

AN ANALYSIS OF THE REQUESTS FOR AND DISTRIBUTION  
OF OKLAHOMA EXPERIMENT STATION PUBLICATIONS

By

STANLEY WAYNE PROCHASKA

Bachelor of Science

Oklahoma State University

Stillwater, Oklahoma

1956

Submitted to the faculty of the Graduate School of  
the Oklahoma State University  
in partial fulfillment of the requirements  
for the degree of  
MASTER OF SCIENCE  
August, 1959

AN ANALYSIS OF THE REQUESTS FOR AND DISTRIBUTION  
OF OKLAHOMA EXPERIMENT STATION PUBLICATIONS

Thesis Approved:

*Maurice R. Haag*

Thesis Adviser

*Lemuel D. Groom*

*Paul ...*

Dean of the Graduate School

# Oklahoma State University Library

## PREFACE

At the time an experiment station or extension service publication is issued, it is a simple matter to record the places to which the publication goes. Once this initial distribution has been made, however, the remaining copies of the edition go onto shelves, where they are usually held for later distribution in answer to individual requests. Keeping a record of this later distribution normally is not justified, and no attempt, until now, has been made to keep such a record at the agricultural mailing center on the Oklahoma State University campus.

As a result, no analysis has ever been made of the distribution of Oklahoma agricultural experiment station or extension service publications in response to requests. The purpose of the following study is to present in one summary a complete picture of the requests and accompanying distribution of experiment station publications over a two-year period. Questions which the survey attempts to answer are: where did the requests come from? who did they come from? what was requested?

Grateful acknowledgement is made to Mr. George Church, agricultural publications editor, and Mr. Maurice Haag, associate professor of journalism, Oklahoma State University, for their valuable guidance during the course of this study.

Indebtedness is also acknowledged to Mr. Tom Lee and his staff of agricultural publications distribution center at Oklahoma State University for collecting the requests for the study.

Further appreciation is extended to Dr. Carl Marshall, director of the Oklahoma State University statistical laboratory, for his advice, and to Mrs. Cassie Spencer of the Oklahoma State University Computing Center for her excellent cooperation.

The author also wishes to express gratitude for the financial aid provided by the Oklahoma Agricultural Experiment Station which helped make this research possible.

## TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION. . . . .	1
II. REVIEW OF THE LITERATURE . . . . .	5
Southern Publications Procedure Survey Report . . . . .	5
North Carolina Distribution Practices and Procedures . . . . .	8
Oklahoma County Agent Survey . . . . .	10
III. REQUESTS AND DISTRIBUTION BY AREAS . . . . .	11
Requests for Publications from Oklahoma . . . . .	11
Number of Requests from Each County . . . . .	11
Number of Different Publications per Request . . . . .	14
Total Number of Publications Requested . . . . .	15
Total Number of Publications Sent . . . . .	19
Different Groups of Publications Requested and Distributed . . . . .	23
Requests for Publications from Other States . . . . .	25
Number of Requests from Each State . . . . .	25
Number of Different Publications per Request . . . . .	27
Total Number of Publications Requested . . . . .	28
Total Number of Publications Sent . . . . .	31
Different Groups of Publications Requested and Distributed . . . . .	31
Requests for Publications from Foreign Countries . . . . .	35
Number of Requests from Each Country . . . . .	35
Number of Different Publications per Request . . . . .	36
Total Number of Publications Requested . . . . .	37
Total Number of Publications Sent . . . . .	40
Different Groups of Publications Requested and Distributed . . . . .	40
Summary of the Area Requests and Distribution . . . . .	43
IV. REQUESTS AND DISTRIBUTION BY ECONOMIC AND/OR SOCIAL GROUPS . . . . .	46
Total Number of Publications Requested . . . . .	46
Total Number of Publications Sent . . . . .	51

Chapter	Page
V. REQUESTS FOR PUBLICATIONS NOT AVAILABLE . . . . .	55
Requests for Unavailable Station Bulletins . . . . .	55
Requests for Unavailable Station Technical Bulletins . . . . .	61
Requests for Unavailable Station Miscellaneous Publications . . . . .	63
Requests for Unavailable Station Circulars . . . . .	65
Requests for Unavailable Station Processed Series Publications . . . . .	66
Requests for Unavailable Extension Circulars . . . . .	68
Requests for Unavailable Extension Leaflets . . . . .	68
Requests for Other Unavailable Miscellaneous Publications . . . . .	71
VI. SUMMARY AND CONCLUSIONS . . . . .	73
Summary of the Results . . . . .	73
Conclusions . . . . .	75
Recommendations for Future Study . . . . .	77
SELECTED REFERENCES . . . . .	78
APPENDICES . . . . .	79
Appendix A . . . . .	80
Appendix B . . . . .	81
Appendix C . . . . .	82
Appendix D . . . . .	86
Appendix E . . . . .	88
Appendix F . . . . .	90
Appendix G . . . . .	91

## LIST OF TABLES

Table	Page
I. The Number of Requests Received and the Number of Different Publications Listed per Request from Within Oklahoma by Counties, 1957 and 1958 . . . . .	12
II. The Number of Different Publications Requested by Counties Within Oklahoma, 1957 and 1958 . . . . .	16
III. The Number of Different Publications Sent to Counties Within Oklahoma, 1957 and 1958 . . . . .	20
IV. The Number of Requests Received and the Number of Different Publications Listed per Request from the United States by States, 1957 and 1958 . . . . .	26
V. The Number of Different Publications Requested by States Within United States, 1957 and 1958 . . . . .	29
VI. The Number of Different Publications Sent to States Within United States, 1957 and 1958 . . . . .	32
VII. The Number of Requests Received and the Number of Different Publications Listed per Request from Foreign Countries by Country, 1957 and 1958. . . . .	36
VIII. The Number of Different Publications Requested by Foreign Countries, 1957 and 1958 . . . . .	38
IX. The Number of Different Publications Sent to Foreign Countries, 1957 and 1958 . . . . .	41
X. The Number of Different Publications Requested by Three Areas, 1957 and 1958 . . . . .	44
XI. The Number of Different Publications Sent to Three Areas, 1957 and 1958 . . . . .	44
XII. The Number of Different Publications Requested by Economic or Social Groups, 1957 and 1958 . . . . .	47
XIII. The Number of Different Publications Sent to Economic or Social Groups, 1957 and 1958 . . . . .	52

Table	Page
XIV. Requests Received for Experiment Station Bulletins ("B" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	56
XV. Requests Received for Experiment Station Technical Bulletins ("T" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	62
XVI. Requests Received for Experiment Station Miscellaneous Publications ("MP" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	64
XVII. Requests Received for Experiment Station Circulars ("C" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	65
XVIII. Requests Received for Experiment Station Processed Series Publications ("P" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	67
XIX. Requests Received for Extension Service Circulars ("E" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	69
XX. Requests Received for Extension Service Leaflets ("L" Series) That Were No Longer Available for Distribution, 1957 and 1958 . . . . .	70
XXI. Requests Received for Other Miscellaneous Publications Published by the Experiment Station, the Extension Service, Or In Cooperation With Other Interests, That Were No Longer Available for Distribution, 1957 and 1958.	72

## CHAPTER I

### INTRODUCTION

Certain problems have existed in the distribution of agricultural experiment station publications and extension service publications practically ever since the first publication came off the press. However, little seems to have been done to find the answers that could minimize the difficulties associated with distribution. W. L. Carpenter and co-authors of a recent publication from North Carolina<sup>1</sup> briefly summarized the situation very well.

Distribution is a big part of the publishing process. Yet, very little attention, on a formalized research basis has been given to the problems associated with college bulletin practices and procedures.

More and more experiment station and extension service editors at the various land-grant colleges and universities are realizing the need for research in the area of distribution of their respective publications. For example, the publication quoted above was the result of a study at the North Carolina State College, "A Study of Publications Distribution Practices and Procedures in North Carolina," completed in 1956. Another study, "A Study of Distribution and Impact of Bulletins Published by University of Nebraska College of Agriculture," is in progress at the

---

<sup>1</sup> W. L. Carpenter, J. H. Parker, and Elwood Mintz, A Study of Publications Distribution Practices and Procedures in North Carolina, Report No. 2 (North Carolina State College, Raleigh, North Carolina, 1958), p. 3.

University of Nebraska. A third known study, "Distribution of State Publications," will not be completed until sometime in 1960 at the Mississippi State University. The only other known research on distribution practices is a study that is still in the planning stage. The study's title is, "Distribution, Use, and Effectiveness of Agricultural Bulletins," and it is to be conducted by the Colorado State University.<sup>2</sup>

A formal study of the publications distribution has never been undertaken at the Oklahoma State University. Although the original distribution of the agricultural experiment station and extension service publications is known, no past record of the requests arriving through the mail is known to exist.

The principal problem in the distribution of Oklahoma agricultural publications is that of including on the initial distribution list all interested persons who would use the publication. Of course, the editor and author can not possibly know in detail the people who would desire a copy of each title published. However, some idea of what people are being omitted in the initial distribution would be desirable. A record of the requests received for a particular publication would certainly be a good guide.

Another problem with which an editor must cope each time he plans the distribution of a publication is estimating the total number of copies to be published. Again if some previous record of a similar publication was available, it would predict how quickly a supply of a new publication might be exhausted, and it would enable the editor to determine more accurately the total press run needed. A desirable press run would be

---

<sup>2</sup> Office of Information, U. S. Department of Agriculture, Communications Studies Reported by Land-Grant Colleges and Universities and the USDA (Washington, D. C., 1958).

one that satisfied all "customers'" wants, and that left no large surplus several years after the printing date.

Although not exactly a distribution problem, having some idea of what types of publications the reading public desires would make for better editorial and author planning.

This study was designed to lay the groundwork for future detailed research in the distribution of Oklahoma agricultural publications. The study was also intended to present a large picture of the requests for the publications.

The principal objectives of the study were: (1) To categorize by geographic area recipients of publications distributed upon request, (2) to identify and categorize according to economic or social order the recipients of publications distributed upon request, (3) to determine the total number of publications requested and the total number actually sent from the Oklahoma State University agricultural mailing room, (4) to determine the rates at which supplies of publications are exhausted, (5) to determine what requests for publications could not be filled because of unavailability, and (6) to determine the average number of different publications asked for per request.

The only source of data available was the actual requests received by the agricultural mailing room at the Oklahoma State University. The requests were mostly in the form of first-class letters or post cards. Some of the requests were on special forms taken from the "What's New in Farm and Home Publications in Oklahoma" publication, and the special forms that county agricultural agents in Oklahoma use to request bulk orders of publications. A few of the requests were on note pads, indicating that a written record had been made of a request arriving by

telephone or by personal contact.

The requests analyzed were received over a span of two years from January, 1957, through December, 1958, inclusive. Each month's requests were bundled together in the same package. Later the information was taken from the requests and transferred in code to IBM cards. The results were obtained from the IBM cards with the use of computing machines at the Oklahoma State University computing center.

In interpreting the results presented here, it must be kept in mind that two important areas of distribution are not included:

(1) Initial distribution of experiment station publications. --- Each station publication, immediately after printing, is distributed to a large library list and also to appropriate lists of research and extension workers, industry groups, and others who have indicated an interest in receiving reports of research in specific areas. This initial distribution varies from one-third to almost three-fourths of the press runs of individual publications, and averages close to one-half for station publications as a group.

(2) Distribution of extension publications. --- The record of requests for and distribution of extension publications shown herein accounts for only a small fraction of the total. The extension figures included in this study represent only those cases where both extension and experiment station publications were included in the same request. The extension figures were included here merely as a matter of convenience, to avoid having to go through the same requests later in making a projected study of the distribution of extension publications.

## CHAPTER II

### REVIEW OF THE LITERATURE

Little is in print concerning the results found in similar studies of distribution. The reason has been stated before in that not enough formal research has been conducted to allow any editor to publish the results. However, the following excerpts will give evidence that some research has been completed.

#### Southern Publications Procedure Survey Report<sup>3</sup>

The initial distribution of agricultural experiment station publications in the 12 southern states (including Puerto Rico) was found to be essentially alike: that is, the publications were distributed to practically the same groups---county workers, agricultural staff, libraries, etc. A few of the editors reported that they maintained special lists classified by subject matter. The initial distribution of extension service publications was virtually the same. In most states, county agents could order in quantity (within limits) on receipt of single copies of the new publications.

---

<sup>3</sup> Agricultural Experiment Stations and Extension Services of the Southern States in cooperation with the U. S. Department of Agriculture and the National Project in Agricultural Communications, Report of the Southern Publications Procedure Survey (1956), pp. 24-25, 30, 54-58, 60, 65-68.

The Oklahoma experiment station editor reported in the survey that the initial mailing of station publications merely became a matter of following the distribution plan that was drawn during the process of determining the quantity to be printed.

The practices followed in meeting quantity and out-of-state requests for experiment station publications varied greatly among the southern states.

Oklahoma reported that bulk requests were honored in cases where it appeared the publications would be distributed to persons who were likely to make use of them. For example, the editor felt that distribution by field men for creameries or hatcheries was often effective in getting adoption of new practices based on the experiment station's research. The quantity sent to any one county agricultural agent in response to any one request was limited. Single copies were mailed as requested by other person without charge. Usually no more than ten titles were mailed in response to any one request.

Quantity requests for extension service publications in most of the southern states were similar. Generally, single copies of ten or fewer titles were mailed free of charge to extension workers in other states.

According to the report, quantity requests for Oklahoma extension publications were limited to ten percent of the number of publications on hand.

Most of the southern extension editors reported that attempts were made to prepare new publications when current publications became dated. The usual pattern was to destroy dated publications at the state level and send notices to counties requesting workers there to do the same.

All requests for Oklahoma agricultural publications were kept for one year, one month's requests to a package, according to the report submitted to the survey team. Records of bulk shipments to county agents were kept, and the distribution plan provided a record of the initial distribution. When the mailing room stock of a title was exhausted, the editor added the initial distribution to county agent bulk mailings, subtracted this sum from the number printed, and simply called the remainder "other."

For persons in research or educational work, including industry, a classified mailing list was being maintained at the Oklahoma State University for the "What's New in Farm and Home Publications for Oklahoma," a semi-annual publication of summaries of all agricultural publications. To this group the publication was sent immediately after printing. The summaries of experiment station publications were intended to provide the information average readers would want about completed research, and would give persons looking for information about a specific subject a basis for deciding whether a particular publication was likely to be helpful.

"What's New" was also being used to reply to blanket requests, according to the survey report. Rather than making a blind selection, mailing clerks in the agricultural mailing room at the Oklahoma State University sent the list and let the inquirer make his own selection from it.

Mailing other Oklahoma agricultural experiment station publications within classification was not automatic. Addresses of recipients were on 3 x 5 cards, and for each new publication the editor would go through appropriate classes and pull individual cards for addressing by type-

writer. This type of service was provided only for research, extension workers, or persons in business or industry having special need for getting information promptly. Others who asked to be on the experiment station mailing list were sent "What's New" each six months. No foreign addresses were put into the classified lists.

A quantity of each Oklahoma agricultural experiment station publication was set aside immediately after printing and was turned over to the senior author's department after the mailing room's stock of that publication was exhausted. This provided the department with something to answer letters, etc., after the mailing room stock was gone, and thereby helped hold down the pressure for large press runs. After the mailing room's stock was exhausted, requests reaching the mailing room were not forwarded to the department. Instead, the mailing room sent a routine "no longer available" card in order to conserve the department's supply.

In general, the Oklahoma agricultural experiment station editor felt that commercial concerns which distributed station publications were helping the agricultural college get the results of its research to the public. Requests for 25 to 50 copies were usually honored without question, and sent free of charge. Larger quantities were usually charged for at the approximate printing cost.

#### North Carolina Distribution Practices and Procedures<sup>4</sup>

In February, 1956, a study was started to check on the distribution

---

<sup>4</sup> W. L. Carpenter, J. H. Parker, and Elwood Mintz, A Study of Publications Distribution Practices and Procedures in North Carolina, Report No. 2 (North Carolina State College, Raleigh, North Carolina, 1958), pp. 3-5.

policy in use at North Carolina State College. Purposes of the study were to find the weak and strong points in the distributing system, to examine the service county agricultural agents were receiving on bulletin orders, to determine redistribution systems at the county level, and to enable the publications editors to become more familiar with county redistribution systems.

A publications storeroom inventory pointed up one of the acute problems with which editors and authors have long been faced: How many copies of a publication should be printed?

The publications inventoried were from four to ten years old and had been printed between 1946 and 1952, inclusively. Of 18 technical bulletins printed by the experiment station during this period, five were out of print, five were still in good supply (200-600 copies), and eight were in oversupply (800-2900 copies). Of 24 bulletins (semi-popular series) printed by the experiment station in the same period, 12 were out of print, eight were in good supply, and four were in oversupply (1000-1900 copies). Two listed as in good supply had been reprinted.

For extension service publication for farm and home demonstration use, the situation was quite similar to the experiment station bulletins.

Four conclusions were drawn from the brief study of county agent requests for publications. They were: (1) Agents placed their orders for publications fairly quickly after they were notified that a publication was available, (2) agents did a reasonably thorough job checking publications for possible usage before placing their orders, (3) specialists apparently could do a good job of determining county needs for a publication for some enterprises, and (4) home agents could put certain farm-oriented publications to good use.

Oklahoma County Agent Survey<sup>5</sup>

In a 1958 survey of Oklahoma county agricultural agents, 29 agents reported they had no difficulty obtaining copies of agricultural experiment station bulletins most needed for distribution. Seven agents said they did, and four of these said it was because the bulletins were out of print. Three reported receiving requests for bulletins before they received copies themselves.

Although by current station policy the station's bulletins are prepared primarily for distribution to the "off-farm leader" group, agents replying to the mail questionnaire considered distribution to farmers and others as an important element in the usefulness of a bulletin.

Thirty-four of the 36 agents interviewed reported that farmers received the majority of the bulletins distributed. Of the 25 agents asked to list the second-largest group, 16 named rural non-farm people. Additional groups frequently mentioned were city people, 4-H leaders, garden clubs, vocational agriculture teachers, government officials, and high school libraries.

Agents frequently commented that businessmen dealing in farm products or supplies consistently obtained bulletins. Agents reported that the distribution to businessmen was small numerically, but high relative to the number of these persons in the county.

---

<sup>5</sup> Donald K. Childers, George F. Church, and M. R. Haag, County Agents' Opinions of the Understandability and Usefulness of Oklahoma Agricultural Experiment Station Bulletins, Processed Series P-311 (Oklahoma State University, Stillwater, Oklahoma, 1959), pp. 16-18.

## CHAPTER III

### REQUESTS AND DISTRIBUTION BY AREAS

Requests for Oklahoma agricultural experiment station and extension publications during the two years 1957 and 1958 were received from almost all of the 77 counties in Oklahoma, from all of the 50 states and one territory, and from 47 foreign countries scattered all over the world. The study was designed to produce the number of requests arriving from each county in Oklahoma, each state in the union, and each foreign country; to provide information concerning the average size of the requests with respect to the number of different publications listed per request; to produce the total number of publications requested by and sent to the different counties in Oklahoma, the different states in the union, and the different foreign countries; and to give some indication as to the most popular groups of publications.

#### Requests for Publications from Oklahoma

##### Number of Requests from Each County

A study of the requests from within Oklahoma revealed a total of 756 requests for Oklahoma agricultural publications were received during the two years 1957 and 1958 (Table I). Discounting five requests listed as "county unknown," an average of almost ten (9.75) requests was received from each county during the two-year study.

The north central and south central areas of the state were repre-

TABLE I

THE NUMBER OF REQUESTS RECEIVED AND THE NUMBER OF DIFFERENT  
PUBLICATIONS LISTED PER REQUEST FROM WITHIN OKLAHOMA  
BY COUNTIES, 1957 AND 1958

County	NOR*	DPR*	ANPR*	County	NOR	DPR	ANPR
Adair	1	1	1.00	Le Flore	16	43	2.69
Alfalfa	5	31	6.20	Lincoln	7	19	2.71
Atoka	1	1	1.00	Logan	6	6	1.00
Beaver	2	2	1.00	Love	3	8	2.67
Beckham	6	9	1.50	Major	0	0	0.00
Blaine	14	48	3.43	Marshall	1	1	1.00
Bryan	4	5	1.25	Mayes	9	43	4.78
Caddo	12	21	1.75	McClain	5	7	1.40
Canadian	8	106	13.25	McCurtain	2	10	5.00
Carter	7	12	1.71	McIntosh	7	31	4.43
Cherokee	5	9	1.80	Murray	3	14	4.67
Choctaw	10	32	3.20	Muskogee	14	51	3.64
Cimarron	4	12	3.00	Noble	15	16	1.07
Cleveland	15	101	6.73	Nowata	10	11	1.10
Coal	0	0	0.00	Okfuskee	8	18	2.25
Commanche	10	28	2.80	Oklahoma	82	240	2.93
Cotton	8	13	1.62	Okmulgee	5	18	3.60
Craig	9	22	2.44	Osage	4	5	1.25
Creek	6	14	2.33	Ottawa	16	18	1.12
Custer	7	18	2.57	Pawnee	1	2	2.00
Delaware	2	5	2.50	Payne	85	298	3.50
Dewey	1	1	1.00	Pittsburg	6	12	2.00
Ellis	4	11	2.75	Pontotoc	7	12	1.71
Garfield	16	43	2.69	Pottawatomie	9	12	1.33
Garvin	18	43	2.39	Pushmataha	2	24	12.00
Grady	14	18	1.28	Roger Mills	5	26	5.20
Grant	7	8	1.14	Rogers	7	15	2.14
Greer	4	6	1.50	Seminole	9	21	2.33
Harmon	9	15	1.67	Sequoyah	4	4	1.00
Harper	8	15	1.87	Stephens	8	8	1.00
Haskell	2	3	1.50	Texas	23	113	4.91
Hughes	6	135	22.50	Tillman	6	10	1.67
Jackson	6	6	1.00	Tulsa	36	263	7.30
Jefferson	5	10	2.00	Wagoner	6	10	1.67
Johnston	4	38	9.50	Washington	9	13	1.44
Kay	25	48	1.92	Washita	14	35	2.50
Kingfisher	10	21	2.10	Woods	10	14	1.40
Kiowa	11	17	1.54	Woodward	7	79	11.28
Latimer	3	13	4.33	All Oklahoma	756	2471	3.27

\* NOR, Number of Requests; DPR, the sum of the Different Publications listed per Request; ANPR, Average Number of Publications listed per Request.

sented quite often by the counties having the largest number of requests. The southeastern area had the most counties listed under the fifteen "low-request" counties.

Payne county had 85 requests, the most received from any one county. This was not entirely surprising since a great demand for various publications is put upon the agricultural mailing room from the different departments in the College of Agriculture at the Oklahoma State University which is located in Payne county. The fact that the source of the publications was so close also could have easily caused the many other requests from other sources to be submitted.

The county requesting the second largest amount was Oklahoma county with 82 requests being registered, or just three short of Payne county's total. The groups making the greatest amount of requests from Oklahoma county were commercial interests, private individuals, and the county agricultural agent's office.

A long ways down in the total, but in third place on the list, was Tulsa county. Again commercial interests played a large role in creating the total of 36 requests from that county. Also, requests from rural addresses came in great number.

Kay county was fourth with 25 requests, most of which came from private individuals, most of which bore rural return addresses. The county agent's office also submitted a large number of requests.

Following closely behind Kay county was Texas county with 23 requests. Most requests coming in from this county were from the county agent and private individuals with rural addresses.

The rest of the top fifteen counties sending requests were: Garvin, 18; Garfield, Le Flore, and Ottawa, 16; Cleveland and Noble, 15; and Blaine, Grady, Muskogee, and Washita, 14.

Coal and Major counties were not represented by any requests during the two-year period studied. Adair, Atoka, Dewey, Marshall, and Pawnee counties each sent in one request. Third from the bottom of the list of requests were Beaver, Delaware, Haskell, McCurtain, and Pushmataha counties with two requests each. Three counties having three requests were Latimer, Love, and Murray.

#### Number of Different Publications per Request

The different requests varied as to the total number of different titles listed. Stated as an average, each request from within Oklahoma was for 3.27 different publications.

Hughes county came out on top with an average of 22.50 different publications per request. One request was for 87 different publications, which explained the exceptionally large average for this county (Appendix A).

An average of 13.25 different publications per request was tallied for Canadian county. Once again, one request for 81 publications boosted the county's average to second place.

Pushmataha county had an average of 12.00 different publications per request, and Woodward county averaged 11.28. Other counties which averaged less than ten different publications per request, but were still considered well above the average, were: Johnston, 9.50; Tulsa, 7.30; Cleveland, 6.73; Alfalfa, 6.20; Roger Mills, 5.20; and McCurtain, 5.00.

At the other extreme, nine counties requesting publications from the agricultural mailing room averaged only one publication per request. Those counties were Adair, Atoka, Beaver, Dewey, Jackson, Logan, Marshall, Sequoyah, and Stephens. Four other counties averaging close to only one publication per request were: Noble, 1.07; Ottawa, 1.12;

and Grant, 1.14.

### Total Number of Publications Requested

A total of 30,727 copies of different publications was requested from Oklahoma in 1957 and 1958 (Table II). Not figuring the five requests from "county unknown," an average of 395 publications per county was requested during the two-year period. Seven of the fifteen counties requesting the greatest number of publications were from the northwest and southwest regions of the state. Ten counties from the southeast and south central were listed as having very small requests.

Payne county led all counties in the total number of publications requested, 5,003 copies. The same reason presented before, the heavy demand by the different departments in the College of Agriculture at the Oklahoma State University located in Payne county, can be given as the primary factor for the very large request total.

Texas county was next in line with a total of 2,789 publications requested over the two-year period. The county agent's office was the primary source for the large requests.

Oklahoma county was third with a total request count of 1,424 copies. Commercial interests caused the large total. For example, a banking association requested 400 copies of one publication for redistribution.

Not too far behind was Woodward county with a total request of 1,118 copies. A vocational agriculture instructor and the county agent were the primary sources of the large requests.

Garvin county held fifth place with requests for 1,062 publications. Other counties with less than 1,000 publications requested, but still considerably higher than the average county were: Roger Mills, 990; Push-

TABLE II

THE NUMBER OF DIFFERENT PUBLICATIONS\* REQUESTED BY COUNTIES WITHIN OKLAHOMA, 1957 AND 1958

County	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Adair	100										100
Alfalfa	406	1	10			55	20		20		512
Atoka	1										1
Beaver	40										40
Beckham	271		9			100				2	382
Blaine	522		65			137	15	3	26	1	769
Bryan								2	2	2	6
Caddo	323		1			1		1	3	3	331
Canadian	31		2			85	5	1	3	3	132
Carter	40	1			1	1	2		5		45
Cherokee	220		101	1	1	100				1	424
Choctaw	239			50		115		25			429
Cimarron	85		31			7			1		124
Cleveland	109		2		2	73	5	2	8	1	202
Coal											0
Commanche	305	42	15			4	2		75	1	444
Cotton	283							1		2	286
Craig	133					10	1	7	1	1	153
Creek	160	35				25		1	25	1	287
Custer	127		2	40		4		1	1		135
Delaware	10		50			25				1	86
DeWey	25										25
Ellis	3	1				6		1			11
Garfield	288	15	17			19			100	1	440
Garvin	640		192			127	50	3	50		1062
Grady	348	26				1	1	1	2		379
Grant	152								10	2	164
Greer	300	3						35			338

TABLE II (Continued)

County	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Harmon	111	14			10				12		147
Harper	302	25				150			15		492
Haskell	2								25		27
Hughes	185	21	36	1		326	49	48	39		705
Jackson	75	2		2	25			5			109
Jefferson	115	5	7					4			131
Johnston	68	4	29	4		56	1	4	4		166
Kay	151	11	300		51	115	1	2	202		835
Kingfisher	39	1	1			7	1	16	4	3	58
Kiowa	862	15									893
Latimer	470	50						1			571
Le Flore	309	20	3		1	10		1	1	1	346
Lincoln	279	12	1			4	1	2		1	300
Logan	77										79
Love	78						3				81
Major											0
Marshall								1			1
Mayes	45	2	3			10	16	16	1		93
McClain	11				1	1		2	1		16
McCurtain	16					8					24
McIntosh	77	10	11		50	66	11	2	26		253
Murray	2					9		1	2		14
Muskogee	231	3	32			15		1		1	283
Noble	83	1	2	1		2		4	1		94
Nowata	175	25	25					2		3	230
Okfuskee	131		25			8			28		194
Oklahoma	993	30	10	3	1	182	25	119	43	18	1424
Okmulgee	31	3	1			3	101	1	1		141
Osage	51						1		1		54
Ottawa	448			25	10			2			486

TABLE II (Continued)

County	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Payne	50										50
Payne	2573	974	312	5	107	273	4	218	537		5003
Pittsburg	177					1		8	5		191
Pontotoc	131	1					50	1	1		184
Pottawatomie	128	1	2		35	3		1			170
Pushmataha	315	50	20		70	275	225				955
Roger Mills	745	15	100			45			85		990
Rogers	246									4	250
Seminole	93				2	8	3	1	1	1	109
Sequoyah	40							2			42
Stephens	51							4		1	56
Texas	2076	333	209	51	10	6	1	12	91		2789
Tillman	675	2									677
Tulsa	428	4	6		1	175	8	10	24	12	668
Wagoner	101				100			5	300		506
Washington	205				1	3				3	212
Washita	766		12			40			51	2	871
Woods	89							13		1	103
Woodward	408	48	48		1	541	60		12		1118
Unknown	102	20	20	20	113	33			18	1	327
Total	19,977	1,826	1,762	203	593	3,270	662	594	1,860	78	30,825

\* Experiment Station Bulletins (B); Experiment Station Technical Bulletins (TB); Experiment Station Miscellaneous Publications (MP); Experiment Station Circulars (C); Experiment Station Processed Series (P); Extension Service Circulars (E); Extension Service Leaflets (L); Oklahoma State University Farm Plans (Plan); Other Miscellaneous Publications including the Southern Cooperative Series Bulletins, Current Farm Economics, Oklahoma Pamphlets, Forage Crop Leaflets, Great Plains Agricultural Committee Report No. 13, Biannual and Annual Research Reports, Farm Research Flashes, Southern Farm Management Bulletins, Manuscript Report Abstracts, and any other (Misc); What's New in Farm and Home Publications for Oklahoma (WN).

mataha, 955; Kiowa, 893; Washita, 871; Kay, 835; Blaine, 769; Hughes, 705; Tillman, 677; Tulsa, 668; and Latimer, 571.

Coal and Major counties made no requests for any publications from the agricultural mailing room, placing them at the bottom of the list.

Atoka and Marshall counties requested only one publication each during the two-year period. Bryan county moved up some to a total of six publications.

Other counties represented with small sized requests were: Ellis, 11; Murray, 14; McClain, 16; McCurtain, 24; Dewey, 25; Haskell, 27; Beaver, 40; Sequoyah, 42; Carter, 45; and Pawnee, 50.

#### Total Number of Publications Sent

The number of publications sent to recipients within Oklahoma upon request totaled 18,593 (Table III). This total represents a difference of 12,134 copies from the total requested. The average county received 238 publications during the two years studied, or 157 less than the average requested. The chief reason for the large difference was that county agents from Oklahoma did not receive the large totals of experiment station publications requested primarily due to the fact that limits were set for distribution to county agents on the initial distribution plan.

Interesting was the fact that out of the 15 counties receiving the most publications, four were from the northwestern area and four from the southeastern area. Yet, more interesting was the fact that the southeastern area had five counties with low receipts and the northwest had three. The south central area also had three of the low-receipt counties.

Once more Payne county was at the top of the list by receiving 4,703 copies of publications during the years 1957 and 1958, according to the record of requests and distribution from the agricultural mailing room.

TABLE III

THE NUMBER OF DIFFERENT PUBLICATIONS SENT TO COUNTIES WITHIN OKLAHOMA, 1957 AND 1958

County	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Adair	25										25
Alfalfa	56		5			55	15		20		151
Atoka											0
Beaver	96		9								0
Beckham	335		30			137	15	3	26	2	107
Blaine								2	2	1	547
Bryan									3	2	6
Caddo	142		1			1	5	1	3	3	150
Canadian	30		1			76	2		3	3	119
Carter	40	1				1			3		44
Cherokee	30		1			100				1	132
Choctaw	82					91		25			198
Cimarron	25		31			7			1		64
Cleveland	56				1	68	5	2	6	1	139
Coal											0
Commanche	130	1	10			4	2			1	148
Cotton	173							1		2	176
Craig	83					10	1	7	1	1	103
Creek	150					25		1	15	1	192
Custer	85		1			3		1	1		91
Delaware	10		50							1	61
Dewey	25										25
Ellis	3	1				6		1			11
Garfield	211	15	16			19				1	262
Garvin	421		86			127	50	3			687
Grady	86	25				1	1	1	2		116
Grant	76								10	2	88
Greer	50							35			85

TABLE III (Continued)

County	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Harmon	66	1							2		69
Harper	226	1			150				15		392
Haskell	2								25		27
Hughes	160	20	18	1	305	49		33	24		610
Jackson	25		7					5			30
Jefferson	90							4			101
Johnston	68	4	29	4	56	1		4	4		166
Kay	104	11	100		15	1		4	52		287
Kingfisher	39	1	1		7	1		2	4	3	58
Kiowa	136							16			152
Latimer	270	50						1			321
Le Flore	298		1	1	9			1	1	1	312
Lincoln	104	12	1		4	1		2		1	125
Logan	37									2	39
Love	28					3					31
Major											0
Marshall								1			1
Mayes	34	1	3			16		10	1		75
McClain	11				1			2	1		16
McCurtain	15					8					23
McIntosh	12	10	11			11		2	16		128
Murray	2					9		1	2		14
Muskogee	140	3	28		15			1		1	188
Noble	7		1		2			4	1		15
Nowata	100	25	15					2		3	145
Okfuskee	30		15					2	26		79
Oklahoma	881	18	3		180	25		119	46	18	1290
Okmulgee	5	3			3	101		1	1		114
Osage	16					1				1	19
Ottawa	235							2			238

TABLE III (Continued)

County	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Pawnee	50										50
Payne	2305	966	308	4	107	257	4	218	534		4703
Pittsburg	75					1		8	5		89
Pontotoc	53						50	1	1		105
Pottawatomie	52				35	3		1			93
Pushmataha	195	25				275	225				740
Roger Mills	235	5				45			75		385
Rogers	156									4	160
Seminole	67					7	3	1	1	1	80
Sequoyah	40							2			42
Stephens	26							4		1	31
Texas	716	197	2			6	1	12	27		961
Tillman	385	2									387
Tulsa	252	3	6			171	8	10	24	12	486
Wagoner	66							5			71
Washington	29				1	3				3	36
Washita	256								26	2	284
Woods	77							13		1	91
Woodward	125	24	12			541	24		12		738
Unkown	62	20	10	10	112	33			12	1	260
Total	10,783	1,445	859	19	259	2,919	620	573	1,029	78	18,584

The only other county to receive more than 1,000 copies in answer to requests arriving at the agricultural mailing room was Oklahoma county. The total for the central county was 1,290.

Although it was second in total publications requested, Texas county dropped to third place in receipts of publications with a total of 961. Pushmataha county received 740 publications to be next in line, while Woodward county followed closely behind by receiving 738.

Three other counties receiving more than 500 copies of Oklahoma agricultural publications were: Garvin, 687; Hughes, 610; and Blaine, 547. Other counties that received somewhat more than the average were: Tulsa, 486; Harper, 392; Tillman, 387; Roger Mills, 385; Latimer, 321; Le Flore, 314; and Kay, 287.

Naturally the two counties that did not request any publications, Coal and Major, did not receive any according to the records in the agricultural mailing room. Counties that had been sources of requests for publications but did not receive any due to exhausted supplies of the particular titles requested were Atoka and Beaver.

Marshall county received the one publication that was requested, and Bryan received only six copies during the two years studied. In fourth place from the bottom of the list was Ellis county by receiving ten publications.

Other counties receiving less than 30 publications during the two years were: Murray, 14; Noble, 15; McClain, 16; Osage, 19; McCurtain, 23; Adair and Dewey, 25; and Haskell, 27.

#### Different Groups of Publications Requested and Distributed

The study of the requests for the different groups of publications (Appendix B) revealed that more copies of experiment station bulletins

("B" series) were requested than any other main group of agricultural publications (Table II). Consequently, more station bulletins were sent to recipients in Oklahoma in answer to the requests than any other group of publications (Table III). A total of 19,977 copies of the station bulletins were requested, and 10,783 copies were sent in answer.

The second most popular group of publications was the extension service circulars ("E" series) with 3,270 copies being requested. In honoring the requests, the agricultural mailing room sent 2,919 copies of the circulars.

The best explanation for the large number of requests for the two groups of publications is the fact that more titles and copies of each title are published within these two groups than in any other one group. Probably the reason for a much larger request for the experiment station bulletins than the extension service circulars is the fact that a greater number of the circulars are sent to the county agents immediately after publication for redistribution.

The least requested group of publications was the "What's New in Farm and Home Publications for Oklahoma," the semi-annual list of publications. Only 78 copies were requested and sent during 1957 and 1958 to sources within Oklahoma. However, the experiment station circulars ("C" series) were placed at the bottom of the list of total publications sent with only 19 copies being dispatched from the mailing room. The most probable reason for such a small number of requests for the "What's New" publications was that anyone could be put on the mailing list. Thereby many recipients received the semi-annual publication automatically immediately after printing.

## Requests for Publications from Other States

### Number of Requests from Each State

The research revealed that the average state (not including Oklahoma) sent slightly more than 61 requests to the agricultural mailing room at the Oklahoma State University. The total number of requests for agricultural publications received from the United States (not including Oklahoma, but including Washington, D. C., and Puerto Rico) was 3,186 (Table IV). The midwestern states tended to be better represented among the ten states having the most requests than states from other sections of the country.

Texas led all other states in the total number of requests sent to the mailing room. Requests totaled 277 from the large southwestern state. Generally all types of people made requests with no study made to determine what specific groups made the largest number of requests.

California was next in line with a total of 238 requests. Extension service workers seemed to be very active in making requests, with commercial interests and requests from rural addresses coming in close behind.

The state having the third largest number of requests for Oklahoma publications was Illinois with a total of 184. Commercial industry and people from rural addresses were the primary sources of requests.

One less request was received from a neighboring state to Oklahoma. Kansas sent 183 requests to the mailing room. No one particular group could be singled out as being most responsible for the large number of requests, but educational and extension workers and rural individuals sent in many requests.

New York was listed as having the fifth largest amount of requests

TABLE IV

THE NUMBER OF REQUESTS RECEIVED AND THE NUMBER OF DIFFERENT  
PUBLICATIONS LISTED PER REQUEST FROM THE UNITED STATES\*  
BY STATES, 1957 AND 1958

State	NOR**	DPR**	ANPR**	State	NOR	DPR	ANPR
Alabama	23	107	4.65	Nebraska	62	91	1.47
Alaska	13	25	1.92	Nevada	12	27	2.25
Arizona	38	131	3.45	New Hampshire	8	11	1.37
Arkansas	40	90	2.25	New Jersey	63	105	1.67
California	238	578	2.43	New Mexico	37	70	1.89
Colorado	40	146	3.65	New York	171	309	1.81
Connecticut	16	20	1.25	North Carolina	30	64	2.13
Delaware	7	8	1.14	North Dakota	32	89	2.78
Florida	49	91	1.86	Ohio	104	234	2.25
Georgia	39	60	1.54	Oregon	56	79	1.41
Hawaii	12	27	2.25	Pennsylvania	83	159	1.91
Idaho	20	25	1.25	Rhode Island	1	1	1.00
Illinois	184	446	2.42	South Carolina	29	86	2.96
Indiana	113	157	1.39	South Dakota	28	40	1.43
Iowa	129	202	1.56	Tennessee	65	162	2.49
Kansas	183	429	2.34	Texas	277	594	2.14
Kentucky	57	85	1.49	Utah	54	72	1.33
Louisiana	67	171	2.55	Vermont	5	11	2.20
Maine	24	31	1.29	Virginia	52	122	2.35
Maryland	84	128	1.52	Washington	88	128	1.45
Massachusetts	41	92	2.24	West Virginia	25	48	1.92
Michigan	87	157	1.80	Wisconsin	64	98	1.53
Minnesota	62	103	1.66	Wyoming	12	32	2.67
Mississippi	33	46	1.39	Washington, D.C.	76	117	1.54
Missouri	108	242	2.24	Puerto Rico	11	39	3.54
Montana	34	50	1.47	All U.S.*	3186	6435	2.02

\* All states except Oklahoma, including Washington, D. C., and all U. S. possessions.

\*\* NOR, Number of Requests; DPR, the sum of the Different Publications per Request; ANPR, Average Number of Publications listed Per Request.

for publications. The big eastern state asked for publications a total of 171 times.

Other states which requested publications less than 150 times but still were substantially above the average were: Iowa, 129; Indiana,

113; Missouri, 108; and Ohio, 104.

States having the least number of requests during the two-year study period were generally from the northeastern and far western areas. Ironically, the smallest state in the union had the least number of requests. Rhode Island sent in only one request for publications during the entire two years.

Vermont had only five requests recorded, while Delaware added two for a total of seven requests. Nearby New Hampshire had eight requests and the territory of Puerto Rico sent in 11 requests. Two western states, Nevada and Wyoming, and the newest state, Hawaii, all tied for sixth place from the bottom with 12 requests each. Alaska submitted requests only 13 times, while another New England state, Connecticut, had 16 requests.

#### Number of Different Publications per Request

Requests from each of the states was studied to determine the number of different publications asked for per each request. Considering the entire United States (not including Oklahoma), the average request was for 2.02 different titles.

Alabama led all other states with an average of 4.65 different publications asked for per request. If one request had been discounted, the state averaged only 2.41 publications per request, dropping it out of the top 20 percent having the largest averages. The request mentioned was one of the largest requests received during the two years studied (Appendix A).

Colorado requests averaged second largest, 3.65 titles. Puerto Rico's requests were slightly smaller with an average of 3.54 different publications. The only other state whose requests averaged more than

three publications per request was Arizona with 3.45.

Three other states whose requests were quite large on the average were: North Dakota, 2.96; Wyoming, 2.67; and Tennessee, 2.49.

As indicated earlier, only one request came from Rhode Island, and this request was for a single publication. Other states with very low averages were: Delaware, 1.14; Idaho, 1.25; and Maine, 1.29.

#### Total Number of Publications Requested

A total of 9,678 copies of different publications was requested from states outside of Oklahoma during 1957 and 1958 (Table V). The average state requested approximately 186 copies during the period studied.

Over 1,000 publications were requested from Texas alone to lead all other states. Texas' total was 1,099 copies.

States requesting less than 1,000, but more than 500 publications, were: California, 796; Illinois, 688; Alabama, 671; and, Kansas, 627. New York was in sixth place, with a total number of publications at 495. Maryland requested 443 copies, while Missouri wanted 404. The other two states rounding out the top ten were Washington, with 339 requested publications, and Ohio, with 251.

On the bottom side of the list was Rhode Island with one publication being requested. Delaware was second low with only eight copies desired. Neighboring states of New Hampshire and Vermont each requested 11 publications.

Connecticut moved the list slightly with requests totaling 20 publications, while Alaska and Idaho tied for fifth from the bottom with each requesting 25 publications. Hawaii and Nevada each sent in requests totaling 27 copies. Maine requested 32 publications.

TABLE V

THE NUMBER OF DIFFERENT PUBLICATIONS REQUESTED BY STATES WITHIN UNITED STATES\*, 1957 AND 1958

State	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Alabama	36	4	5	10	200	266	22		127	1	671
Alaska	6	9		1	1	5	1		2		25
Arizona	35	17	4	2	2	67	7	1	4	4	143
Arkansas	38	23	4	1		14	5	3	3	6	97
California	454	61	57	4	12	144	20	1	23	20	796
Colorado	57	17	14	4	6	36	3	2	16	5	156
Connecticut	6	6		2	2					4	20
Delaware	4	4									8
Florida	39	18	21	5	8	10		1	6	3	111
Georgia	60	8	5		5	6	2	22	2		110
Hawaii	10	4	4			5			3	1	27
Idaho	11	4	3		3		1	2		1	25
Illinois	280	161	46	17	4	99	31	4	21	25	688
Indiana	94	37	16	5	4	10	3	3	3	3	174
Iowa	119	27	27	13	5	23	4	8	5	17	248
Kansas	342	33	39	5	4	126	22	16	17	23	627
Kentucky	38	20	7	3	2	5	1		6	6	88
Louisiana	61	14	11	1	5	76	8	3	22	18	219
Maine	12	9	4		2	1			1	3	32
Maryland	353	25	26	4	9	9	3		7	7	443
Massachusetts	29	26	7	1	6	27	6		4	5	111
Michigan	109	42	13	19	9	28	2	2	5	5	234
Minnesota	46	14	11	1	6	12	2	2	23	5	122
Mississippi	25	8	6	1	2		1	2		3	48
Missouri	257	20	9	8	8	64	3	3	18	14	404
Montana	31	15	5			1		2		2	56
Nebraska	62	18	3	5	4	7	1	6	5	1	112
Nevada	20	3	4								27

TABLE V (Continued)

State	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
New Hampshire	6	5				16					11
New Jersey	34	30	15		4	27	1	1	9	2	110
New Mexico	59	7	4			62	11	1	2	6	107
New York	269	48	51	6	7	7			23	17	495
North Carolina	25	12	11	1	2	7		2		4	64
North Dakota	41	7	10	1		31	11	2		4	107
Ohio	108	40	7	13	1	27	22	4	22	7	251
Oregon	57	16	11	1	4	3		2	2		96
Pennsylvania	75	36	11	2	10	10	3	2		10	187
Rhode Island			1								1
South Carolina	43	14	4	2	5	30	21		1	1	121
South Dakota	18	5	1		1	3		1	10	3	42
Tennessee	73	9	25	11	1	26	8	2	6	6	167
Texas	690	52	55	8	22	158	15	27	47	25	1099
Utah	33	25	7	2		1	1	1	2	5	77
Vermont	5	4				1				1	11
Virginia	58	17	15	4	2	28	5	1	7	3	140
Washington	268	30	12	3	3	9	5		3	6	339
West Virginia	28	6	6	1		12				1	54
Wisconsin	52	18	12	1		11	1	1	4	6	106
Wyoming	10	3	2					1	17		33
Washington, D.C.	108	19	12	1	6	22	1		18	8	195
Puerto Rico	13	6		1		16	2		2	2	42
Total	4,707	1,056	623	166	373	1,541	255	131	526	299	9,677

\* All states except Oklahoma, including Washington, D. C., and all U. S. possessions.

### Total Number of Publications Sent

A total of 7,726 publications was dispatched from the agricultural mailing room to states outside of Oklahoma during 1957 and 1958 (Table VI), according to records kept in the agricultural mailing room. The average state received slightly less than 149 publications during the two-year period. This average differed from the total requested by approximately 37 publications per state.

The ten states receiving the most publications, as would be expected, were also the ones which requested the most. However, the order changed slightly.

Texas remained at the top by receiving a total of 968 copies. Other states and their totals were: California, 681; Illinois, 573; Kansas, 528; New York, 426; Maryland, 385; Missouri, 340; Alabama, 292; Washington, 257; and Ohio, 221.

The 20 percent of the states receiving the least amount of publications were the same states requesting few publications with one exception. Wyoming replaced Maine for the highest position in the low-request group.

Those states requesting a small amount of publications were: Rhode Island, 1; Delaware, 8; New Hampshire and Vermont, 9; Idaho, 11; Connecticut, 14; Alaska and Nevada, 17; Hawaii, 20; and Wyoming, 21.

### Different Groups of Publications Requested and Distributed

The record of requests from the United States (not including Oklahoma), like that from Oklahoma counties, revealed that experiment station bulletins ("B" series) were most wanted of all the main groups of agricultural publications. A total of 4,707 bulletins was requested (Table V). In answer to the requests, 3,869 bulletins were dispatched from

TABLE VI

THE NUMBER OF DIFFERENT PUBLICATIONS SENT TO STATES WITHIN UNITED STATES\*, 1957 AND 1958

State	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Alabama	25	3	2	1		227	19		14	1	292
Alaska	4	7				5			1		17
Arizona	22	6	4		2	60	4	1	3	4	106
Arkansas	29	13	2	1		12	4	2	2	6	71
California	392	46	40	2	3	139	19	1	19	20	681
Colorado	40	14	8		2	35	3	2	12	5	121
Connecticut	4	4		2						4	14
Delaware	4	4									8
Florida	31	16	18	1	2	10		1	6	3	88
Georgia	54	7	5			6	2	22	2		98
Hawaii	5	4	2			5			3	1	20
Idaho	3	3	2					2		1	11
Illinois	216	146	37			96	25	4	12	25	573
Indiana	77	30	13	4		10	2	3	2	3	144
Iowa	97	18	21	11		22	4	8	3	17	201
Kansas	282	19	32	2	1	121	20	16	12	23	528
Kentucky	24	16	6	3		5	1		6	6	67
Louisiana	38	13	11			75	5	3	21	18	184
Maine	11	9	4			1			1	3	29
Maryland	309	20	21	4	6	9	3		6	7	385
Massachusetts	29	9	7	1		26	5		4	5	86
Michigan	100	27	12	17	2	25	2	2	2	5	194
Minnesota	37	9	8	1	1	12	1	2	23	5	100
Mississippi	20	8	6	1	1			2		3	42
Missouri	207	16	8	6	1	64	3	3	18	14	340
Montana	17	12	5			1		2		2	39
Nebraska	50	10	1	5	1	7	1	6	3	1	85
Nevada	10	3	4								17

TABLE VI (Continued)

State	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
New Hampshire	6	3									9
New Jersey	29	24	14			15			9	2	93
New Mexico	45	5	3			25	1	1	2	6	88
New York	243	40	33	4		58	10	1	20	17	426
North Carolina	16	7	2	1		7	10	1		4	38
North Dakota	31	5	5			28	10	2		4	85
Ohio	92	34	7	12		26	21	4	18	7	221
Oregon	43	11	8		2	3		1	1		69
Pennsylvania	61	28	10	2		9	1	2	23	10	146
Rhode Island			1								1
South Carolina	38	12	3	1	2	20	17			1	94
South Dakota	13	3				3		1	5	3	28
Tennessee	65	7	19	4		25	5	2	5	6	138
Texas	608	38	53	5	6	150	14	25	44	25	968
Utah	23	17	4	1		1	1	1	2	5	55
Vermont	4	3				1				1	9
Virginia	54	11	12	3	1	28	5	1	6	3	124
Washington	196	27	10	3	1	6	5		3	6	257
West Virginia	15	6	6	1		10				1	39
Wisconsin	40	15	9	1		11		1	4	6	87
Wyoming	7	3	2					1	8		21
Washington, D.C.	93	12	4	1	1	22	1		10	8	152
Puerto Rico	10	4		1		16	2		2	2	37
Total	3,869	807	484	114	35	1,437	218	126	337	299	7,726

\* All states except Oklahoma, including Washington, D. C., and all U. S. possessions.

the agricultural mailing room (Table VI).

The second most requested group of publications was the extension service circulars ("E" series) with 1,541 copies being asked for during 1957 and 1958. A total of 1,437 circulars was sent in response to the requests.

The high proportion of requests for extension circulars becomes of special interest when one remembers that record was kept only of those circulars requested in combination with one or more experiment station publications. In other words, the number of extension publications shown in Table VI represents only a small proportion of the total number requested and distributed. As was pointed out earlier, the extension publications were recorded in this study only to avoid the necessity of repeating the count in later studies focused on the distribution of extension material.

Farm plans were the least popular group of publications in states outside of Oklahoma on the basis of requests. Only 131 plans were requested during the period studied. However, in answering the requests, the mailing room dispatched only 35 copies of experiment station processed publications ("P" series), and 114 copies of experiment station circulars ("C" series), placing those mailing totals below the farm plan mailing of 126.

Why the farm plans were the least requested group of publications is hard to answer. Possibly the fact that the earlier plans, the ones generally available during the years 1957 and 1958, were for sale at 25 cents a plan and not a free publication had some effect. Also, the plans are designed specifically for Oklahoma conditions, thereby discouraging out-of-

state requests, especially those some distance away from Oklahoma.

## Requests for Publications from Foreign Countries

### Number of Requests from Each Country

Requests from foreign countries for Oklahoma agricultural publications totaled 397 copies (Table VII). The average country sent slightly less than 8.5 requests to the agricultural mailing room during 1957 and 1958, according to the records of requests in the Oklahoma State University agricultural mailing room.

Latin America was represented by 17 different countries asking for publications, while 12 European nations sent requests to the mailing room. Requests arrived from nine countries in the Near East (all of Africa and western Asia). Eight Far East (Eastern Asia, Australia, and the Pacific area) nations submitted requests for publications.

Almost a third of all foreign requests came from the United States' next door neighbor to the north. Canada sent requests 128 times, placing it at the top of the list of countries sending the most requests.

The second place Republic of the Philippines was represented by 51 requests. Third down on the list was Great Britain with 33 requests. Mexico was fourth with 18 requests.

Three other countries submitting more than ten requests were: Argentina, 15; New Zealand, 13; and Australia, 12.

Countries sending only one request to the agricultural mailing room during 1957 and 1958 were China (Mainland), Denmark, El Salvador, Guatamala, Honduras, Hungary, Libya, Morocco (French), Mozambique, Netherlands, Pakistan, Paraguay, Russia, Spain, Sudan Africa, Trinidad, and Venezuela.

TABLE VII

THE NUMBER OF REQUESTS RECEIVED AND THE NUMBER OF DIFFERENT PUBLICATIONS LISTED PER REQUEST FROM FOREIGN COUNTRIES BY COUNTRY, 1957 AND 1958

Country	NOR*	DPR*	ANPR*	Country	NOR	DPR	ANPR
<u>North America</u>				Italy	6	64	10.67
Canada	128	263	2.05	Netherlands	1	8	8.00
<u>Latin America</u>				Russia	1	1	1.00
Argentina	15	124	8.27	Spain	1	19	19.00
Brazil	6	27	4.50	Sweden	4	19	4.75
Chile	2	22	11.00	Switzerland	2	2	1.00
Columbia	8	280	35.00	<u>Near East and Africa</u>			
Costa Rica	2	2	1.00	Egypt	2	3	1.50
Cuba	6	17	2.83	Iraq	2	60	30.00
El Salvador	1	4	4.00	Israel	8	29	3.62
Guatemala	1	7	7.00	Libya	1	1	1.00
Honduras	1	16	16.00	Mozambique	1	1	1.00
Mexico	18	70	3.89	Morocco (French)	1	1	1.00
Nicaragua	6	9	1.50	Sudan Africa	1	1	1.00
Panama	2	20	10.00	Turkey	4	39	9.75
Paraguay	1	8	8.00	U. of S. Africa	6	15	2.50
Peru	8	34	4.25	<u>Far East</u>			
Trinidad	1	1	1.00	Australia	12	15	1.25
Uruguay	2	2	1.00	China (Mainland)	1	1	1.00
Venezuela	1	27	27.00	India	5	23	4.60
<u>Europe</u>				Japan	9	23	2.55
Belgium	6	8	1.33	Korea, Rep. of	6	16	2.67
Denmark	1	2	2.00	New Zealand	13	49	3.77
France	3	8	2.67	Pakistan	1	3	3.00
Germany	5	16	3.20	Phillipines	51	485	9.51
Great Britain	33	91	2.76	All Foreign	397	1947	4.90
Hungary	1	11	11.00				

\* NOR, Number of Requests; DPR, the sum of the Different Publications listed per Request; ANPR, Average Number of Publications listed per Request.

#### Number of Different Publications per Request

The average foreign request listed 4.9 different publications.

The Latin American country of Colombia led the list of foreign coun-

tries with its average requests listing 35 different publications. This was primarily caused by three large requests, one asking for 124 different publications, one for 103, and one for 69 (Appendix A).

Other high averages were figured for the following nations: Egypt, 30; Venezuela, 27; Spain, 19; Honduras, 16; Chile and Hungary, 11; Italy, 10.67; and Panama, 10.

Those countries whose requests averaged only one publication were China (Mainland), Costa Rica, Libya, Morocco (French), Mozambique, Russia, Sudan Africa, Switzerland, Trinidad, and Uruguay.

#### Total Number of Publications Requested

The number of publications requested by foreign countries totaled 2,401 copies during the two-year period of the study (Table VIII). The average foreign country asked for 51 copies.

The total number of publications requested from the Republic of the Philippines was 545, putting that country at the top of the list of foreign countries with the largest request for Oklahoma agricultural publications.

Canada had a total of 384 publications requested, while Colombia's requests totaled 342 copies. Italy sent requests for publications totaling 152, and Argentina followed closely behind with 143. The only other country which asked for more than 100 publications was Great Britain with requests for 122 copies.

Several nations asked for only one copy of a publication each for their total requests during the years 1957 and 1958, according to the requests received by the agricultural mailing room. These nations were China (Mainland), Libya, Morocco (French), Mozambique, Russia, Sudan Africa, and Trinidad.

Three countries, Denmark, Switzerland, and Uruguay, requested

TABLE VIII

THE NUMBER OF DIFFERENT PUBLICATIONS REQUESTED BY FOREIGN COUNTRIES, 1957 AND 1958

Country	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
<u>North America</u>											
Canada	136	48	23	3	9	139	3	3	12	8	384
<u>Latin America</u>											
Argentina	58	8	7	6		33	2		26	3	143
Brazil	14	5				4	2		1	1	27
Chile	4	1				14			3	1	23
Columbia	97	38	10	2		161	13		20	1	342
Costa Rica	2								1		3
Cuba	7	2	2	1	1	4					17
El Salvador	1	2				1					4
Guatemala	3		1		2	1					7
Honduras	4	4	3			11	2		2		26
Mexico	36	4	4	2	1	26	3		4	3	83
Nicaragua	4	4			1						9
Panama	5	2	11		3	23			5		49
Paraguay	1					5	2				8
Peru	9	3	1	1		19			1		34
Trinidad		1									1
Uruguay	1									1	2
Venezuela	3		4			7			13		27
<u>Europe</u>											
Belgium	3	2	2							1	8
Denmark	1	1									2
France	3	3				1			12		19
Germany	6	4				4	1			1	16
Great Britain	60	31	3			17	2		8	1	122

TABLE VIII (Continued)

Country	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Hungary	4	1	1			5					11
Italy	38	61	42			9	1		1		152
Netherlands	4	3								1	8
Russia		1									1
Spain	6	1				6	6				19
Sweden	12	1	4						1		19
Switzerland		1		1					1		2
<u>Far East</u>											
Australia	6	4	3		1				1		15
China (Mainland)		1									1
India	3	5	1			7	3		3	3	25
Japan	8	3							9	5	25
Korea	4	5	2		1				4	1	17
New Zealand	10	10				27	1		3		51
Pakistan	2					1					3
Philippines	122	25	25	13	1	314	19		20	6	545
<u>Near East and Africa</u>											
Egypt		1									3
Iraq	19	5	3			27	4		3	2	61
Israel	7	5			2	10			4	1	29
Libya	1										1
Mozambique	1										1
Morocco (French)		1									1
Sudan Africa	1										1
Sudan	9	5	1			14	8			2	39
Turkey		4				1			1	1	15
Union of	6		2								
South Africa		4									
Total	721	306	155	29	22	891	72	3	159	43	2,401

only two publications each. Costa Rica, Egypt, and Pakistan sent requests for three copies each.

#### Total Number of Publications Sent

The total number of publications sent to foreign countries in answer to their requests was 1,944 (Table IX). This total represents a difference of 457 copies from the total number requested during the two years. The average country received 41 publications upon request, only ten less than the average each country requested.

Countries receiving the most publications were the same ten asking for the most. The Republic of the Philippines stayed well ahead of other countries with receipts of publications totaling 473. Two other countries were Canada with 331 copies, and Colombia with 300.

Great Britain was the only other nation receiving more than 100 copies with a total of 104. The other countries receiving totals above the average were: Argentina, 88; Mexico, 65; Italy, 60; Iraq, 51; and New Zealand, 46. Panama received 37 publications, slightly below average.

At the other extreme were two countries, China (Mainland) and Morocco (French), which did not receive any publications in response to their requests due to the fact that supplies of the particular publications were exhausted. Countries receiving only one publication each in 1957 and 1958 were Costa Rica, Libya, Mozambique, Russia, Sudan Africa, and Trinidad. Five countries received two publications upon request--- Denmark, Egypt, Pakistan, Switzerland, and Uruguay.

#### Different Groups of Publications Requested and Distributed

Requests from foreign countries revealed that the most wanted publications were extension service circulars ("E" series) with 891 copies

TABLE IX

THE NUMBER OF DIFFERENT PUBLICATIONS SENT TO FOREIGN COUNTRIES, 1957 AND 1958

Country	B	TB	MF	C	P	E	L	Plan	Misc	WN	TOT
<u>North America</u>											
Canada	113	35	20		1	139	2	3	10	8	331
<u>Latin America</u>											
Argentina	36	6	4			29	2		8	3	88
Brazil	8	1				3	2		1	1	16
Chile	4	1				13			2	1	21
Columbia	78	29	7	1		157	13		14	1	300
Costa Rica									1		1
Cuba	7	2	2	1		4					16
El Salvador	1	1				1					3
Guatemala	2		1		2	1					6
Honduras		2				7	1		2		12
Mexico	23	3	4	2		25	2		3	3	65
Nicaragua	4	4									8
Panama	3		9			20			5		37
Paraguay	1					5	1				7
Peru	7	3	1	1		19			1		32
Trinidad	1										1
Uruguay	1									1	2
Venezuela	1		1			7			7		16
<u>Europe</u>											
Belgium	2		2							1	7
Denmark	1	1									2
France	3	3				1			12		19
Germany	2	2				4	1			1	10
Great Britain	48	30	2			14	1		8	1	104

TABLE IX (Continued)

Country	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Hungary	4	1	1			5					11
Italy	21	22	6			9	1		1		60
Netherlands	4	3								1	8
Russia		1									1
Spain	6	1				6	6				19
Sweden	12	1	3						1		17
Switzerland		1							1		2
Far East											
Australia	5	2	3								10
China (Mainland)											0
India		5				7	3		3	3	21
Japan	8	3							9	5	25
Korea	4	3	2		1				4	1	15
New Zealand	7	10				26	1		2		46
Pakistan	1					1					2
Philippines	92	21	16	3		299	18		18	6	473
Near East and Africa											
Egypt											
Iraq	16	1	2			27	2		3	2	51
Israel	6	5			2	10			4	1	28
Libya	1										1
Mozambique	1										1
Moreocco (French)											0
Sudan Africa	1										1
Turkey	8	2				14	8			2	34
Union of South Africa	5	4				1			1	1	12
Total	548	211	86	8	6	854	64	3	121	43	1,944

being requested (Table VIII). Almost as many were sent from the mailing room in answer as evidenced by the total of 854 copies sent (Table IX).

Experiment station bulletins ("B" series) were the second most popular Oklahoma agricultural publications. Requests for these totaled 721 copies. Foreign recipients were sent 548 bulletins in response to their requests.

Only three farm plans were requested, making this group of publications the least wanted by foreign sources. All three plans were sent.

#### Summary of the Area Requests and Distribution

Of the 4,339 requests received by the agricultural mailing room during 1957 and 1958, 3,186 were received from other states outside of Oklahoma, 756 from within Oklahoma, and 397 from foreign countries (Tables I, IV, VII).

The average request was for 2.50 different publications. Closest to this overall average was that for other states exclusive of Oklahoma, 2.02 publications. The average from Oklahoma was somewhat larger than the overall average, 3.27 publications. The average for foreign countries was extremely high in comparison with that for the United States or Oklahoma, 4.90 different publications.

During the two years included in the study, 42,903 publications were requested from the agricultural mailing room (Table X). When this total was broken down by area from which the requests came, almost 72 percent of the total, 30,825 copies, was requested by residents of 75 counties in Oklahoma. Other states requested 9,677 publications, while foreign requests totaled 2,401.

In answer to all of these requests, the agricultural mailing room

TABLE X

THE NUMBER OF DIFFERENT PUBLICATIONS REQUESTED BY THREE AREAS, 1957 AND 1958

Area	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Oklahoma	19,977	1,826	1,762	203	593	3,270	662	594	1,860	78	30,825
United States*	4,707	1,056	623	166	373	1,541	255	131	526	299	9,677
Foreign	721	306	155	29	22	891	72	3	159	43	2,401
Total	25,405	3,188	2,540	398	988	5,702	989	728	2,545	420	42,903

\* Does not include Oklahoma, but includes Washington, D. C., and all U. S. possessions.

TABLE XI

THE NUMBER OF DIFFERENT PUBLICATIONS SENT TO THREE AREAS, 1957 AND 1958

Area	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
Oklahoma	10,783	1,445	859	19	259	2,919	620	573	1,029	78	18,584
United States*	3,869	807	484	114	35	1,437	218	126	337	299	7,726
Foreign	548	211	86	8	6	854	64	3	121	43	1,944
Total	15,200	2,463	1,429	141	300	5,210	902	702	1,487	420	28,254

\* Does not include Oklahoma, but includes Washington, D. C., and all U. S. possessions.

sent 28,254 publications (Table XI), almost 66 percent of the total requested. Oklahoma recipients received approximately 60 percent of the publications they requested, or 18,584. Recipients in other states outside of Oklahoma received 7,726 publications, or approximately 80 percent of the number they requested. Foreign requests received the best return on a percentage basis in that 81 percent of the total number of the publications requested were mailed, or 1,944 copies.

The bulletins ("B" series) were the most wanted, or popular, group of experiment station publications, requests for these totaling 25,405 copies (Table X). The mailing room sent a total of 15,200 copies in response to these requests, but was unable to honor requests for more than 10,000 copies from all three geographic areas represented due to exhausted supplies. Experiment station circulars ("C" series) were least popular of all publications on the list, only 398 copies having been requested. In honoring requests for the station circulars, the mailing room dispatched only 141 copies.

CHAPTER IV  
REQUESTS AND DISTRIBUTION BY ECONOMIC  
AND/OR SOCIAL GROUPS

Requests for publications issued by the Oklahoma agricultural experiment station come from a number of different interest groups. In order to establish what these categories were, a system of identification had to be drawn initially. Seven main groups were selected, using the requests as a guide, with the larger main groups divided into several sub-groups (Appendix C).

Some of these sub-groups tend to overlap each other slightly. In such cases, the results are considered both separately and in combination to get the complete picture.

Total Number of Publications Requested

Persons or agencies having some governmental function were by far the largest group requesting Oklahoma agricultural publications (Table XII). National administrations, state administrations, and county-city administrations asked for 24,972 publications during 1957 and 1958, over half of the total number of publications requested.

The educational interests group requested 10,002 publications, the second largest number requested. The other individual interests group was third with total requests for 3,024 copies. The other four groups and their total requests were: commercial interests group, 2,438;



TABLE XII (Continued)

Group	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
<b>LIBRARY INTERESTS</b>											
Agricultural	200	116	69	8	13	79	27	5	65	5	587
College or University	159	23	14	11	209	318	21	12	163	1	931
High School or Elementary	10	4				8	10			1	33
Governmental	6	7							2		15
Public	61	23	5		1	14	9		24		137
Commercial	81	35	13		2	5	2		10	1	149
Organizational	10	1	1		5	5			2		24
<b>COMMERCIAL INTERESTS</b>	1736	251	61	7	15	177	29	52	73	37	2438
<b>JOURNALISTIC INTERESTS</b>	45	6	20		4	32	4	6	13	4	134
<b>ORGANIZATIONAL INTERESTS</b>	132	12	8	1	119	10	3	108	9	7	409
<b>OTHER INDIVIDUAL INTERESTS</b>											
Rural Address	266	38	60	72	19	304	28	98	67	58	1010
City Address	585	117	101	42	19	829	69	53	93	110	2018
Any Other										1	1
<b>Total</b>	25,405	3,188	2,540	398	988	5,702	989	728	2,545	420	42,903

(3,024)

library interests group, 1,876; organizational interests group, 409; and journalistic interests group, 134.

A further breakdown of some of the totals within the governmental interests group showed that national administration requests listed 2,613 publications, state administration requests listed 22,365 publications, and the county-city administration requests totaled 37 publications.

The national administrations' agricultural department request total was 2,426 publications, while state agricultural departments requested 22,322, and the county-city agricultural departments wanted only 10 publications. All agricultural agencies within the governmental interests group asked for a total of 24,758 Oklahoma agricultural publications.

The total number of publications requested by agricultural research workers was 2,453, while the agricultural service and agricultural extension agencies asked for a total of 22,305 publications. The latter total is represented largely by big requests from Oklahoma's county agricultural and home demonstration agents.

Probably for a more accurate picture, the total number of publications requested by the land-grant college and university agricultural instructors and the totals requested by the state agricultural research personnel should be combined. In many instances, the universities or colleges hire individuals to teach agricultural subjects and to do research in agriculture simultaneously. To arrive at the two separate totals, if the individual making the request signed his name as professor, associate professor, instructor, etc., his request was listed under the land-grant college and university instructors sub-group. However, if he signed his name as associate agronomist, research assistant, herdsman, superintendent of experiment station, etc., his request was listed under the

state agricultural research sub-group. In some rare instances when no title was presented by the individual, the letter head was used as a guide, i. e., if the agricultural experiment station was mentioned in the letter-head, the request was listed under state agricultural research, but if only the department of the agricultural college was mentioned in the letter-head, then the request was listed under the land-grant college or university instructors. The state agricultural research total was 1,117, and the land-grant college or university instructors total was 5,273, to give a combined total of 6,390 publications requested by the two sub-groups.

A combined total of 8,803 publications was requested from all agricultural instructors, while the non-agricultural teachers requested only 311 publications.

Two other combinations had to be made to present a clearer picture. Commercial library requests coupled with commercial interest group requests gave a total of 2,587 publications. Organizational library requests and organizational interest group requests when summed together showed a total request of 433 publications.

Although all agricultural publications are published in the interest of benefitting the farmers, whether directly or indirectly, only 1,010 publications were requested by individuals living at rural addresses. A few more could be added from city individuals' requests since some were farmers, but the total would still be small in comparison with other sub-groups. However, the fact must be remembered that the large totals in publications requested by state agricultural extension service workers were primarily for redistribution to farm individuals. Also, it may be assumed that the information gained from the various publications requested by research workers, agricultural instructors, and other "off-

the-farm leader" groups is filtered down to the farmers sooner or later in one form or another.

#### Total Number of Publications Sent

Out of the 28,254 publications mailed from the agricultural mailing room, 13,055 copies went to the governmental interests group (Table XIII). The educational interests group received a total of 8,630 publications. The other individual interests group was mailed 2,547 copies, while the commercial interests group was sent a total of 2,288 copies.

The library interests group received 1,221 publications, the organizational interests group received 390 publications, and the journalistic interests group received 123 copies.

For a more detailed picture of the governmental interests group during 1957 and 1958, the national administrations were sent 1,902 copies, the state administrations were sent 11,125 copies, and the county-city administrations were sent only 28 copies.

A total of 1,732 publications was dispatched to national agricultural departments, while the state agricultural departments received 11,087. The county-city agricultural departments were sent only seven Oklahoma agricultural publications. The above totals represented a sum of 12,826 that were sent to agricultural agencies within the governmental group.

Persons and groups in publicly financed agricultural research were sent a total of 1,888 Oklahoma publications, while the agricultural services and extension agencies received 10,938 copies. Once again, the latter total was sent mostly to extension workers within the state of Oklahoma.

All agricultural instructors received a total of 7,648 publications



TABLE XIII (Continued)

Group	B	TB	MP	C	P	E	L	Plan	Misc	WN	TOT
<b>LIBRARY INTERESTS</b>											
Agricultural	148	66	26			64	20	4	57	5	390
College or University	135	21	10	1	2	275	18	12	44	1	519
High School or Elementary	10	4				8	10			1	33
Governmental	5	7							2		14
Public	59	20	4		1	13	9		18		124
Commercial	62	32	13			5	2		9	1	124
Organizational	10		1			5			1		17
<b>COMMERCIAL INTERESTS</b>	<b>1654</b>	<b>222</b>	<b>48</b>	<b>4</b>	<b>4</b>	<b>172</b>	<b>27</b>	<b>51</b>	<b>69</b>	<b>37</b>	<b>2288</b>
<b>JOURNALISTIC INTERESTS</b>	<b>41</b>	<b>5</b>	<b>19</b>			<b>32</b>	<b>4</b>	<b>6</b>	<b>12</b>	<b>4</b>	<b>123</b>
<b>ORGANIZATIONAL INTERESTS</b>	<b>122</b>	<b>10</b>	<b>7</b>		<b>114</b>	<b>10</b>	<b>3</b>	<b>108</b>	<b>9</b>	<b>7</b>	<b>390</b>
<b>OTHER INDIVIDUAL INTERESTS</b>											
Rural Address	160	31	35	57	5	293	27	96	49	58	811
City Address	448	80	75	26	6	796	59	52	83	110	1735
Any Other										1	1
<b>Total</b>	<b>15,200</b>	<b>2,463</b>	<b>1,429</b>	<b>141</b>	<b>300</b>	<b>5,210</b>	<b>902</b>	<b>702</b>	<b>1,487</b>	<b>420</b>	<b>28,254</b>

while non-agricultural teachers received 246 copies.

The combined land-grant college and university instructors and state agricultural research sub-groups received a total of 5,838 publications during the years 1957 and 1958. A combination of the commercial library mailings and the commercial interest group mailings resulted in a total of 2,412 publications. Organizational library mailings of publications and the organizational interest group mailings totaled 407.

Rural address individuals received 811 publications in response to their requests to the Oklahoma State University agricultural mailing room. If at least one-half of the state agricultural extension service mailings were added to the above total, it would probably be a more accurate picture of the total number of publications actually received by farmers directly and indirectly.

## CHAPTER V

### REQUESTS FOR PUBLICATIONS NOT AVAILABLE

Many requests were received for agricultural publications at the Oklahoma State University agricultural mailing room that were not available due to exhausted supplies. An attempt was made to learn how many months each publication was available for distribution, and to discover the total press runs in relationship to the availability. Knowledge was also desired concerning the number of requests from Oklahoma and the number from outside of the state for unavailable publications.

#### Requests for Unavailable Station Bulletins

Requests for a total of 834 experiment station bulletins ("B" series) listed as "out" arrived at the agricultural mailing room during 1957 and 1958 (Table XIV). Oklahoma wanted 202 of the copies not available, and requests from outside of the state asked for the other 632. The requests listed 172 different bulletins that were "out" during 1957 and 1958.

The six bulletins most asked for, but not sent due to the exhausted stocks, were: B-481, 84; B-472, 63; B-496, 49; B-469, 38; B-494, 29; and B-415, 23. Three bulletins, B-470, B-409, and B-217, were requested 16 times, while three other bulletins, B-486, B-462, and B-425, were requested 15 times. Bulletins popular with Oklahomans and that were requested five to ten times were: B-494, B-481, B-474, B-462, B-460, B-453, B-425, and B-416. Some of these publications probably

TABLE XIV

REQUESTS RECEIVED FOR EXPERIMENT STATION BULLETINS ("B" SERIES)  
 THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION, 1957 AND 1958

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
B-64	*	Jan '05	**	***		1
B-110	*	Feb '16	**	***		1
B-139	*	Jun '21	**	***		1
B-167	*	Sep '27	**	***		1
B-168	*	Oct '27	**	***	1	
B-179	*	May '58	**	***	1	
B-181	*	Jun '28	**	***		1
B-184	*	Aug '28	**	***	1	
B-186	*	Jun '29	**	***		1
B-193	*	Jun '29	**	***		1
B-194	*	Jan '30	**	***		1
B-201	*	Jan '32	**	***		1
B-203	*	May '32	**	***		1
B-204	*	May '32	**	***	1	
B-205	*	Sep '32	**	***		1
B-210	*	Feb '33	**	***		1
B-211	*	Mar '33	**	***		1
B-216	*	Dec '33	**	***		1
B-217	*	Dec '33	**	***	4	12
B-218	*	Jun '34	**	***		1
B-232	*	Jul '37	**	***		1
B-235	*	May '38	**	***	1	1
B-237	*	Nov '39	**	***	1	3
B-238	Jul '58	Dec '39	223	***		1
B-240	Mar '58	Mar '40	216	***		9
B-243	*	Jun '40	**	***		1
B-247	*	Mar '41	**	***	1	
B-253	*	Jan '42	**	***	1	
B-255	*	Apr '42	**	***		1
B-256	*	Apr '42	**	***	1	1
B-260	*	Sep '42	**	***		1
B-263	*	Feb '43	**	3,000	1	
B-264	Apr '58	Feb '43	182	***	1	3
B-265	*	Mar '43	**	3,000		1
B-266	*	Apr '43	**	7,000		1
B-270	*	Oct '43	**	5,000		1
B-274	*	Jan '44	**	2,000		3
B-278	*	Feb '44	**	2,500		1
B-281	*	Jun '44	**	***		1
B-284	*	May '45	**	5,500		1
B-286	*	Aug '45	**	***		1
B-290	*	Oct '45	**	3,000		1
B-293	*	Mar '46	**	9,000		1
B-294	*	Mar '46	**	7,000		2

TABLE XIV (Continued)

Publication	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
B-302	*	Aug '46	**	***		1
B-304	*	Feb '47	**	10,000		1
B-309	*	May '47	**	***		1
B-311	*	Oct '47	**	3,500	1	
B-312	*	Nov '47	**	10,000		2
B-313	*	Nov '47	**	***		1
B-314	*	Nov '47	**	***		1
B-315	*	Nov '47	**	4,000		1
B-316	*	Dec '47	**	10,000		1
B-319	*	Mar '48	**	***	1	4
B-320	*	Mar '48	**	6,000		1
B-321	*	Jul '48	**	8,000	1	1
B-322	*	Sep '48	**	13,000	1	
B-326	*	Jan '49	**	14,000		1
B-327	*	Feb '49	**	5,500		1
B-328	*	Feb '49	**	5,000		2
B-329	*	Feb '49	**	5,000		1
B-330	*	Feb '49	**	3,500		1
B-331	Feb '57	Mar '49	95	***	1	3
B-332	*	Mar '49	**	10,000		2
B-333	*	May '49	**	12,000	1	2
B-334	*	May '49	**	4,000		1
B-335	*	Jun '49	**	***		2
B-337	*	Oct '49	**	3,500	1	
B-339	*	Nov '49	**	3,500		2
B-341	*	Nov '49	**	4,000		1
B-342	*	Jan '50	**	5,000	2	1
B-343	*	Jan '50	**	9,000	1	2
B-344	*	Jan '50	**	***	1	1
B-345	*	Feb '50	**	4,000	1	
B-347	*	May '50	**	***		1
B-348	*	May '50	**	***		2
B-349	*	Jun '50	**	***		1
B-350	*	Jun '50	**	***	1	
B-354	*	Jul '50	**	***	1	1
B-356	*	Aug '50	**	***		2
B-358	*	Sep '50	**	***	1	
B-359	*	Oct '50	**	***	2	1
B-361	Feb '58	Nov '50	85	80,000	1	3
B-362	*	Dec '50	**	5,000		2
B-364	*	May '51	**	3,750		1
B-365	*	Feb '51	**	8,500	1	
B-367	*	Apr '51	**	7,000	1	1
B-368	*	Apr '51	**	***	1	3
B-369	*	Apr '51	**	8,000	3	
B-370	*	May '51	**	***		1
B-371	*	May '51	**	***		1
B-372	*	Aug '51	**	***		2

TABLE XIV (Continued)

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
B-373	*	Sep '51	**	***	1	4
B-374	*	Sep '51	**	***		1
B-375	*	Oct '51	**	***	1	7
B-376	*	Oct '51	**	***	1	1
B-377	*	Nov '51	**	***	1	2
B-378	Mar '57	Jan '52	62	***	1	3
B-379	*	Feb '52	**	***		5
B-380	*	May '52	**	***		2
B-381	*	Feb '52	**	8,500	1	
B-384	*	Jun '52	**	5,000	1	3
B-385	*	Sep '52	**	5,000	1	3
B-386	Oct '57	Sep '52	61	3,500		1
B-387	*	Oct '52	**	4,000		1
B-388	*	Nov '52	**	4,000		2
B-389	*	Jan '53	**	3,500		1
B-391	May '57	Feb '53	51	6,000	4	5
B-392	Mar '58	Mar '53	60	5,500	3	3
B-393	*	Mar '53	**	3,500	1	
B-396	*	Apr '53	**	3,500	1	
B-397	*	Apr '53	**	5,000	1	4
B-398	*	May '53	**	4,000	2	5
B-399	*	May '53	**	4,000	1	2
B-400	Jan '58	May '53	55	5,000	1	1
B-401	Aug '57	May '53	51	4,500		3
B-402	*	Jun '53	**	5,000	1	5
B-403	*	Jun '53	**	***		5
B-404	*	Jun '53	**	4,500		1
B-405	*	Jul '53	**	6,000	1	
B-407	*	Aug '53	**	5,000	1	
B-408	*	Aug '53	**	4,250		10
B-409	*	Sep '53	**	4,500		16
B-410	May '57	Sep '53	44	4,500		5
B-411	*	Oct '53	**	5,000	1	
B-414	*	Dec '53	**	4,000		1
B-415	Feb '57	Feb '54	36	5,500	1	22
B-416	*	Feb '54	**	7,000	5	5
B-417	*	Mar '54	**	2,500		6
B-418	*	Mar '54	**	4,500	4	4
B-420	*	Mar '54	**	4,250		3
B-421	Feb '57	Mar '54	35	4,000	1	9
B-423	*	May '54	**	4,000	3	7
B-424	Aug '57	Jun '54	38	5,000	1	2
B-425	*	Jun '54	**	5,000	10	5
B-426	Jul '58	Jun '54	49	3,250		1
B-427	Nov '58	Jun '54	53	5,000		1
B-428	*	Jul '54	**	3,500		2
B-429	Feb '57	Jul '54	31	3,500		2
B-430	*	Jul '54	**	4,000	1	3

TABLE XIV (Continued)

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
B-431	May '58	Jul '54	46	3,000		1
B-432	Jan '57	Jul '54	30	4,000	2	2
B-433	*	Jul '54	**	2,500	1	11
B-435	*	Aug '54	**	4,500	1	1
B-436	Apr '58	Aug '54	44	3,000	2	4
B-437	*	Nov '54	**	4,500	4	9
B-438	Jul '58	Nov '54	44	5,000		1
B-440	*	Nov '54	**	4,500	4	7
B-441	May '57	Nov '54	30	3,500	1	6
B-443	Feb '57	Jan '55	25	4,000	4	5
B-444	May '57	Jan '55	28	6,000	3	3
B-445	*	Jan '55	**	***	2	11
B-446	*	Jan '55	**	2,250		3
B-447	Aug '57	Jan '55	31	3,000	3	10
B-449	*	Feb '55	**	3,500	2	1
B-450	*	Feb '55	**	4,000	2	3
B-452	*	Mar '55	**	6,000	9	4
B-453	*	Apr '55	**	6,500	8	2
B-455	May '57	Apr '55	25	9,000	3	4
B-460	Feb '58	Sep '55	29	4,500	3	9
B-462	*	Nov '55	**	4,500	7	8
B-463	Feb '57	Oct '55	16	3,000	1	8
B-464	Jan '58	Nov '55	26	2,750	1	5
B-465	Apr '58	Jan '56	27	4,000	1	
B-469	*	Mar '56	**	4,500	1	37
B-470	Jan '58	Jun '56	29	4,500	4	12
B-473	Mar '57	Jul '56	8	4,000	1	1
B-474	Jun '57	Aug '56	10	3,000	8	55
B-476	Jun '57	Sep '56	9	3,750		1
B-478	Mar '58	Oct '56	17	6,500	1	
B-481	Mar '57	Nov '56	4	3,500	7	77
B-483	Mar '58	Dec '56	15	4,000		6
B-484	Jan '58	Dec '56	13	4,000	2	11
B-485	Mar '58	Jan '57	14	2,750	3	1
B-486	Oct '57	Feb '57	8	3,750	3	12
B-488	Mar '58	Apr '57	11	3,000	3	8
B-489	Aug '58	Apr '57	16	3,000		1
B-490	Nov '57	Apr '57	7	4,500	1	9
B-494	Dec '57	Jul '57	5	5,000	10	19
B-495	Mar '58	Aug '57	7	3,250	1	2
B-496	Mar '58	Nov '57	4	3,250	2	47
B-499	Mar '58	Nov '57	4	3,500		12
B-503	Nov '58	Jan '58	10	3,000		3

\* Before January, 1957, but the exact month is not known.

\*\* Is not known.

\*\*\* No record is available.

had been requested more times, but no records were available prior to January, 1957.

Twelve bulletins which went out of print during the two-year period were available only for intervals of a year or less. Bulletins B-499, B-496, and B-481, for example, went "out" four months after being printed. B-494 lasted five months, while B-495 and B-490 lasted seven months. Two bulletins, B-486 and B-473, lasted eight months. B-476 was distributed for nine months before the supply was exhausted, while B-474 and B-503 lasted ten months. One bulletin, B-488, lasted almost an entire year by remaining available for 11 months.

Although the records for older publications were incomplete, information that was available revealed that eight bulletins lasted five years or longer. The record was set by B-238; it remained available for distribution for 18 years and seven months before its supply became exhausted. Another publication, B-240, was not too far behind by remaining in stock for 18 years, and B-264 was available for 15 years and two months. Other bulletins and their length of availability were: B-331, seven years and 11 months; B-361, seven years and one month; B-378, five years and two months; B-386, five years and one month; and B-392, five years.

A study of the older publications for which records were on hand and of which the supply lasted a long time showed the press runs averaged 4,500 copies per publication.<sup>6</sup> The list of publications whose supplies lasted less than one year had an average press run of 3,600 copies, or 900 copies less than the publications that lasted for a longer period of

---

<sup>6</sup> B-438, B-436, B-431, B-427, B-426, B-410, B-401, B-400, B-392, B-391, and B-386.

time.

### Requests for Unavailable Station Technical Bulletins

The mailing room received requests for a total of 281 experiment station technical bulletins ("T" series) which were no longer available for distribution (Table XV). Of these requests, 36 were from Oklahoma and 245 from outside of the state. A total of 43 different technical bulletins were asked for that were no longer in supply.

Technical bulletin T-64 was wanted the most with a total of 55 unfilled requests received for it. Three publications were each requested 23 times. They were T-66, T-57, and T-46. Requests arrived at the mailing room 21 times for T-65. Requests from Oklahoma showed T-64 asked for five times, and T-57 asked for 11 times.

Technical bulletins lasting one year or less in supply were T-64 for two months, T-66 and T-63 for eight months, and T-65 for 12 months.

The available records showed T-13 as the technical bulletin lasting the longest, 14 years and nine months. Other publications lasting five years or more were: T-36, eight years and five months; T-37, eight years and three months; T-38, seven years and nine months; and T-41, five years and nine months.

A difference of 890 copies was found in the average press runs of the older publications that lasted a long time from those publications whose supplies were exhausted quickly.<sup>7</sup> The five publications which lasted for several years had an average press run of 3,000 copies, while

---

<sup>7</sup> Long press run: T-46, T-45, T-43, T-41, and T-37.  
Short press run: T-71, T-66, T-65, T-64, and T-63.

TABLE XV

REQUESTS RECEIVED FOR EXPERIMENT STATION TECHNICAL BULLETINS  
("T" SERIES) THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION,  
1957 AND 1958

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
T-1	*	May '38	**	***		1
T-6	*	Jul '39	**	***		1
T-7	*	Sep '39	**	***		1
T-8	*	Jun '40	**	***		2
T-9	*	Apr '40	**	***		3
T-10	*	Jul '41	**	***		1
T-13	Mar '57	Jun '42	177	***	2	4
T-16	*	Oct '42	**	***		1
T-20	*	Oct '43	**	***		2
T-23	*	Mar '46	**	***	1	2
T-24	*	Oct '46	**	***		2
T-25	*	Nov '46	**	***		1
T-26	*	Feb '47	**	***		3
T-28	*	Aug '47	**	***		1
T-29	*	Jan '48	**	***		1
T-31	*	Mar '48	**	***		2
T-32	*	Jun '48	**	***	1	3
T-34	*	Mar '49	**	***		1
T-35	*	Apr '49	**	***		2
T-36	Apr '58	Nov '49	101	***	1	2
T-37	May '58	Feb '50	99	5,000	1	1
T-38	Apr '58	Jul '50	93	***		6
T-39	*	Oct '50	**	2,500		9
T-40	*	Jun '51	**	2,500		8
T-41	Sep '57	Dec '51	69	2,250	1	3
T-42	*	Jan '52	**	2,250		1
T-43	Apr '57	May '52	59	2,500	1	9
T-44	*	May '52	**	2,500		1
T-45	May '57	Aug '52	57	2,500		1
T-46	Feb '57	Sep '52	53	2,500	3	20
T-48	*	Oct '53	**	2,500		2
T-49	Apr '58	Jan '54	51	2,250		1
T-51	Apr '57	Nov '54	29	1,500		4
T-52	Jul '57	Nov '54	32	3,000		3
T-53	*	Mar '55	**	2,000		9
T-55	Mar '57	Sep '55	18	2,250	2	12
T-57	*	Sep '55	**	2,500	11	12
T-58	*	Oct '55	**	2,500	1	6
T-63	Feb '57	Jun '56	8	2,000	3	7
T-64	Feb '57	Dec '56	2	2,000	5	50
T-65	Sep '57	Sep '56	12	2,250	2	19
T-66	Aug '57	Dec '56	8	2,500	1	22
T-71	Nov '58	Oct '57	13	1,800		3

the five publications that lasted approximately one year or less, had an average press run of 2,110 copies.

#### Requests for Unavailable Station Miscellaneous Publications

A total of 181 experiment station miscellaneous publications ("MP" series) were requested during 1957 and 1958, but copies were not sent due to exhausted supplies (Table XVI). Oklahomans asked for 42 copies, while others outside of Oklahoma wanted 139 copies. A total of 32 different unavailable miscellaneous publications was requested.

Publication MP-45 was requested 27 times while "out", MP-35 was asked for 24 times, and MP-43 was wanted 18 times to lead the list of number of miscellaneous publications not available for distribution. Oklahomans requested ten MP-45's and eight MP-35's, but did not receive them due to exhausted stocks.

Miscellaneous publications whose stocks lasted approximately a year or less were: MP-50, five months; MP-49, eight months; MP-48, nine months; and MP-45, 13 months. According to the records available, no miscellaneous publications were in stock more than three and a half years. MP-36 lasted that long, while MP-44 was out of stock after three years.

A comparison of the press runs of the publications revealed that the longer lasting publications averaged press runs of 4,625 copies while the publications that lasted approximately a year or less had an average press run of 4,063 copies.<sup>8</sup>

---

<sup>8</sup> Long press run: MP-47, MP-46, MP-36, and MP-35.  
Short press run: MP-50, MP-49, MP-48, and MP-45.

TABLE XVI

REQUESTS RECEIVED FOR EXPERIMENT STATION MISCELLANEOUS PUBLICATIONS  
("MP" SERIES) THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION,  
1957 AND 1958

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
MP-1	*	Apr '40	**	***		2
MP-2	*	Oct '40	**	***		2
MP-7	*	May '42	**	10,000	1	
MP-10	*	May '47	**	***	2	
MP-11	*	May '47	**	3,500	1	
MP-12	*	Jan '48	**	3,000	1	3
MP-13	*	Apr '48	**	4,000		1
MP-17	*	May '50	**	4,000		1
MP-19	*	Apr '51	**	***	1	1
MP-22	*	Jun '51	**	4,000	1	3
MP-25	*	Mar '52	**	4,500	2	
MP-27	*	Jun '52	**	3,500		6
MP-28	*	Dec '52	**	***		3
MP-29	*	Jan '53	**	2,250	1	
MP-30	*	Jun '53	**	***	1	
MP-31	*	Jun '53	**	2,750		6
MP-34	*	Jun '54	**	2,750		6
MP-35	May '57	Aug '54	33	4,500	8	16
MP-36	Feb '58	Aug '54	42	4,500	2	2
MP-37	*	Aug '54	**	4,500	2	7
MP-38	*	Aug '54	**	4,500	2	4
MP-39	*	Aug '54	**	2,750		3
MP-40	*	Aug '54	**	2,750		3
MP-41	*	Aug '54	**	2,750	1	4
MP-43	*	Jun '55	**	3,500	1	17
MP-44	Mar '58	Mar '55	36	***		5
MP-45	Jul '57	Jun '56	13	4,500	10	17
MP-46	Jul '58	Aug '56	23	4,750		6
MP-47	Jul '58	Aug '56	23	4,750	4	5
MP-48	Mar '58	Jun '57	9	3,750	1	7
MP-49	Nov '58	Mar '58	8	5,500		2
MP-50	Jul '58	Feb '58	5	2,500		7

### Requests for Unavailable Station Circulars

Although the last experiment station circular ("C" series) was published in early 1957, the final publication in this series, requests for 28 different titles came to the agricultural mailing room for the unavailable circulars (Table XVII). A total of 77 circulars was wanted but which could not be sent due to the exhausted supplies. Of this total, 14 were

TABLE XVII

REQUESTS RECEIVED FOR EXPERIMENT STATION CIRCULARS ("C" SERIES)  
THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION, 1957 AND 1958

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
C-1	*	1900	**	***		1
C-24	*	Dec '13	**	***		1
C-36	*	Aug '14	**	***		1
C-37	*	Nov '14	**	***		1
C-38	*	Dec '15	**	***		1
C-40	*	Apr '16	**	***		1
C-71	*	May '28	**	***		1
C-73	*	Oct '28	**	***		1
C-74	*	Oct '28	**	***	1	
C-77	*	Mar '30	**	***		1
C-88	*	May '40	**	***		1
C-100	*	Jun '41	**	10,000		1
C-104	*	Jun '42	**	10,000		1
C-116	*	Jul '44	**	16,000	1	1
C-118	*	Apr '45	**	***	1	3
C-120	*	Jan '46	**	***	3	8
C-126	*	Jan '48	**	5,000		1
C-127	*	Jan '48	**	***		1
C-128	*	Feb '48	**	8,000		2
C-129	*	May '48	**	***		1
C-130	*	Mar '49	**	***	1	1
C-131	*	Dec '48	**	8,000		2
C-132	*	May '49	**	4,500		1
C-133	*	Jun '49	**	13,000		1
C-134	*	Jun '49	**	***		1
C-136	Jul '58	Feb '53	65	4,000	2	2
C-137	Feb '57	Oct '53	40	9,000	3	9
C-138	Mar '57	Mar '56	12	***	2	17

from Oklahoma and 63 from outside of the state.

The most asked for circular was C-138, the last issue of the series, with 19 requests, while C-137 received 12 requests and C-120 was wanted 11 times. Oklahomans sent three requests each for C-137 and C-120.

Not enough other data were available to make any kind of an analysis. One interesting side note was the fact that C-1 was the oldest publication requested from the mailing room during 1957 and 1958. It was published sometime in the year 1900. Ironically, the publication was printed as an answer to the many requests that were arriving at the experiment station director's office for the station bulletins. The first station circular proceeded to explain what publications were available and to whom the people desiring publications should write.

#### Requests for Unavailable Station Processed Series Publications

The experiment station processed series of publication ("P" series, originally called the Mimeographed Circular or "M" series) are not published in large quantities and are distributed on a limited scale initially with few copies left over for answering requests by the agricultural mailing room. However, indications on the requests were that some processed publications were dispatched through the facilities of the mailing room.

A total of 154 publications was requested and listed as "out" by the mailing room clerks (Table XVIII). Of these, 18 requests were from Oklahoma and 136 from out of the state. A sum of 38 different processed publications was asked for during the two years studied.

M-292 was asked for 22 times altogether, while M-282 was wanted 15 times. Persons making the requests wanted 13 M-295's and 12 M-294's.

TABLE XVIII

REQUESTS RECEIVED FOR EXPERIMENT STATION PROCESSED PUBLICATIONS  
("P" SERIES)\* THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION,  
1957 AND 1958

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
M-17	*	Jan '39	**	***		1
M-103	*	Nov '43	**	***		1
M-136	*	Apr '45	**	***	1	
M-181	*	May '49	**	***		1
M-214	*	Feb '51	**	***	3	
M-215	*	Feb '51	**	***	1	
M-217	*	Mar '51	**	***	1	
M-239	*	Sep '52	**	***		1
M-258	*	May '54	**	***		1
M-262	*	Jun '54	**	500		2
M-268	*	Apr '55	**	1,000		1
M-271	*	Oct '55	**	500		3
M-274	*	Feb '56	**	800		1
M-276	*	Mar '56	**	1,200		1
M-278	*	Apr '56	**	1,200	1	
M-279	*	May '56	**	400		5
M-280	*	May '56	**	1,550		1
M-281	*	Oct '56	**	1,000		2
M-282	*	Nov '56	**	800		15
M-283	*	Nov '56	**	1,200		6
M-284	*	Feb '57	**	1,200	2	2
M-285	*	Apr '57	**	1,000	4	9
M-286	*	May '57	**	500	1	3
M-287	*	Jun '57	**	1,100		3
M-288	*	Jun '57	**	1,000		3
M-289	*	Jun '57	**	650		7
M-290	*	Oct '57	**	800	1	4
M-291	*	Jul '57	**	500	1	8
M-292	*	Jul '57	**	2,100		22
M-293	*	Oct '57	**	***		2
M-294	*	Feb '58	**	700	2	10
M-295	*	Feb '58	**	***		4
M-296	*	Mar '58	**	***		2
P-297	*	Jun '58	**	2,000		2
P-300	*	Jul '58	**	***		2
P-301	*	Aug '58	**	600		8
P-302	*	Aug '58	**	700		2
P-303	*	Sep '58	**	900		1

\* Originally called Mimeographed Circulars ("M" Series).

\* No record is actually available due to the transfer of some requests from the agricultural mailing room to the author's department.

\*\* No record is available.

\*\*\* No record is available.

No other accurate or complete data were available to make any further analyses of the station processed publications.

#### Requests for Unavailable Extension Circulars

Requests for unavailable extension service circulars ("E" series) totaled 119 copies, with 35 arriving from within Oklahoma and 84 from outside of the state (Table XIX). A total of 57 different out-of-print circulars was requested during 1957 and 1958. The totals would have been larger for extension circulars had it not been for the fact that many of the publications are reprinted under the same number and title soon after and in many instances before the supplies were exhausted.

Due to the small amount of information regarding the past of the extension circulars, little analyzing could be done. However, a comparison of the publications which lasted 20 months or longer with those lasting less than 20 months showed that the longer lasting publications averaged a 13,000-copy smaller press run per edition than the publications in stock for a shorter time. This fact was contrary to the trends for the experiment station publications. The circulars that lasted less than 20 months had an average press run of 31,666 copies, while the longer lasting circulars had an average of 18,666 copies.

#### Requests for Unavailable Extension Leaflets

The agricultural mailing room, because of exhausted supplies, was unable to fill 43 requests for extension service leaflets ("L" series). Five of the requests were from within Oklahoma, and 38 from out of state (Table XX). Fourteen different leaflets were requested during the two years

TABLE XIX

REQUESTS RECEIVED FOR EXTENSION SERVICE CIRCULARS ("E" SERIES)  
 THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION, 1957 AND 1958

Publi- cation	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
E-69	*	#	**	***		1
E-125	*	#	**	***		1
E-128	*	#	**	***		1
E-130	*	#	**	***		1
E-137	*	#	**	***		1
E-178	*	#	**	***		1
E-217	*	#	**	***		1
E-218	*	#	**	***	1	
E-238	Nov '58	#	**	***		1
E-249	Mar '58	#	**	***		7
E-320	*	#	**	***		1
E-324	Mar '58	Apr '56	23	10,000	2	1
E-328	*	#	**	***		1
E-333	Mar '58	#	**	***	2	4
E-348	*	#	**	***	1	
E-367	*	#	**	***	1	
E-378	*	#	**	***		1
E-390	Mar '58	#	**	***	4	5
E-399	*	#	**	***		1
E-400	*	Sep '56	**	10,000		1
E-401	*	#	**	***		1
E-414	Jul '57	Jan '56	19	30,000		2
E-420	*	#	**	***		1
E-421	*	#	**	***		1
E-424	*	#	**	***		1
E-425	Jan '58	#	**	***		4
E-433	*	#	**	***		1
E-436	Jun '58	Jun '57	12	75,000		1
E-440	Jul '57	#	**	***		2
E-441	Apr '58	#	**	***	1	1
E-455	Mar '58	#	**	***	1	3
E-456	*	#	**	***	1	
E-462	Mar '58	#	**	***	1	2
E-463	Jul '58	#	**	***		1
E-478	Jan '58	Apr '55	33	15,000	1	
E-509	Jul '58	Apr '57	15	25,000	1	
E-513	*	Nov '55	**	10,500	1	
E-524	Jan '58	#	**	***		2
E-544	Mar '58	Jan '56	26	25,000	6	5
E-545	Jul '57	#	**	***	1	
E-547	*	#	**	***		1
E-549	Mar '57	Nov '55	16	15,000	1	
E-550	Jan '58	Aug '56	17	15,000		1
E-554	*	#	**	***		2

TABLE XIX (Continued)

Publication	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
E-562	*	#	**	***	1	
E-563	Mar '58	#	**	***	2	2
E-579	*	#	**	***		1
E-588	Mar '58	#	**	***	1	2
E-590	*	#	**	***	1	
E-597	Jan '58	#	**	***	1	1
E-614	Jul '57	#	**	***		1
E-619	Jan '58	#	**	***	1	4
E-632	Mar '58	Jul '55	32	7,000	1	2
E-636	Jul '57	#	**	***		3
E-637	Jan '58	Oct '55	27	30,000		4
E-642	Jan '58	Feb '56	23	25,000		1
E-654	Jul '58	May '57	14	30,000	1	1

\* Before January, 1957, but the exact month is not known.

\*\* Is not known.

\*\*\* No record is available.

# No record is available.

TABLE XX

REQUESTS RECEIVED FOR EXTENSION SERVICE LEAFLETS ("L" SERIES)  
THAT WERE NO LONGER AVAILABLE FOR DISTRIBUTION, 1957 AND 1958

Publication	Date Out	Date Printed	Months Lasted	Total Run	Requests From	
					Okla.	Other
L-1	Oct '57	Feb '56	20	5,000		2
L-2	Oct '57	Feb '56	20	20,000		3
L-3	Aug '57	Mar '56	17	50,000	1	2
L-4	Dec '57	Apr '56	20	*		3
L-6	Jul '58	Apr '56	21	30,000	2	3
L-8	Mar '58	Aug '56	19	20,000		7
L-9	Aug '57	Jun '56	14	20,000		2
L-10	Nov '57	Oct '56	13	25,000		2
L-11	Feb '58	Aug '56	18	30,000		2
L-12	Aug '57	Sep '56	11	60,000	1	4
L-13	Aug '57	Oct '56	10	50,000	1	2
L-18	Feb '58	Apr '57	10	50,000		4
L-21	Jul '58	*	*	*		1
L-22	Jan '58	Oct '57	15	60,000		1

\* No record is available.

studied. As in the case of the extension circulars, when a supply of a particular leaflet was exhausted, if the demand warranted it, another press run was made.

Results similar to those found in the comparison of press runs of extension circulars were discovered in the study of extension leaflets. Those leaflets whose supplies lasted one year or less averaged nearly a 25,000-copy larger press run than those whose stocks lasted more than a year. Specifically, the average press run for the publications lasting more than a year was 28,888 copies, while those lasting a year or less averaged 53,333 copies. This fact suggests that the expected demand for popular publications was usually under-estimated a little more consistently than for less popular publications.

#### Requests for Other Unavailable Miscellaneous Publications

Probably the only analytical data of any use in the study of the other miscellaneous agricultural publications was that more experiment station forage crop leaflets were asked for and not sent than any other publication in this combined group of publications (Table XXI). Ten copies were wanted in Oklahoma and 51 outside of the state, a total of 61 unfilled requests for this now abandoned series of publications.

Another group of publications not being published any longer, for which 16 requests did not get filled, was the extension service Oklahoma pamphlet series. Six copies were wanted in Oklahoma and ten outside of the state, a total of 16 copies.

TABLE XXI

REQUESTS RECEIVED FOR OTHER MISCELLANEOUS PUBLICATIONS PUBLISHED  
BY THE EXPERIMENT STATION, THE EXTENSION SERVICE, OR IN  
COOPERATION WITH OTHER INTERESTS, THAT WERE NO LONGER  
AVAILABLE FOR DISTRIBUTION, 1957 AND 1958

Publication	Requests From	
	Oklahoma	Other Areas
Forage Crops Leaflet No. 1		2
Forage Crops Leaflet No. 2	1	3
Forage Crops Leaflet No. 3	1	2
Forage Crops Leaflet No. 4	1	3
Forage Crops Leaflet No. 5		4
Forage Crops Leaflet No. 6	1	5
Forage Crops Leaflet No. 7	1	4
Forage Crops Leaflet No. 8		1
Forage Crops Leaflet No. 9	1	4
Forage Crops Leaflet No. 10		1
Forage Crops Leaflet No. 11		2
Forage Crops Leaflet No. 12	1	2
Forage Crops Leaflet No. 13	1	1
Forage Crops Leaflet No. 15	2	5
Forage Crops Leaflet No. 17		5
Forage Crops Leaflet No. 18		7
Manuscript Report Abstracts		3
Annual and Biannual Reports		2
Current Farm Economics		5
Oklahoma Farm Plans	7	2
Oklahoma Pamphlets	6	10
Great Plains Agricultural Council Publication No. 13	2	
Southern Cooperative Series Bulletin No. 4		1
Southern Cooperative Series Bulletin No. 10		1
Southern Cooperative Series Bulletin No. 36		1
Southern Cooperative Series Bulletin No. 42		2
Southern Cooperative Series Bulletin No. 46		1
Southern Cooperative Series Bulletin No. 47		2
Other Publications	9	16

## CHAPTER VI

### SUMMARY AND CONCLUSIONS

This study was undertaken to discover the sources of requests for Oklahoma agricultural experiment station publications by geographic areas and by the different economic and/or social groups. The study was to reveal what publications were being requested after their supplies were exhausted, and the rates at which the stocks of publications were being depleted. Finally, the results from this research are slated to become the foundation for future detailed studies of the distribution of Oklahoma agricultural publications; therefore requests for extension service publications were tabulated when they were made in combination with a request for station publications.

#### Summary of the Results

A total of 4,339 requests for agricultural publications was received at the Oklahoma State University agricultural mailing room during 1957 and 1958. The requests in the form of first-class letters, post cards, prepared forms, etc., came from 75 counties within Oklahoma, from all 50 states including Washington, D. C., and Puerto Rico, and from 47 different foreign countries. The United States (not including Oklahoma) sent slightly less than 74 percent of the requests received by the mailing room, while Oklahoma sent approximately 17 percent of the total, and foreign countries sent in the remaining nine percent.

During the two years studied, a total of 42,903 publications was requested from the agricultural mailing room. Almost 72 percent of the

total number of the publication were requested from Oklahoma. Approximately 22.5 percent were wanted in states outside of Oklahoma, and 5.5 percent by foreign countries.

The agricultural mailing room sent 28,254 publications in answer to requests, or approximately 66 percent of the total number requested. About 66 percent of the recipients were in Oklahoma, 27 percent were in other states outside Oklahoma, and the remaining seven percent in foreign countries.

Employees of public service agencies asked for more than half of the 42,903 publications that were requested. The government interests group requested 24,972 copies and received 13,055 copies in return from the agricultural mailing room. The educational interests group, including all teachers and students, asked for a total of 10,002 publications and received 8,630 copies, making it the second largest "customer" group. The only other source with a sizeable total of publications requested and sent to it was the other individuals group. This group included the rural farm population and those living in the city whose occupation was generally unknown, with a total of 3,024 copies requested and 2,547 copies sent.

The greater part of the unfilled requests were for experiment station bulletins. The mailing room had calls for 834 copies of these publications which it was unable to fill. The second most wanted group of publications which the mailing room was unable to send was the the experiment station technical bulletin series, with requests totaling 281 copies of these publications. Other request groupings and totals which the mailing room could not honor were experiment station miscellaneous publications series, 181, and extension service circular series, 154.

Of particular interest was the fact that the experiment station publications whose stocks lasted for several years were publications from the larger press runs; publications whose stocks lasted about a year or less were from the smaller press runs. The differences between the average press runs of the longer lasting station publications and the shorter lasting station publications were: bulletins, 900 copies; technical bulletins, 890 copies; and miscellaneous publications, 562 copies.

On the other hand, the records of extension publications showed the opposite trend with shorter lasting publications having the greater press runs. A 13,000-copy difference was found in the average press runs of the circular series and a difference of 25,000 copies was found in the average press run of the leaflet series.

### Conclusions

The study of the requests for and the distribution of the Oklahoma agricultural experiment station and extension service publications has resulted in a picture of what has happened to those publications not included on the initial distribution plans and mailing. Previous to this time there has been no indication of what has actually happened to the publications not moving out on the initial distribution.

One significant fact brought out by the study was that more requests come from outside of Oklahoma than from within. This can be easily explained in that the initial publications distribution takes care of most Oklahomans who have any interest in the publications.

Despite the fact that less requests for publications come from within the state, a greater total number of publications is requested by Oklahomans. Most of these requests came from county agents and vocational

agricultural instructors for redistribution.

Another important fact that stands out is the greatest number of publications was requested by workers and groups supported by public funds. This included research workers, service or action agencies, extension workers, teachers, and students. Farmers seemingly do not write in and ask for publications to the degree that many other groups do. This appears to be true even though they are the group for whom the publications are written, either directly or indirectly. However, a large amount of publications going to state agricultural extension workers were intended for redistribution to farmers. In addition, information gained from the publications by researchers, teachers, and the other off-the-farm leader groups is quite often passed on to farmers. Furthermore, the Oklahoma publications office is increasingly following the practice of providing information to farmers through processed leaflets prepared and published by agricultural extension specialists. These are usually directed at answering the specific question which could prompt farmers to send a request in the first place. This latter group of informal publications were not included in this study.

The Oklahoma agricultural publications seem to be going "out" at a much faster rate than in years past, especially experiment station publications. The reason seems to be that shorter press runs are being made now than before. The results of the extension publications had a peculiar twist in that the publications that lasted the longest had the shortest press runs.

The study of the publication dates and the dates that the publications went out of stock revealed that requests were still coming in at a fairly rapid pace for some of the publications when they no longer were available for distribution. There is no doubt that more recent experiment

station publications are going out of circulation before all of the public's demands are satisfied. However, as a general rule, most of the requests that were not filled were from outside of Oklahoma.

One other fact that was drawn out from the results of the research indicates that about half of the requests arriving at the agricultural mailing room are for more than one title. The average request tended to contain two titles at least, and the further away from Oklahoma the request came from, the more it was likely to contain more than one title.

### Recommendations for Future Study

Probably the next most logical move in future studies of the distribution of Oklahoma agricultural publications is to combine the initial distribution of station publications with the requested distribution, to achieve the complete picture. A complete analysis of all requests for extension publications should also be made. It would be desirable to continue a study of the requests for publications for at least another two years to get results which would undoubtedly be more representative of the trends.

An effort should be made to group the agricultural publications by subject matter rather than by series. The requests and total distribution need to be studied over a period of a few years to determine what is desired by the reading public according to subject matter.

Some important information might be gained from a study of the relationship of the number of requests for publications to the size of the population of that particular area making the requests.

## SELECTED REFERENCES

- Agricultural Experiment Stations and Extension Services of the Southern States in cooperation with the U. S. Department of Agriculture and the National Project in Agricultural Communications. Report of the Southern Publications Procedure Survey. October, 1956.
- Carpenter, W. L., J. H. Parker, and Elwood Mintz. A Study of Publications Distribution Practices and Procedures in North Carolina. Report No. 2. Raleigh, North Carolina: Division of Agricultural Information, North Carolina State College August, 1958.
- Childers, Donald K., George F. Church, and M. R. Haag. County Agents' Opinions of the Understandability and Usefulness of Oklahoma Agricultural Experiment Station Bulletins. Processed Series P-311. Stillwater, Oklahoma: Agricultural Experiment Station, Oklahoma State University. February, 1959.
- Office of Information, U. S. Department of Agriculture. Communications Studies reported by Land-Grant Colleges and Universities and the USDA. Washington, D.C. 1959.
- Parsey, John M. Annotated Bibliography to Support a Southern Region Communications Project. "Research on Publications in Land-Grant Institutions." East Lansing, Michigan: National Project in Agricultural Communications, Michigan State University. January, 1956.

APPENDICES

## APPENDIX A

### LARGE REQUESTS FROM ONE SOURCE

Caja de Credito Agrario, Industrial Y Minero (Government Research Agency in Agriculture) Bogota, Colombia, S. A. . . .	124
Caja de Credito Agrario, Industrial Y Minero (Government Research Agency in Agriculture) Bogota, Colombia, S. A. . . .	103
University Student at Illinois State Normal University, Illinois . . .	102
Lady from Hughes County, Oklahoma . . . . .	87
4-H Girl from Canadian County, Oklahoma . . . . .	81
Agricultural Research Service, U. S. Department of Agriculture, Colorado . . . . .	80
Rancher in California . . . . .	74
High School Vocational Agricultural Instructor, Woodward County, Oklahoma . . . . .	71
STACA Library, Bogota, Colombia, S. A. . . . .	69
Agronomy Professor (new on campus), Oklahoma State University, Payne County, Oklahoma . . . . .	65
Lady from Cleveland County, Oklahoma . . . . .	64
One Man from Tulsa County, Oklahoma . . . . .	52
Second Man from Tulsa County, Oklahoma . . . . .	44
Oilman and Rancher from Tulsa County, Oklahoma . . . . .	42
Man (probably a student) from Texas . . . . .	34
College Library in Alabama . . . . .	54

## APPENDIX B

### THE DIFFERENT GROUPS OF PUBLICATIONS

Experiment Station Bulletins ("B" Series)---Publications reporting research by the Oklahoma agricultural experiment station.

Experiment Station Technical Bulletins ("T" Series)---Publications reporting research by the Oklahoma agricultural experiment station, and of interest only to specialists in a particular field.

Experiment Station Miscellaneous Publications ("MP" Series)---Publications which contain information not readily classified under the foregoing two different types of bulletins and which may be of a different size from that of the usual bulletin series.

Experiment Station Circulars ("C" Series)---Publications containing recommendations drawn from the research man's general knowledge. No more publications are being published under this series.

Experiment Station Processed Publications ("P" Series, originally known as Mimeographed Circulars, "M" Series)---Publications reporting research by the experiment station in a shorter and more concise form than the bulletin series; published by the multilith process.

Extension Service Circulars ("C" Series)---Publications containing more inclusive discussions of some one phase of farming or homemaking.

Extension Service Leaflets ("L" Series)---Publications containing a brief discussion of some one phase of farming or homemaking printed as folder-type publications usually.

Oklahoma Farm Plans (Plan Series)---Plans that are drawn to take care of a specific project in farm construction.

What's New in Farm and Home Publications for Oklahoma---A list of publications that are available from the Oklahoma State University agricultural mailing room, containing summaries of the newest publications; published semi-annually.

Other Miscellaneous Publications---A miscellaneous group of publications including the Southern Cooperative Series Bulletins, Current Farm Economics, Oklahoma Pamphlets, Forage Crop Leaflets, Research and Extension Reports, Farm Research Flashes, and others.

## APPENDIX C

### IDENTIFICATION OF ECONOMIC AND/OR SOCIAL GROUPS

#### I. Government Interest Group

##### A. National (Federal) Administration---that administration in charge of national affairs.

1. Agricultural Department---that part of the administration in charge of the national agricultural affairs. Examples: U.S. Department of Agriculture, Canadian Department of Agriculture, etc.

a. Research Agency---an agency active primarily in agricultural research. Examples: Agricultural Research Service (U.S.), Estacion Experimental Agronomica (Cuba), Department of Agriculture Experimental Farm Service (Canada), etc.

b. Service of Action Agency---an agency active primarily as a service or action group to aid various agricultural interests; any national department of agriculture not subdivided into separate agencies; does not include agricultural extension services or research departments. Examples: Agricultural Marketing Service (U.S.), Soil Conservation Service (U.S.), etc.

c. Extension Service---the agricultural agency primarily responsible for extension activities. Examples: Agricultural Extension Service (U.S.), Departamento de Extension Agricola (Chile), etc.

2. Non-Agricultural Departments---those parts of the administration in charge of other national affairs. Examples: U.S. Department of Commerce, U. S. Department of Defense, etc.

##### B. State (Provincial) Administration---that administration primarily in charge of state, province, territory, or other area affairs with or without cooperation from the national administration. Examples: Texas (U.S.), Puerto Rico (U.S.), Alberta (Canada), New South Wales (Australia), Chihuahua (Mexico), etc.

1. Agriculture Department---that part of the administration in charge of the state, province, territory, or area agricultural

- I. B. 1. (continued) affairs with or without cooperation with the national department of agriculture. Examples: California Department of Agriculture (U.S.), Ontario Department of Agriculture (Canada), etc.
    - a. Research Agency---an agency active primarily in agricultural research. Examples: Nebraska Agricultural Experiment Station (U.S.), Estacion Experimental Bor-denave (Argentina), Queensland Department of Agriculture and Stock Animal Research Station (Australia), etc.
    - b. Service or Action Agency---an agency active primarily as a service or action group to aid various agricultural interests; does not include the extension services or research groups; could be those state, province, territory, or other area agricultural department that is not subdivided by various agencies. Examples: Department of Agriculture, Horticulture Service (Quebec, Canada), Florida Department of Agriculture (U.S.), etc.
    - c. Extension Service---the agricultural agency primarily responsible for extension activities within the state, usually in cooperation with the national agricultural department (especially in the U.S.). Examples: Cooperative Extension Work in Agriculture and Home Economics, State of Arkansas (U.S.), Alberta Department of Agriculture, Agricultural Extension Service (Canada), etc.
  2. Non-Agricultural Departments---those parts of the administration in charge of other state affairs. Examples: Oklahoma Planning and Resources Board (U.S.), California Department of Health (U.S.), etc.
  - C. County and/or City Administration---that administration in charge of a county, district, or city and its affairs with or without higher administration assistance.
    1. Agriculture Department---that part of the administration in charge of the county, district, or city agricultural affairs. Examples: County of San Louis Obispo Department of Agriculture (California, U.S.), El Paso City Golf Course (Texas, U.S.), etc.
    2. Non-Agricultural Departments---those parts of the administration in charge of other county, district, or city affairs. Examples: County Hospital, City Department of Planning, City Health Department, etc.
- II. Educational Interests Group
- A. Teaching (Instructing) Sub-group---those persons active in teaching or instructing students in an elementary school, high school, college or university, and any other type of school.
    1. Land-Grant College or University Agricultural Instructor---an instructor of agricultural subjects at land-grant institution.

- II. A. 2. Other College or University Agricultural Instructor---an instructor of agricultural subjects any other type of institution of higher learning.
3. High School Agricultural Instructor---an instructor of agriculture at any high school, usually a vocational agricultural instructor.
4. Other Agricultural Instructor---an individual teaching agricultural subjects and not included in the three above sub-groups; may be under the Veterans' Administration program; any other type of agricultural instructor.
5. College or University Non-Agricultural Instructor---a teacher of any miscellaneous subjects other than agriculture at any institution of higher learning.
6. High School and Elementary Non-Agriculture Instructor---any teacher of miscellaneous subjects other than agriculture at any high school or elementary school.
- B. Student Sub-group---those people active as students in a college or university, high school, or elementary school.
1. College or University Student---any individual active as a student at any college or university whether on a full-time or part-time basis; may be undergraduate or graduate student.
2. High School and Elementary Student---any individual attending a high school or elementary school.

### III. Library Interests Group

- A. Agricultural Library---generally a separate library at a college or university strictly for agricultural publications, but can be a college agricultural department's library, or an experiment station library.
- B. College or University Library---a general library located on a college or university campus and it may contain an agricultural section as an integral part of the library system.
- C. High School or Elementary School Library---a library located in a high school or elementary school.
- D. Government Library---a library operated by a government department or agency primarily for its own use.
- E. Public Library---any library open to the general public whether it is owned and operated by a state, county, city, or a private organization.
- F. Commercial Library---a library within the limits of a commer-

III. F. (continued) cial concern, industrial corporation, etc., primarily for its own use.

G. Organizational Library---a library operated by an association, club, or foundation primarily for that organization's own use.

IV. Commercial Interests Group

---any commercial firm organized to sell its services to the public whether it is solely owned or incorporated with the exception of journalistic interests.

V. Journalistic Interests Group

---any firm organized to disseminate information through communication channels for a fee; includes magazines, newspapers, other types of publishers, radio stations, television stations, authors, and information directors, but does not include advertising agencies.

VI. Organizational Interests Group

---any association, cooperative, club, foundation, or other type of organization whether it is profit-making or non-profit making.

VII. Other Individual Interests Group

A. Rural Address or Identifiable Farmers or Ranchers---any person living on a farm or ranch, or positively identified as being a farmer or rancher. (Possibly some might be students living on the farm, but since there is no way to identify them, they must be put under this classification).

B. City Address or Occupation Unknown---any person living in the city and whose occupation is not known to be any of the other interest groups. This group includes housewives and any other people not identifiable such as teachers, students, farmers, and others.

C. Other Groups---any group or person not listed in all of the above categories. The only known sub-entry for this category is a museum.

APPENDIX D

U. S. GOVERNMENTAL AGENCIES  
REQUESTING PUBLICATIONS

National Administration

- U. S. Department of Agriculture
  - Agricultural Marketing Service
  - Agricultural Research Service
  - Commodity Stabilization Service
  - Farm Home Administration
  - Farm Cooperative Service
  - Federal Extension Service
  - Foreign Agricultural Service
  - Forest Service
  - Soil Conservation Service
  
- U. S. Department of Commerce
  - Bureau of Public Roads
  - Civil Aeronautics Administration
  - Weather Bureau
  
- U. S. Department of Defense
  - Navy Department
  - U. S. Air Force Hospital
  - U. S. Army Engineer
  
- U. S. Department of Health, Education,  
and Welfare
  - Food and Drug Administration
  - Public Health Service
  
- U. S. Department of Interior
  - Bureau of Land Management
  - Bureau of Reclamation
  - Fish and Wildlife Service
  - Geological Survey
  - Office of Indian Affairs
  
- Other Federal Agencies
  - Tennessee Valley Authority
  - U. S. Information Agency

## National Administration

Other Federal Agencies (continued)  
Veterans Administration

## State Administrations

State Department of Agriculture  
State Milk Control Commission

State Census Department  
State Department of Education  
State Department of Health  
State Engineer Office  
Planning and Resources Department  
Right of Way Division  
Water Resources Department

## County Administrations

County Department of Agriculture

County Health Department  
County Hospital  
County Department of Planning

## City Administrations

City Department of Correction  
City Department of Health  
City Department of Planning  
City Water and Sewerage Department  
City Planning Commission  
City Golf Course  
City Chamber of Commerce (Actually more  
of an organization than a governing body)

APPENDIX E

SPECIFIC COMMERCIAL INTERESTS REQUESTING  
PUBLICATIONS AND THE TOTAL REQUESTS

Chemical Companies, and Chemical Divisions of Other Firms .....	99
Feed Manufacturers, Distributors, and Consultants .....	92
Research, Testing, and Manufacturing Laboratories (mostly veterinary supplies).....	43
Food Products Manufacturers (canning, cereal, dairy, distil- leries, sugar refining, vegetable oil, etc.).....	37
Manufacturers of Miscellaneous Products (raw materials and finished products, including a can company).....	28
Seed and Grain Companies.....	26
Meat Packing Companies.....	21
Agricultural Equipment Manufacturers (farm machinery primarily, but includes irrigation equipment).....	19
Banking, Loan, and Insurance Companies .....	17
Commercial Fertilizer Manufacturers, Fertilizer Service Companies, and Soil Building Firms .....	14
Petroleum Companies .....	13
Agricultural or Farm Service Companies, Including a Market Research Company.....	9
Lumber Companies, Builders, and a Wood Preserving Company ....	9
Advertising Companies .....	8
Agricultural Supply Companies Including a Hardware Distributor and a Livestock Supply Company .....	8
Real Estate Concerns, Land Companies, and Landscape Architects...7	

Engineers, Engineering Consultants, an Industrial Research Company, and a Development Concern.....	6
Flour Milling Companies .....	6
Insect Control Companies and a Sanitation Company .....	6
Hatcheries .....	4
Hospitals (not county or foundation hospitals).....	4
Railroad Companies.....	4
Importer-Export Firms .....	3
Paper Mills .....	3
Mail Order Company .....	2
Cattle Marketeers .....	1
Veterinarian .....	1

## APPENDIX F

### SPECIFIC JOURNALISTIC INTERESTS REQUESTING PUBLICATIONS

#### Agricultural Periodicals

Agricultural Ammonia News (Tennessee)  
Agronomy Journal (Wisconsin)  
American Feed and Grain (Minnesota)  
Breeder's Gazette (Kentucky)  
Cargill Crop Bulletin (Minnesota)  
Dakota Farmer (South Dakota)  
Facts for Farmers (New York)  
Farm and Ranch (Tennessee)  
Farmer's Digest (Wisconsin)  
Farm Implement News (Illinois)  
Good Farming Quarterly (Canada)  
La Hacienda and La Fazenda (New York)  
National Live Stock Producer (Illinois)  
Pacific Poultryman (California)  
Poultry Herald (Minnesota)  
Rural Sociology (Kentucky)  
Soybean Digest (Iowa)  
Western Farm Life (Colorado)  
The Agricultural Index (New York)

#### Other Agricultural Journalists

Agricultural Information Office, Texas A&M College (Texas)  
Doane Agricultural Service, Inc., Editor (California)  
Dr. Rudolph Seiden, Author (Missouri)  
KWTV Television Farm Department (Oklahoma)

#### Non-Agricultural Journalists

American Peoples Encyclopedia (Illinois)  
Changing Times Magazine (Washington, D. C.)  
Christopher Publishing House (Massachusetts)  
Miller Publishing Company (Minnesota)  
Rand McNally and Company (Illinois)  
Sociological Abstracts--A Quarterly Journal (Wisconsin)  
Southwest Hardware and Implement Journal (Texas)

## APPENDIX G

### SPECIFIC ORGANIZATIONS REQUESTING PUBLICATIONS

#### Agricultural (at least to some extent)

American Dehydrators Association (Missouri)  
American Feed Manufacturers Association (Illinois)  
American Jersey Cattle Club (Ohio)  
American Meat Institute Foundation (Illinois)  
Arkansas City Co-op Milk Association (Kansas)  
Better Lawn and Turf Institute (Missouri)  
Central Oklahoma Milk Producers Association (Oklahoma)  
Chihuahua Society of Friends of Soil (Mexico)  
Consumers Cooperative Association (Missouri)  
Consumers Union (New York)  
Corn Industries Research Foundation (Washington, D. C.)  
Dairymen's League Co-Op Association (New York)  
Eastern Milk Producers Co-Op (New York)  
Eastern States Farmers Exchange (Massachusetts)  
Eastern States Farmers Exchange (Pennsylvania)  
Evaporated Milk Association (Illinois)  
Farm Bureau Cooperative Association (Ohio)  
Farmers Union Grain Terminal Association (Michigan)  
Illinois Agricultural Association (Illinois)  
International Potash Institute (Switzerland)  
Italian Federation of Farmers' Coops (Washington, D. C.)  
Japan Cotton Traders Association (Japan)  
Massachusetts Horticulture Society (Massachusetts)  
Milk Producers Association (Kansas)  
Mutual Federation of Independent Cooperatives (New York)  
National Cotton Council of America (Tennessee)  
National Cottonseed Products Association (Texas)  
National Dairy Council (Illinois)  
National Farm Loan Association (Oklahoma)  
National Federation of Grain Cooperatives (Washington, D. C.)  
National Live Stock and Meat Board (Illinois)  
National Plant Food Institute (Arkansas)  
National Silo Association (Kentucky)  
Oklahoma Pecan Growers Association (Oklahoma)  
Pacific Supply Cooperative (Oregon)  
Poultry Producers of Central California (California)  
Producers Cotton Oil Agricultural Foundation (Arizona)

## Agricultural (continued)

Rural Electric Research Council (Minnesota)  
Samuel Roberts Noble Foundation (Oklahoma)  
San Diego Co-Operative Poultry Association (California)  
Southern States Cooperative (Virginia)  
Union Equity Co-Operative Exchange (Oklahoma)  
Washington Co-Operative Farmers Association (Washington)

## Non-Agricultural

American International Association for Economic and  
Social Development (New York)  
Community Council, Oklahoma City and Oklahoma County  
(Oklahoma)  
Edmonton Exhibition Association (Canada)  
Hyde Park Cooperative Society (Illinois)  
Herrick Foundation Memorial Hospital (California)  
Interamerican Cooperative Service (Panama)  
International Cooperation Administration (Columbia)  
International Cooperation Administration (Guatemala)  
International Cooperation Administration (Turkey)  
National Academy of Science (Washington, D. C.)  
National Association of Real Estate Boards (Illinois)  
Oklahoma County Visiting Nurses Association (Oklahoma)  
Rockefeller Foundation (New York)  
Science Council (Egypt)

## VITA

Stanley Wayne Prochaska

Candidate for the Degree of

Master of Science

**Thesis:** AN ANALYSIS OF THE REQUESTS FOR AND THE DISTRIBUTION OF OKLAHOMA EXPERIMENT STATION AND EXTENSION SERVICE PUBLICATIONS

**Major Field:** Journalism

**Biographical:**

**Personal Data:** Born near Enid, Oklahoma, February 17, 1935, the son of Anton S. and Clara R. Prochaska.

**Education:** Attended elementary school in Garfield County, Oklahoma; graduated from Carrier High School, Carrier, Oklahoma, in 1952; received a Bachelor of Science degree from the Oklahoma State University, May, 1956, with a major in agricultural journalism

**Professional Experiences:** Circulation manager for the Oklahoma Agriculturist magazine, November, 1953, to June, 1954; entered the United States Army Reserve in January, 1955, as a Private First Class; information specialist for the Marketing Information Division of the Agricultural Marketing Service, U. S. Department of Agriculture, Atlanta, Georgia, from June, 1956, to October, 1956; went on active duty with the United States Army in October, 1956, as a Second Lieutenant; separated from active military service in August, 1958, as a First Lieutenant; entered the Oklahoma National Guard in September, 1958, as a First Lieutenant; accepted a graduate assistantship beginning in September, 1958, at the Oklahoma State University as an assistant editor in the Agricultural Information Services and later as a researcher in agricultural communications, out of which activity this thesis is derived. Member of Kappa Tau Alpha, honorary journalism fraternity; Sigma Delta Chi, professional journalism fraternity; the National Guard Association of the United States; and the Oklahoma National Guard Association.