you uninterruptedly.

The enclosed return envelope needs no stamp. We pay the postage at this end.

Please mail your check TODAY.

Very sincerely yours,
(Signed)

Circulation Manager

Enc.

This letter goes out a month after last date of expiration of subscription. In each of these letters there is the special offer of:

Rs. 2/- for one year in India
Rs. 5/- for three years

Burma, Ceylon, one year, Rs. 5/3/-etc.

Dear Subscriber:

Are you interested in the case of your farm? Are you interested in what new methods other farmers are trying successfully? Are you interested in shortening your working day through modern methods and securing more leisure? Are you interested in better living?

So are we, and we answer these problems for you. We explain and record in a vivid, intelligible way, the most recent developments in improving agricultural methods. We give you our best consideration and suggestions as to home improvements. We do this in the most concise yet completely detailed and explained manner than any other journal in all India.

Your subscription has run out. Your credit is good, and we have continued to send the journal to you. The very month you may most want to read the magazine on one of your important problems we hope we shall not be obliged to stop mailing the National Better Farm and Home Journal. You do wish that, don't you? Why not renew now?

Your check for Rs. 5/- for three years, or Rs. 2/- for one year will keep National Better Farm and Home Journal coming to you uninterruptedly.

I am enclosing a return envelope--no stamp is necessary--for your convenience. Please mail check TODAY.

Very sincerely yours,

(Signed)

Circulation Manager

Enc.

Fifth letter

Selling journal on merit. Always mentioning the fact Rs. 2/- for one year. Rs. 5/- for three years.

Dear Subscriber:

What if the National Better Farm and Home Journal should cease publishing next month, wouldn't you miss it?

If National Better Farm and Home Journal quit, who else could satisfy your curiosity about farm progress and improvement? Who else would understand just the question and problems you need answered? Who else would make your work seem so pleasant and worthwhile by new suggestions and helpful accounts of progress others make? Who would take complicated technical matter, unravel it, and explain and bring to you the latest scientific agricultural material?

If National Better Farm and Home Journal should cease, you would miss it, wouldn't you? There are 20,000 people all over India, Burma, Ceylon and foreign countries reading the National Better Farm and Home Journal, and in fact they are our paid subscribers.

Your subscription has expired, and I am enclosing a renewal card addressed and ready to mail. Please sign and mail it back to me TODAY.

Very sincerely yours,

(Signed)

Enc.

Circulation Manager

P. S. In case you have already renewed your subscription to National Better Farm and Home Journal, please disregard this notice.

Last and sixth letter

x (g)

Special rate offer as usual: Rs. 2/- for 1 year
Rs. 6/- for 3 years

Dear Subscriber:

This letter says "Sorry", "But Not Forgotten". Sorry because your subscription to National Better Farm and Home Journal has expired.

Sorry because you have been acquainted and have read National Better Farm and Home Journal too long to give up an old friend like it completely.

Two months ago your subscription expired. However, we have continued sending the National Better Farm and Home Journal to you in the belief that perhaps one thing or another has prevented your sending us your renewal subscription.

If you will immediately sign and mail the enclosed renewal card - need no stamp - you will not miss the next month's issue of National Better Farm and Home Journal and we will have the pleasure of still serving you.

Very sincerely yours,

(Signed)

Circulation Manager

Enc.

SUBSCRIPTION ORDER CARD

Y E S --

I want NATIONAL BETTER FARM & HOME JOURNAL for 9 months. Send me a bill for Rs. 1/6*

I agree that a Journal containing practical suggestions is necessary to my reading and reference.

Name _____

Address _____

City _____

Rs. 1/6; Ceylon Rs. 2/6; Foreign 3/6

Postage will be Paid by Addressee

No Postage Stamp Necessary If Mailed in India

BUSINESS REPLY CARD
First Class Permit No. _____ Bombay

NATIONAL BETTER FARM AND HOME JOURNAL
82-84 Esplanade Road
BOMBAY

SUBSCRIPTION ORDER CARD

Y E S --

I want a full year's subscription (12 issues) to NATIONAL BETTER FARM & HOME JOURNAL. Send me your bill for Rs. 2/0.

I want a Journal which simplifies farm and home management.

Name _____

Address _____

City _____

Rs. 2/0; Ceylon Rs. 3/6; Foreign Rs. 5/-

NATIONAL BETTER FARM & HOME JOURNAL

BOMBAY

Dear Subscriber:

Thank you for your subscription to
NATIONAL BETTER FARM & HOME JOURNAL. You
will receive your first copy _____.

Very sincerely yours,

NATIONAL BETTER FARM & HOME JOURNAL

NATIONAL BETTER FARM & HOME JOURNAL

BOMBAY

Dear Reader:

Our records show that your subscription to National Better Farm and Home Journal will expire with the issue of193..... A remittance of \$30..... will advance your subscription date to193..... We urge your prompt remittance of this amount, as you doubtless will not want to miss a single number of the Journal, and all Journals are stopped immediately when the subscription expires unless renewal payment has been received.

Feeling sure that you will send in your subscription at once, and thanking you in advance, we are,

Yours truly,

NATIONAL BETTER FARM & HOME JOURNAL

SUBSCRIPTION ORDER CARD

Your Name: _____
 Your Address: _____
 Post Office: _____

Send me NATIONAL BETTER FARM & HOME JOURNAL for One Year and a bill for Rs.2⁰⁰ Here are the names of two persons who would like to receive a free issue next month.

Name _____ Name _____
 Address _____ Address _____
 P. O. _____ P. O. _____

₹ Rupee Rs.3/8; Ceylon Rs.3/8; Foreign Rs.5/-

Postage will be Paid by Addressee

No Postage Stamp Necessary if Mailed in India

BUSINESS REPLY CARD
 First Class Permit No. ____, Bombay

NATIONAL BETTER FARM & HOME JOURNAL

32-34 Esplanade Road

BOMBAY

Your Name: _____
 Your Address: _____
 Post Office: _____

Send me the October Issue of NATIONAL BETTER FARM & HOME JOURNAL Complimentary.

Blue ink on white stock.
 ## Red ink on white stock.

them well, which in turn will produce results in building up circulation.

The best method of solicitation is to show the prospect the important features in the journal that apply to his personal interest. However, never should any one press or force a subscription. And above all it should be remembered never to misrepresent or disparage other journals nor should the solicitor ever forget to be unflinchingly courteous and truthful.

Anthony S. Gould, circulation manager of Child Life, Chicago, Ill., in a letter to the writer made this suggestion concerning the problem of solicitation: "If you can secure salesmen to work for your publication only, going from farm to farm, you will secure the best and most thorough concentration of your territory."

57. Self-Advertising. Another method to increase circulation is through self-advertising. It should be well written promotional advertising. If it is properly written it is sure to bring in subscriptions. It has to be fairly continuous advertising. Advertising may be done in other magazines and newspapers in any locality where circulation is desired. When this is done the advertisement should be changed in style and illustration every month.

P R O F I T
Our Expert's Experience in

Read Three Articles on

"What the Farmer May
Do to Help Himself
And His Country."

Illustration

"Proper Care and
Feed for Young
Poultry."

"Treat of Soil for
Early Planting"

Opportunity for increased profit.

**Read truthful account of successful
farm and home management.**

The National Better Farm and Home
Journal will save you time, energy, and
money. Every addition is carefully prepared
to cover your reading needs. Every one of
the articles written for your use in im-
proving your farm and home has been the
work of specialists in that field.

We can't afford to allow you to risk
your crops by trying untested theories.
Our columns print only tested articles --
facts and methods that have been tested
by your college and by your neighbors.

We are expanding our issue month by
month to take greater care of your needs.
Our aim and desire is to help you first and
last.

Now we are giving an introductory offer
of our reliable and useful journal for 4 months
at the special price of Rs. -/8/-.

Fear here and mail in today

National Better Farm and Home Journal
Bombay

Dear Sirs: Please enter my name as subscriber
and continue sending your journal.

Name _____
Address _____
City _____

Still another method is to join in publicity stunts at public gatherings. Join in parades with attractive floats.

Small one column promotional self-advertisement should be inserted in the journal regularly. These ads not only tell the readers why they should subscribe, but should also tell the reason why advertisers should advertise.

Testimonials from the pleased readers and satisfied advertisers are of great value in promotional advertising.

Novelty advertisements are of advantage, such as National Cricket Score Cards; Calendars; Blotters, and other like ventures. These afford a variety of ways to attract the public attention.

58. Boy Sales. Possibilities lie in the field of "Boy Sales" for the writer to use in India. Travel and organization of these crews would have to be made before launching the publication.

"Instead of cash, premiums or prizes may be given carriers. A boy will work much harder for a prize than for its equivalent in money."⁵¹

If groups of boys are handled together under different heads, competition and rivalry will help to make returns more favorable.

⁵¹ B. O. Brown, Op. cit., p. 104.

Mr. John D. Hughes of Falser, Inc., suggests that,

"I should suggest a direct selling method of some sort, preferably through the leaders of the various communities. There is a good possibility of using what we term 'Boy Sales', in your distribution. You could organize a sales group in various localities, and sell each issue through them. This is rather expensive to organize and to keep in organization, for prizes and other inducements are necessary to keep enthusiasm at a high level. However, it is rather effective, and one of the best ways to get immediate results."

Changes in prices from time to time will increase the interest of the boys and especial rating for those who attain certain "high mark," in obtaining subscription.

59. Sample Copies. "The use of sample copies to build a circulation is valuable only where they are used in a regular campaign and not indiscriminately. Where sample copies are used properly, they constitute one of the best circulation promotion methods for journals."⁶⁰

Postal regulations permit only a certain number of sample copies to be posted within a year. However, if sample copies are sent to a highly selective clientele, it forms a means of great value in building up circulation. Consequently the fundamental need is to maintain a list of prospects at all times. The National Better Fare and Home Journal intends to follow the method of sending

⁶⁰ J. B. Fowel, Building a Circulation, Univ. of Mo. Bull. No. , p. 30.

5,000 copies each month out of 50,000 highly selective names. October issue to 5,000 prospects in all parts of India. November issue to next 5,000; December issue still next 5,000, and will continue sending 5,000 copies each month or whatever number is permitted by the postal regulations, until the entire list of 50,000 has been completely covered.

Marked sample copy should also be sent out to persons whose names appear in the journal, particularly if they are not as yet subscribers.

The lists will be compiled from the following sources:

Rural telephone directory
 Village Officials
 English-speaking estate owners and farmers
 High school alumni list--newly enlisted farmers
 College alumni list--newly enlisted farmers
 Teachers of village schools.
 Agricultural colleges
 Editors of Government agricultural publications
 ICSA's rural reconstruction
 Members of co-operative association
 Members of rural societies
 Business directory
 Government records--autos, taxes, etc.
 Rural list of Indian National Congress Assn.

Every year a complete mailing list will be compiled and revised occasionally to keep it up-to-date. This will be covered periodically with sample copies.

60. Publisher's Representative. In the interest of Journal, publisher's representative will be selected in all principal cities on 10% commission.

Mr. H. A. Hummel of Meredith Publishing Co., gives the following suggestions on this matter:

"Circulation on magazines, whether they be farm papers or other types of magazines is secured from many sources.

Direct Mail

Publishers own selling organization

News stand sale

Subscription Agencies

(a) Types of subscription agencies

1 - CATALOG AGENCIES

These are probably the oldest of any type of subscription agency. They print and distribute the catalogs to news stands and to neighborhood agents containing practically all, if not all, publications.

The rates quoted in their catalogs are the publishers own subscription rates, some of whom offer a slightly lower rate when sold in clubs. However, the prices are a high percentage of subscription prices in nearly all cases.

They do not pay very high commissions to the agents who produce for them, nor do they ask or expect an exceedingly low rate themselves from the publishers.

Most publishers do spend some money in their catalogs advertising their individual publications and this, of course, reduces the publishers net somewhat. The agencies ask publishers to do this on the assumption that the advertising in their catalog will increase the volume of business produced.

I think there are about seven or eight of the well-known catalog agencies and perhaps quite a large number of smaller ones that do not print their own catalogs, but have the larger companies print them for them, using the smaller companies name on the cover.

2 - LOCAL AGENCIES

The local agencies usually do not cover a very wide territory. Some of them operate agents, some of them get most of their business by mail and telephone solicitation, some use both, and some use all three.

They clear their business wherever they can get the lowest price but usually direct to the publishers.

Publishers generally quote them different rates depending on the amount of their production the most publishers seldom quote them less than a 10 per cent discount.

When they get real low rates from publishers, it is from publishers who are not very strong or who are having a hard time to maintain their circulation.

There are probably between three and five thousand agencies which produce a fair volume of business--possibly all told there are 10,000, but the remainder of them are in the smaller cities and produce only a small amount of business.

3 - TWO-PAY AGENCIES

The two-pay business produced for an individual publication is not usually very large, yet there are eight two-pay agencies which operate nationally. Their total volume of business for all publications is quite large.

They collect half of whatever subscription price they are offering - in our case, four years for \$2 (three years for \$2 since the change in price). The agent collects half of it and the subscriber sends the other half into the agency.

Altho the agencies try quite hard to collect the second dollar, it is doubtful whether more than 60 percent of the total sales started are completed.

If the two-pay agencies are reliable, and the eight referred to are, with minor exceptions, the fully paid out business is good business. But there can't help but be some ill-feeling on the part of those who do not send the second payment because service on the magazines is not started unless they do. Of course, it is the subscriber's own fault when he doesn't send the second payment because his receipt instructs him to do so even tho the agent fails to make it clear.

Publishers receive no part of the first money collected, but if final payment is made, get a fair part of the second payment.

During the past, some of the two-pay agencies have also handled paid-in-full offers. Letters from the different agencies now indicate that since the establishment of the new Standards of Practice they will all do this tho, of course, they must have the publishers consent.

4 - THREE-PAY AGENCIES

Three-pay agencies mostly sell a combination of magazines and either sell or give a set of books.

The amount involved is so large that they many times have difficulty in collecting it when the sale is made, so start the magazine and give them part or all of the books as the second and third payments are made.

We are not doing any business with this type of agency but we have been approached by some of them and they have explained their plan of operation. Giving the books in addition to our magazine is against our policy so that is the reason why we are not doing business with them.

5 - NEWSPAPER AND MAGAZINE CLIPPING AGENCIES

I know of only three of this type of agency - Whitlock and Company, Fennell Agency, and Oscar Stein.

The clubbing agencies, thru newspapers, are highly competitive. They compete with each other in a town where there is only one newspaper and in towns where there are two or more. The competition of their offers is as great as that of the newspapers themselves. For that reason, we deal chiefly with one agency as we do not care to be a go-between in any competition they may have between themselves. This is also true of many of the better class of publishers.

At one time, all of this business was frowned upon by advertisers and refused by most publishers. The reasons were that in their competition they would offer so many papers in a club that the readers received an enormous amount of literature only part of which was of interest to him.

We never felt that we could deal very strongly with the agency till we, with others, got them to tone down their offers, limiting them to magazines of better quality and only a few of them in the club.

In newspaper carrier clubs, publishers have insisted on a code for their operation to prevent them from offering more than three magazines with their newspaper. The ABC limits clubbing offers to six magazines plus the newspaper.

C - PAID-IN-FULL AGENCIES

As far as I know, there are only two agencies of this type dealing with the publishers tho there are many agencies which they call branches that buy or get their receipts from this type of agency and clear their business thru the two above mentioned.

One of them claims that his branches are his own controlled organization and that the receipts are not sold to them but sent to them, and the agency or branch,

whichever it is, remit the required amount to him when they send him the subscriptions. They demand 100 percent or better from the publisher.

It is against this type of agency and its producing units, whatever they may be called, that most of the criticism against solicitor's subscriptions has been directed.

Subscription agencies, however, ordinarily produce much more business for city magazines than they do for farm magazines.

Formerly magazines such as ours secured practically all of their circulation by direct mail. This has largely, however, been discontinued during the past few years, fundamentally for the reason that there is now so much mail in the farmers mail box that circulation solicitations do not get the attention they formerly did.

Secondly, during the strenuous times, farmers have gone thru for the past five years when money was scarce, farm values were going down, prices were low, farmers were reluctant to let loose of any money they had.

So, about 10 years ago, seeing the trend of lesser returns from direct mail efforts, we started building a sales organization. This has been built on a very careful basis, is adequately supervised by salaried division managers with crew managers working under them on commission and an overwriting from the remittances turned in by their salesmen. The salesmen work on a straight commission.

In the case of Successful Farming, our salesmen sell the magazine itself on the services it renders.

An easier way to train salesmen and get subscriptions easily the less carefully is to permit the salesmen to give premiums of various kinds with the subscriptions, either free or charging a slightly additional amount to cover its whole-sale cost.

Because of the criticism on the part of the advertisers, we do not use premiums.

Some publications offer various kinds of services which the subscriber sometimes pays for, sometimes not. Many of them have what they call a "protective service." In some cases, too, for chicken thievery, and in other cases for other forms of burglary.

A publisher doesn't do much to protect the farmer except that they put up a sign and will pay a lot to any subscriber who furnishes information that will lead to the apprehension and conviction of the burglar.

These things of course, all have their appeal to farm subscribers, but we believe our method of selling the paper itself, tho it takes longer to train a sales force that way, is more effective when it is finally accomplished, and results in circulation being built on a sounder basis than when extraneous inducements of any kind are offered with the subscription.

It is almost impossible to describe in a letter unless you were to make it as long as a book, the detail of building circulation. That perhaps is one of the reasons why more is not written on the subject of circulation, because it is made up of so many ramifications, organizations, supervision, avoidance of complaints thru careless selling, teaching the salesman to be a true representative between the farmer and the publisher, sales bulletins, personal visits, small or large conventions or sales meetings.^o

61. Prize Contests. Prize contests are inadvisable. Once they are started, the readers look for more features of interest to follow. When outside contest promoters come in, the publication loses more than it gains and is out. Profits that should go to the publisher go to the contest promoter and for prizes. The result in the end is that the publication loses money.

A. D. Gallery, Co-publisher and editor of the Tuscola County Advertiser of Caro, Michigan, has this remark to offer:

"In this business we have held two subscription 'contests' both of which resulted in many new subscribers but at a loss of upwards of 50% of the gross receipts."

It is to be seen that in the end the outside contest manager is the one who benefits. However, if the contest is conducted solely under the management of the paper greater receipts will be realized and greater satisfaction obtained.

62. Clubbing Offers. Clubbing offers are of advantage only when the other journals or newspapers included in the offer have a good circulation of their own. Too often it is found to be sadly true that when these journals seek out another journal or newspaper and offers to club, their chief aim and result is to benefit from the additional subscribers, which the lone journal has. This often brings no additional profit

to the little newspaper or journal but an added expense in time, labor and postage involved in caring for the clerical, etc. are difficulties involved in this combination. It is rarely worth it, except where the different issues complement each other in numbers.

63. Premium Offers. Premium offers are inadvisable since, to be worthwhile, the premiums must have a definite value and be useful. And if the journal started in this direction, the premiums have to be kept up to insure future interest, it will be found.

The money spent on premiums could be spent to a far greater advantage in building up the journal content. From this foundation a permanent list of subscribers who subscribe purely because of the journal's real merit, can be built up comparatively easily. Readers and subscribers can always be found for something of real merit and worth. "Fly-by-night schemes, prizes, club offers, and other wild ideas often fail to get the permanent results."⁶³

64. Bargain Offers. Bargain offers of value. These offers should be made and then the journal content should be of high enough merit that renewal subscriptions will come in. Special rates for a certain introductory length of time are invaluable. It must be recognized, however, that while salesmanship may sell these first issues, to achieve a renewal subscription the journal must have value for the reader.

⁶³ Business Problems of Newspapers, p. 14.

68. Renewal Campaign. A diplomatic letter just before the subscription expires is often invaluable to obtain renewal subscriptions.

"There are many ways of trying to induce the subscriber to extend his subscription for another year. Telephone calls, personal solicitation, personal letters--all have their value in campaigns of this sort. Treatment of a situation in one case may differ from another. But one thing is certain, and that is that the editor should not let a paying subscriber go if there is any legitimate way of holding him."⁵⁴

In the matter of circulation promotion the writer proposes to adopt the following method for recording all direct promotional letters:

Expense	Date to have copy ready	Date to reach subscribers	Sent to whom	Character	Remarks
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In achieving renewal subscriptions, the method is not the same as that employed by first subscription canvassers. Renewal subscriptions are obtained by diplomatically arranging with slower payers to pay up their renewal charges in order to have the National Letter

⁵⁴ P. C. Bing, Op. cit., p. 283.

Farm and Home Journal coming continually. This must, however, be done cautiously and without giving offense to the subscriber. In general strikingly dated stamping on renewal folder or card inserted in the publication will remind subscriber of the fact his subscription is expiring.

66. Cost of Circulation. It costs real money to keep up a great variety of methods of increasing circulation. In fact, at no point unless outcome appears to be sure, should the publication cutlay expenditures that it can afford with a view to increasing circulation.

Anything spent to increase the worth of the editorial content of the journal will have a lasting result, and will bring in more subscribers and advertisements than any other method.

67. Audit Bureau of Circulations. An ideal which is being promoted is known as the Audit Bureau of Circulations check.⁸⁵ This service is not available in the case of India. The writer proposes to obtain certified audits of circulation through the services of competent public accountants.

68. Quality vs Quantity Circulation. The number of actual readers are the ones whom the advertisements will reach, and therefore they are the buyers of

⁸⁵ H. P. Harrington, Essentials in Journalism, p. 310.

the advertised products. So it is definite that the quality of circulation is of more importance and value to the publisher than the mere number of subscribers or the quantity.

The distinction between the quality and quantity of circulation is what the advertiser is interested to know about a publication. This brings out the idea that quality of circulation is more important than quantity of circulation especially when the mailing list is based on "deadheads," complimentaries and subscriptions obtained from prize contests. Where the quality is good, that is, where the subscribers are paid up and have been obtained on the basis of merit only and through direct solicitation, the results from advertisements are far greater and far more profitable to the advertisers, consequently to the National Better Farm and Home Journal.

Chapter IV

SOLUTION OF ADVERTISING PROBLEM

66. Definition. It is necessary to define the terms used before undertaking a solution of any problem. Hence, one reliable authority states that the purpose of advertising is usually to promote "the general sales of a commodity".⁵⁶ Another authority states that "the primary function of advertising is to teach the community the uses of new goods and of old ones, and continually to remind us of the values they may have for us. In so doing it performs the task.....of helping to distribute the enormous volume of merchandise necessary to the maintenance of our life. It is a public servant."⁵⁷ Then continues, in answering the question: what is advertising? "Advertising is a means of mass selling, that has grown up parallel with and has been made necessary by mass production."⁵⁸ And to support this statement, he quotes Fred E. Clark, author of "Principles of Marketing," that "mass production is an outgrowth of the division of labor. In the days when every cottage was a factory, the housewife spun and wove her own fabrics, and the farmer raised his own food. Today we prefer each of us to specialize in one occupation; the shoemaker sticks to his last, and the lawyer to his brief."⁵⁹

⁵⁶ W. Alderson, Advertising for Community Protection.

⁵⁷ Edward H. Gardner, The Economics of Advertising, p.32

⁵⁸ Ibid p. 7.

⁵⁹ Ibid

However, in case of National Letter Form and Home Journal the purpose of advertising is to sell white space to advertisers and thus derive revenue to conduct the magazine successfully. Nevertheless, the actual value of the advertising lies in the editorial content plus the circulation figures.

70. Interdependence of Three Departments. There is an inter-dependence between the advertising manager, the circulation manager, and the editorial forces for the following reasons:

The editorial department produces a publication that will attract circulation, and the circulation in turn as it increases in size will attract advertisers. Of course, advertisers in turn through their advertising provide a major part of revenue. That is the principle involved in the interdependence of these three departments--the editorial department to produce a good journal, then the circulation to sell the journal, and the advertising to sell the circulation.

As an evidence of this inter-dependence, P. I. Prentice, of Time, Inc., Chicago, writes:

"Any attempt to sell advertising before you have an adequate circulation is costly in the extreme. It costs a great deal more in time, effort, and money to sell advertising in a publication whose circulation is problematical and whose future is doubtful, than it costs

to sell the same amount of advertising at a much better price in an established magazine.

"Furthermore, I would suggest that you pay very little attention to advertising sales and concentrate your efforts on creating a publication that will deserve a good circulation, and, second, on getting all the circulation that your publication deserves.

"When your editorial content is right, and your circulation is right, the advertising will be easy enough to get."

Another evidence is that Vernon R. Churchill, of McCann-Erickson, Inc., Advertising Co., Portland, Oregon, gave the following suggestions in a letter to the writer:

"Some of the things I would want to know, were I buying space in your magazine would be:

1. Distribution, numerically, by different Indian states and subdivisions thereof.
2. Buying power of the subscribers reached.
3. Will the publication reach and influence dealers?
4. What is your exact circulation? Do you make a sworn statement and is your circulation paid or given away on a controlled basis?"

These questions show the effect circulation quality and quantity, controlled or paid up, has on the attitude of advertisers. The advertiser is interested in the confidence the readers place in the journal, in the question whether the readers are such a group as to be interested in his product and what is their buying power.

71. Rate Card. Rate is the price that the publisher sets on space, etc., that he sells to advertisers. That is to say, space multiplied by circulation and divided by rate. An ideal rate card⁸⁰ example is as follows:

1. General Advertising.
2. Classifications.
3. Reading Notices.
4. Commission and Cash Discount.
5. Mechanical Requirements.
6. Circulation.
7. Miscellaneous

The advertising rate has to be based on the quantity of circulation, and must yield at least the composition cost plus a sufficient living profit. In this connection it is stated that "the rate should be based on not less than three times the price of the page. In other words, if the printed page costs \$20, the advertising rate should be \$60. This would allow for agency commission, sales expenses, and pay not only for the space but for at least a part of the reading matter.

"Subscription alone rarely pays for more than the accounting and collection--other costs and a profit must come from the advertising. As usual, advertising and reading matter are on a 50-50 basis; therefore the advertising price must be more than double the cost of the space. By cost is not meant the cost of the printing only, but the price of the magazine per page as sold to the magazine or publisher.

⁸⁰ Otto Klopner, Advertising Procedure, p. 205.

"Of course, the actual cost would be somewhat less. To this must also be added the editorial and other costs as well.

"It must be understood that the amount of three times the page cost is the minimum. In most instances, at least four times the cost should be used as a basis, and frequently five or six times the amount."⁶¹

National Letter Fares and House Journal will investigate the prevailing rates in India charged by magazines of its kind and set a rate that will meet the foregoing points. Usually the policy in America is to charge "all the traffic will bear."

Speaking before a group of editors and publishers during Oregon State Editorial Association Conference in 1935, Mr. Vernon H. Churchill made the following analysis of a rate card:

Rate cards should have the following information:

1. Mechanical requirements.
2. State plainly stipulation
 - a. Kind of business not accepted.
3. List the name of personnel.
 - a. Advertising Manager.
 - b. Publisher.
4. State special rates if you have any.
5. Mention if you have color work done.
6. Fix rate on LINE BASIS.
7. State position.
8. If you take in reader notices, mention that.

72. Flat Rate Based on Line. Flat rate means same amount to everyone and no discount of any kind. In other words, "A uniform charge for space in a medium, without regard to the amount of space used or frequency of insertion. When flat rates do not prevail, Time Discounts or Quantity Discounts are offered."⁶²

Flat rate, of course, has its disadvantages since it tends to lessen interest in a greater amount of advertising which the special rates induce.

73. Frequency and Quantity Discounts. In the United States ordinarily newspapers regulate rates on two bases, namely, frequency or time, and quantity or volume. The following table of rates, frequency of advertising and quantity of space used are recognized and consequently given reduction in rate charged.

"Rate Card for Local Advertising Per Inch."⁶³

Transient, amusement and transportation	...	80¢
Political	...	75¢
Single insertion, open space	...	80¢
2 to 6 insertions, same month, or half page	...	48¢
7 to 14 insertions, same month, or full page	...	47¢
500 inches in one year	...	45¢
1,000 inches in one year	...	43¢
5 inches, 3 times a week, one year	...	43¢
2,000 inches in one year	...	40¢
10 inches, 3 times a week, one year	...	40¢
3,000 inches, one year	...	39¢
4,000 inches, one year	...	39¢
6,000 inches, one year	...	37¢
8,000 inches, one year	...	36¢
10,000 inches, one year	...	35¢
20 inches a day, one year	...	35¢
Sunday, open space	...	55¢
Sunday, only 52 weeks	...	45¢
Sunday, not duplicated in any other paper, or if same copy used in daily	...	45¢
Local contract amusement rate	...	50¢

⁶² Newspaper, op.cit. p. 395.

⁶³ Notes from class in Space Selling.

74. Preferred Positions - Special Rate.

When an advertiser desires to place his advertisement in a more favorable place, such as next to reading matter, and top of column, etc., in the publication, he may or he may not be able to obtain this favorable position at a special rate. Many publications do not have preferred positions but give all advertisers an equal opportunity to secure full benefit from their advertisements. Those that do, however, charge a special rate, slightly higher such as 25% or so, depending upon the position--than the usual rate charged for open space. This special rate is based on the publisher's estimate of the extra value of the preferred position to the advertiser.

In this connection, Otto Kleppner writes:

"When an advertiser wants to make sure that his advertisement appears in a given position in a periodical, he may be able to obtain that space by paying a higher preferred position rate for it. Otherwise the advertisement appears in run-of-paper positions; that is, wherever the publisher chooses to place it. Certain pages are preferred in publication advertising, just as are the positions on that page."⁶⁴

Among the preferred positions included are cover pages, center spread, etc. National Better Farm and Home Journal will never sell its front cover or the center spread

⁶⁴ Otto Kleppner, op. cit. p. 496.

for any advertisement.

75. Advance Rates. The idea of cash with order. The psychology of collecting rates in advance is good. The idea is held that one publication amidst a group of others cannot demand the cash in advance unless other publishers do the same. Advance rate indicates that this particular journal is a leading publication in its particular field. By this, however, added prestige results for the publication, which in turn stimulates greater circulation.

There is also shown the aptitude of the publication to stand by itself and flourish regardless of what other publishers do. It is also shown that the publication really intends to collect in advance the rate for selling its space for what it is worth. However, National Better Farm and Home Journal proposes to follow a procedure similar to that adopted by the Country Gentleman. Its rate card in part states:

"Agency commission 10%; cash discount 2%--cash discount date (credit basis) last day of month previous to publication; bills rendered 23rd of preceding month. Cash discount date (cash in advance) closing date. Mailing completed 5th of publication month."⁶⁵

76. Classified Advertising. In the National Better Farm and Home Journal classified advertisements offer a proposition that can be developed very profitably. Advertisers may be included in this way who would never use display advertising. This sort of advertisement offers

65. Standard Rate and Data Service, p. 313.

an opportunity to advertise inexpensively a small line of merchandise. Frequently advertisers who use this type of advertising later use display advertising upon discovering the advantages of advertising as such.

National Better Farm and Home Journal will include in its columns a classified section in view of the fact that they are sought eagerly by the readers, and also offer possible new features. Furthermore, farmers generally have small amounts of produce that they frequently wish to market.

"Considering the returns from the average classified or want advertisement, this method of advertising is very inexpensive. Classified advertisements are for the most part widely used to get inquiries where small sales are to be made, or where the profit from each unit sold is not large enough to warrant the use of larger advertising space.

"Classified advertisements in weekly or daily papers or in farm magazines are quite generally read, although they may lack the attractiveness which display advertisements may possess."⁸⁶

Advertisements of this sort must of necessity be short and to the point. Points of interest about the subject in hand must be attractively stated and placed at the beginning of the ad. It is assumed that the reader is

⁸⁶ Alva H. Benton, Advertising Farm Products by Farmers and Farm Organizations, p. 14.

already interested in the prospect of buying a particular item. Hence, classified should have clearness, conciseness and such statements describing the gist of the article.

Country Gentleman rules in its classified rates that "no display type or illustrations; 50¢ a word; minimum 30 words each advertisement. No discount of any kind allowed. Cash with order."⁶⁷

77. Display Advertising. Display advertising must not only play up particular article but must lay stress on securing the attention of its readers. Broadly stated, display advertising includes all advertisements not listed in the classified ads.

Display ads should embody the points of interest of the product or idea which it attempts to sell. After this initial interest is developed, an explanation of the value must be made either through graphic or pictorial methods, or both.

The keynote of display advertising has been most aptly explained as follows:

"The first aim of display advertisement is to obtain and to hold the attention of the reader. The advertisement that stands out will attract most attention. Possibly the contrast between your advertisement and others near it will attract attention. Both size and position of advertisement in the paper are important.

⁶⁷ Standard Rate and Data Service, p. 313.

"Good illustrations, attractive or novel arrangements of the parts of the advertisements, or in some cases color and decoration serve both to attract attention and to arouse interest."⁶⁸

As to the use of color, it is stated that "Color is valuable in advertising in three ways:

- 1. for attracting attention
- 2. in presenting the characteristic features of an article which will impress and influence the buyer
- 3. in reproducing the exact appearance of the containers in which the article is sold."⁶⁹

76. Mechanical Requirements. "Many publications require the advertiser to furnish plates to meet the exact dimensions of the page, neither too large nor too small."⁷⁰ In case of National Better Farm and Home Journal the mechanical requirement is as follows:

Page, size 8 1/2" or 51 picas one wide,
 " 11 1/4" or 69 " deep

Printed matter:

- Each column 14 picas one - 3 cols to page or 42 ems wide.
- Each column 60 picas one - 3 cols to page or 60 ems deep.
- One pica em between columns, that is 44 ems wide.

79. Copy Requirements. Such items as the time the copy with proof should be in is essential, in other words, closing date. National Better Farm and Home Journal will draft a booklet with all the requirements such as copy display, text, and illustration, as being subject to

⁶⁸ Alva Benton, op. cit. p. 15
⁶⁹ F. L. Blanchard, The Essentials of Advertising, p. 77.
⁷⁰ Otto Kleppner, op. cit., p. 207.

publisher's approval.

"Advertisements in three-column form are not acceptable. Publishers will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy illustrations when such conditions conflict with publisher's policies. Cancellation of any schedule in whole or in part will forfeit the right to the old rate on all subsequent insertions."⁷¹

In fact, the rate card fully illustrates the points that the National Better Farm and Home Journal has adopted. However, the rate card given in this discussion is only an example and does not apply strictly to the policy proposed until the writer has an opportunity of studying the publishing practices in India.

80. Merchandising Service. National Better Farm and Home Journal proposes to adopt the following to some extent:

"How can the newspaper serve the advertiser?"

Through the National Association of Newspaper Executives the standards and extent of cooperation have been determined as follows:

1. To study the local markets and trade territory and be able to report intelligently thereon for national and local advertisers.

2. To furnish such information for prospective advertisers and to make market investigations which may be general in scope and applicable to many accounts, but to insist that

⁷¹ Standard Rate and Data Service, p. 313.

the identity of the proposed advertiser be made known before reporting the information compiled on a specific line.

3. To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be offered or furnished customers rather than "just as good" substitutes.

4. To encourage adequate merchandising by supplying data, maps, route lists, etc., to the trade, for the use of salesmen of the manufacturer or advertiser who has made a bona-fide contract for advertising space.

5. To decline requests for service that are clearly not within the province of a newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage on letters, broadsides, etc.

Further, that "the activities of a well-equipped and efficient merchandising department are as follows:

1. Conduct trade surveys for manufacturer and wholesaler.
2. Furnish lists of dealers to prospective advertiser's salesman.
3. Cooperate with local merchants in timely featuring of the product in question.
4. Introduce prospective advertiser's salesman to merchant's buyers.
5. Arrange demonstrations and window displays.
6. Print literature showing the advertiser's campaign and its relation to possible business for the retailers.
7. Publish a merchandising folder on newspaper so as to make known the efforts of the newspaper to back up its advertisers.
8. Secure and distribute data to both dealers and manufacturers so as to bring about the fullest cooperation."

Then again, "there are equally important steps not to take, among which might be mentioned:

1. The merchandising department should not become a

salesman for the product.

2. It should not give its full service to prospective advertisers, but may gather data for provision accounts.⁷²

61. Publisher's Representatives. The writer proposes to have representatives in all principal cities of India, who are the media to some extent of obtaining business for the National Better Farm and Home Journal. In other words, these agents will act as salesmen for the journal.

62. Advertising Agencies. Advertising agencies can be divided into two or three kinds. The chief group is that which helps the advertiser to display his merchandise, so to speak, most effectively and helps select the medium most suitable for advertising profits.

Le Roy Blanchard writes that "the advertising agent if he is well equipped to give advice on marketing, carry on trade investigation and occasionally dictate policies governing production and distribution."⁷³

Another authority describes agency service as follows:

"1. To add a general knowledge of selling methods and markets to the client's specific knowledge of his product and market.

2. To recognize when the data at hand is insufficient and to assist in securing full information by trade research and otherwise.

⁷² F. Thayer, Newspaper Management, p. 192-193.

⁷³ Frank Le Roy Blanchard, op. cit., p. 250.

"3. To recommend suitable means of securing distribution, handling salesmen, winning dealer's co-operation, preventing or stopping unfair competition, stabilizing and broadening consumer demand, improving labels, cartons, etc.

4. To know or to find out whether the market is saturated.

5. To suggest new markets or new products and ways of merchandising them.

6. To know the merits of different forms of copy, art, space, and mediums.

7. To furnish copy, art, and the voluminous detail work incidental to the efficient handling of an account.

8. To prepare catalogs and other literature suitable for both middleman and consumer.⁷⁴

National Letter Firm and Home Journal is interested in these facts since agencies are of primary importance in our present scheme of advertising.

Concerning the agency situation in India, a letter from the Modern Review, Calcutta, states:

"There are lots of advertising agencies throughout the country, but unless and until one local man places these in proper places, it would be utter waste of money, because of late, there have appeared in this vast country mushroom journals. The agent will not gain much by placing advertisements in these papers which have very limited circulations and thus they will be able to attract very little notice of the public and will not serve the purpose."

83. Advertising Contract. Suitable to Indian conditions the writer proposes to adopt a form of advertising

⁷⁴ S. Roland Hall, The Advertising Agency, p. 3.

contract. In the United States, however, from the study of periodicals the writer has found that the principle embodied in the contract is the amount of space to be used, at what rate, how long to continue, who furnishes copy, and when forms close, etc. For the newspapers, however, a form of agreement is drawn by the Washington Press Association which is as follows:

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"The undersigned advertiser hereby contracts with _____ for advertising space in _____ and the said newspaper company hereby sells space and agrees to reserve same for the advertiser, said space to consist of not less than _____ inches in each issue for _____ insertions, and to continue for a period of _____ and thereafter unless and until 90 days' notice (written) to discontinue is given by either party, for which said advertiser agrees to pay _____ per inch for each insertion, payment for all space run to be made monthly within ten days after presentation of bill, and if not so paid, said newspaper may at its option hold said space at advertiser's disposal for the full period aforesaid and collect therefor the full contract price.

Copy is to be furnished not later than _____ prior to insertion, and in case of failure to do so, advertiser hereby authorizes said newspaper to prepare copy and publish same at above rate. Suspension of publication shall render this contract void, except as to payment for advertising previously run. All copy is subject to approval by the publisher, and is for run of the paper unless position is specified in writing.

This contract embodies the entire understanding, is not subject to countermand, and cannot be affected by any agreement unless printed or written hereon.

Accepted..... By
Publisher Advertiser ***** 193*****

A plain and definitely understood business contract is better in case of the National Better Barn and Home Journal. However, the fact remains that contracts

are useful if they are worded properly and are better adapted for use with national advertisers.

84. Advertising Promotion. As it is in all other fields of endeavor, so it is also with advertising promotion--the leadership in one or more fields.

Greater gain in circulation, character and amount of advertising carried, market, rate, editorial influence, etc., count in general promotional undertakings.

85. Special Editions. Under certain conditions special editions were produced at such holiday seasons as Christmas. However, such special editions are expensive, and in the long run are not practical.

There are many excuses for special editions, if they are desired, anniversaries, county fairs, great occasions, and like special affairs offer great possibilities.

86. Journal's Policy to Exclude all Undesirable Advertisements. It will be the policy of National Better Farm and Home Journal to exclude from its columns all advertisements dealing with patent medicine, tobacco, liquor, or any other commodity which directly or indirectly injures health and better living of the subscribers. In other words, it is the object of the journal to make every farm mother feel proud of what comes into the home through the pages of National Better Farm and Home Journal, and feel enthusiastic in handing the journal to the boys and girls to read around the family table.

However, the writer has compiled the following as possible source of advertisements:

Educational institutions; Fertilizers; Drinkings; Building materials; Paints; Seeds; Wholesale hardware; Insurance; Dairy Products; Trust Co.; Chain Stores; Furniture; Seasonable gifts; Real Estate; Implements; Men's clothing; Shops of feminine needs; Nurseries; Sporting goods; Shoes; Socks; Food supplies; Jewelers; Flour mills; Tailors; Summer resorts; Lumber; Camp goods; Automobiles; Poultry; Cattle; Home furnishings; Railroad, etc.

87: Advertising Cost. From the study of periodicals it is found that advertising costs vary. However, it is assumed that 11 per cent of the total revenue is spent on advertising solicitation, as indicated in the chapter I on Brief Description of Project.

Chapter V

SOLUTION OF BOOKKEEPING PROBLEM

88. Simple System of Accounting. A magazine just developing as National Better Farm and Home Journal expects to do should have a simple system of accounting. "To keep books," writes C. B. Ellis, "is to make a systematic record of business transactions. The purpose of such a record is to enable a person at any time to ascertain the exact condition of his business affairs."⁷⁶ The present requirement of accounting should be simple and coherent so as to analyze and record "all incidents and transactions of the business that results may be shown and tendencies indicated."⁷⁷ With this principle in mind the writer proposes to develop a balanced system of accounting to portray the financial state of the National Better Farm and Home Journal at any time.

89. Definitions.

Debits are entries made in the books "against persons or firms or accounts who owe the concern."⁷⁸

Credits are entries in "favor of creditors to whom the concern owes something."⁷⁹

Assets are property owned by the concern. That is the "cash, merchandise, and

⁷⁶ C. B. Ellis, Practical Bookkeeping, p. 1.

⁷⁷ E. B. Garrison, Accounting Every Business Man Should Know, p. 3.

⁷⁸ T. Russell, etc., Bookkeeping, Accounting and Auditing, p. 33.

⁷⁹ L. Greenlinger, Accounting Practice, p. 103.

other property needed to carry on the operation of a business."⁸⁰

Liabilities are the total indebtedness of the concern, that is, "accounts payable."⁸¹

80. Bookkeeping. Bookkeeping is defined by one authority as "recording business transactions and facts systematically."⁸² Another authority defines bookkeeping as it was known in 1820, namely "the art of recording mercantile transactions in a summary, scientific, and perspicuous form, according to the order of time when they happen, without omission or unnecessary repetition of articles or names."⁸³

Bookkeeping to be simple should furnish plainly and accurately the following information:

1. Debts due the concern.
2. Amounts of cash on hand and state of bank account.
3. Outstanding debts.
4. Amount of material on hand.
5. Total cost of all equipment.
6. Amount of profit or loss per month.
7. Figures as to the amount of money invested in the business.
8. Actual value and sale price of the concern.

The vast majority of so-called bookkeeping systems are extremely complicated. More books are used than necessary. More books are just appendages, and while they may be useful to some extent, they are not absolutely essential. However, for the present purpose of the writer he plans to use two most important books in accounting. They are the Cashbook Journal, and General Ledger.

⁸⁰ J. G. McKinsey, Bookkeeping and Accounting, p. 185.

⁸¹ J. G. Baker, 20th Century Bookkeeping and Accounting, p. 8.

⁸² H. B. Rowe, Commercial and Industrial Bookkeeping, p. 8.

⁸³ J. Bennett, Bookkeeping, p. 7.

91. Advertising Register. Improved practical advertising register furnishes such information as agency or advertiser placing the copy, address, charge, cash with order, for whom placed, description, goods, etc, display, classified, month - 1st, 2nd, 3rd, 4th, 5th, total, rate, amount, position, inches, lines, street number, account number, remarks.⁸⁴

National Letter Form and Home Journal will not accept any reader notices.

92. Subscription Register. The practical subscription register will furnish such information as date, name, town, province or state, street and number, change of address, number subscription, amount paid, date expires, new date to be paid, renew, discontinued, taken by, remarks.⁸⁵

This register will be certified by competent public accountants as mentioned in Chapter III.

93. Original Records. 1. Our invoices deals with promotion. 2. Daily cash records deals with income. 3. Purchase record deals with expense. 4. Check register deals with outgo.⁸⁶

Our invoice represents all charge sales. Daily cash record represents all cash payments on charge account and cash sales of advertising, subscription, etc. Purchase

⁸⁴ "Practical Advertising System", n.p.
⁸⁵ "Practical Subscription Register", n.p.
⁸⁶ Notes from class in Newspaper Management.

record represents all purchases, wages and salaries.

Check register represents all outgo and purpose.

94. Cashbook Journal. From the original records the following summarized statements are entered in the cashbook journal:

1. Charge sales from our invoices.
2. Cash sales from our daily cash record.
3. Cash receipts from our daily cash record.
4. Discount and commissions allowed from our daily cash record.
5. Purchases from our purchase record and credit invoices.
6. Expense as accrued for wages, salaries, etc.
7. Cash outgo and purpose from our check register.

Cashbook Journal furnishes the following information: date, advertising number, accounts: for what; description; income: advertising, subscription, accounts receivable, accounts payable, cash, bank, stock, expense-operating cost; Ledger accounts, folio number.⁸⁷

"It is customary," writes C. E. Bowman, "in business first to make a complete record of each transaction in the order in which it occurs, in a book called journal."⁸⁸

95. Ledger. Ledgers are essential in book-keeping, and therefore form an auxiliary to the cashbook journal. "Accounts are kept in a book called the Ledger. In form these are an expansion of the debit and credit records."⁸⁹

The ledger could be subdivided into three parts, namely: 1. Accounts receivable or customers ledger.

⁸⁷ Practical Cash Book Journal, n.p.

⁸⁸ C. E. Bowman, Bookkeeping and Business, p. 35.

⁸⁹ Ibid., p. 35.

2. Accounts payable or credit ledger. 3. General ledger.

The general ledger should contain assets and liabilities to show worth or proprietorship. It should also contain revenue and expense to show profit and loss.

END

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