

A CONTENT ANALYSIS OF TWELVE PROTESTANT DENOMINATIONAL MAGAZINES
TO DEVELOP EDITORIAL FORMULAE AND TO COMPARE FORMULAE
WITH THE MAGAZINES' STATED PURPOSES AND WITH
FORMULAE OF THE RELATED MAGAZINES

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MAGAZINES

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PREFACE

To Professor W. F. Tanner, former head of the department of journalism at Oklahoma Baptist University, who first created the writer's interest in religious journalism, the writer is greatly indebted.

Much appreciation is due Professor Clement E. Trout, head, department of technical journalism, Oklahoma A & M College, under whose direction the thesis was completed, and to Claron Burnett, assistant professor.

Without the help of the writer's parents and of undergraduate student, Walter Schwartz, measurement of content could not have been completed in the allotted time.

Suggestions by Professor Roland E. Wolseley, department of journalism, Syracuse University, and by Dr. E. C. Routh, former editor of The Commission have been helpful in carrying out the survey. Acknowledgements should also go to the editors of the various magazines in the survey for their assistance.

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CHAPTER I

THE PURPOSE OF THE STUDY

Many protestant denominational periodicals apparently were created, have lived---and in many instances have died---without having had a more specific reason for existing than that of "furthering the cause." Denominational "causes" are tremendously widespread, however. All too often a magazine has failed to become a truly effective medium for communication and interpretation because its editor has never been exactly sure what he should interpret or communicate to his readers.

By understanding his readers' backgrounds, and by arriving at a suitable publishing formula which he can use as a standard guide in communicating to his readers information in line with the definite purposes for which the periodical is published, an editor can establish a pattern by which he can keep the contents of his magazine more effectively fulfilling its reason for being.

Thus, a content analysis of several major protestant denominations' magazines was undertaken to determine, first, their editorial formulae, and, second, how closely their editorial formulae follow their various stated purposes---or if no stated purpose was available---to establish a purpose from the formula of content revealed by the analysis. The basic problem, accordingly, was to determine if the better current denominational magazines are achieving their specific purposes, judged by the content.

Magazines studied were limited to those of more general interest

to laymen. Eliminated were all periodicals dealing with methods and techniques in religious education, curriculum material for the Sunday School, missionary societies, etc., and helps for pastors and religious workers.

No magazine was surveyed which was not published by—or authorized by—a denomination or one of its agencies.

The twelve magazines surveyed fall into four main types—general news and feature, mission, family, and student (mainly the college student). Denominations represented are the American Baptist Convention, the Lutheran Church (Missouri Synod), the Methodist Church, the Presbyterian Church U. S. A., and the Southern Baptist Convention.

CHAPTER II

MAGAZINES IN THE SURVEY

AMERICAN BAPTIST CONVENTION (1,583,360 members)¹

The Crusader (Vol. 5, Nos. 8-10; Vol. 6, Nos. 1-3-4-6)

152 Madison Avenue, New York 16, New York

Subscription price: .05 per copy (voluntary).

Circulation is by individual mailing to members of churches affiliated with the American Baptist Convention (one copy to a family) and by bulk mailing to such churches which have not yet sent lists.

Format: 10½" by 13½"

Published: monthly except during July and August when one "Summer" issue is published, by the American Baptist Convention.

Number of pages: 16

Color: black and red

Circulation: 400,000 (325,000 mailed directly; 75,000 in bulk to churches—statement from editor.)

Missions (Vol. 149, Nos. 1-3-5-7-9)

152 Madison Avenue, New York 16, New York

Subscription price: \$2.00 annually; in clubs of five or more in the same church or community, \$1.50 annually.

Format: 8" by 11"

Published: monthly except July and August, by the American Baptist Convention.

Number of pages: 64

Color: Black; on the four cover pages one color (varied) with black

Circulation: 43,357 (January 1952—statement from editor)

Established: 1803

¹ Frank S. Mead, Handbook of Denominations (New York, 1951), p. 29.

THE LUTHERAN CHURCH (MISSOURI SYNOD) (1,569,364 members)²

The Cresset (Vol. 14, Nos. 7-9-10: Vol. 15, No. 1)

Valparaiso University, Valparaiso, Indiana
 Subscription price: \$3.00 annually
 Format: 5½" by 7½"
 Published: monthly except August, by the Walther
 League
 Number of pages: 76
 Color: black; on cover, one color on color stock
 Circulation: 2,609 (N.W. Ayer Directory, 1951)
 Established: 1937

This Day (Vol. 2, Nos. 5-7-9-11-12; Vol. 3, No. 3)

3558 South Jefferson Avenue, St. Louis 18, Missouri
 Subscription price: \$3.00 annually
 Format: 8¼" by 11"
 Published: monthly, by the Concordia Publishing
 House
 Number of pages: 66
 Color: four color
 Circulation: 75,000 (June, 1952-statement of
 editor)
 Established: 1949

The Walther League Messenger for Youth (Vol. 59,
 Nos. 5-7-9-11; Vol. 60, Nos. 1-3)

875 North Dearborn Street, Chicago 10, Illinois
 Subscription price: \$3.00 annually
 Format: since September 1951, 5 3/4" by 8 1/2";
 previously, 7 3/4" by 11"
 Published: monthly except August, by the Walther
 League
 Number of pages: 70-78; previously, 38-54
 Color: black; additional color on cover
 Circulation: 42,500-Jan., 1952 statement of editor
 Established 1893

THE METHODIST CHURCH (8,792,569 members)³

The Christian Advocate (Vol. 126, Nos. 1-9-13-27-36-43)

740 North Rush Street, Chicago 11, Illinois
 Subscription price: \$2.50 annually; pastors
 and missionaries, \$2.00

²Mead, loc. cit., p. 120.

³Mead, loc. cit., p. 132.

Format: 8½" by 11"
 Published: weekly, by The Methodist Publishing
 House
 Number of pages: 32
 Color: black with one color
 Circulation: 321,899 (January 1952-statement
 from editor)
 Established: 1824

Motive (Vol. 12, Nos. 1-8)

810 Broadway, Nashville 2, Tennessee
 Subscription price: \$2.00, eight issues; in
 group subscriptions of fifteen or more to
 one address, \$1.00
 Format: 8½" by 11½"
 Published: monthly, October through May, by the
 Division of Educational Institutions of the
 Board of Education of The Methodist Church
 Number of pages: 34-52
 Color: black; additional color on cover
 Circulation: 13,500 (January, 1952-statement
 from the editor)

World Outlook (Vol. 11, Nos. 5-7-9-11; Vol. 12, Nos. 1-3
 ---new series)

150 Fifth Avenue, New York 11, New York
 Subscription price: \$1.50 annually (combination
Methodist Woman, \$2.30)
 Format: 9" by 12"
 Published: monthly by Division of Education and
 Cultivation, Board of Missions and Church
 Extension, The Methodist Church
 Number of pages: 54
 Color: black and red; four color covers (printed
 three times a year in groups of four)
 Circulation: 12,371 (January, 1952-statement from
 editor)
 Established: 1911

PRESBYTERIAN CHURCH U.S.A. (2,500,000 members)⁴

Presbyterian Life (Vol. 4, Nos. 1-5-14-18-22)

321 South Fourth Street, Philadelphia 6, Pennsylvania
 Subscription price: \$2.00 annually; "Every Home Plan,"
 individual subscriptions \$1.00 per year when all

⁴"PL", Newsweek, XXXIX (April 28, 1952), 84.

resident, contributing families of a Presbyterian church are enrolled.

Format: 8 $\frac{1}{4}$ " by 11"

Published: every other Saturday, except in August when only one issue is published, by authority of the General Assembly of the Presbyterian Church in the United States of America, under the direction of the Board of Directors of Presbyterian Life, Inc.

Number of pages: 32-40

Color: black and as many as four additional colors (one color and black to a page)

Circulation: 586,473 (April, 1952)⁵

Established: 1948

SOUTHERN BAPTIST CONVENTION (7,079,889 members)⁶

The Baptist Student (Vol. 30, Nos. 4-6-8; Vol. 31, Nos. 1-2-3)

161 Eighth Avenue, North, Nashville 3, Tennessee

Subscription price: \$1.00 annually

Format: since October, 1951, 6" by 9"; previously 8 $\frac{1}{4}$ " by 11"

Published: monthly for the nine months of the school year, October-June, by the Sunday School Board of the Southern Baptist Convention

Number of pages: 60; previously 34

Color: black; two and three colors on cover

Circulation: 13,000—from N. W. Ayer Directory, 1951

Established: 1922

The Commission (Vol. 14, Nos. 1-11)

Box 5148, Richmond 20, Virginia

Subscription price: \$1.00 annually

Format: 7 $\frac{3}{4}$ " by 10 $\frac{3}{4}$ "

Published: monthly except August, by the Department of Missionary Education and Promotion, Foreign Mission Board of the Southern Baptist Convention

Number of pages: 34

Color: black; one additional color on cover

Circulation: 81,653 (Jan. 1952—statement of editor)

Established: "Southern Baptist World Journal,

⁵Ibid.

⁶Southern Baptist Handbook, (Nashville, 1951), p. 81.

published 1849-1851, 1856-1861, and since
1938 . . ." (on masthead)

Home Life (Vol. 5, Nos. 1-12)

161 Eighth Avenue, North, Nashville 3, Tennessee

Subscription price: \$1.65 annually; in bulk shipment
to one address when ordered with other literature,
33 cents quarterly

Format: since October, 1951, 9" by 12"; previously
9 3/4" by 13 1/2"

Published: monthly by the Sunday School Board
of the Southern Baptist Convention

Number of pages: 50; previously, 34

Color: black and three additional colors; cover is
four color

Circulation: over 400,000⁷

Established: 1947

⁷Richmond O. Brown, "The Miracle of Home Life," Home Life,
V (October, 1951), 16.

CHAPTER III

CLASSIFICATION OF CONTENT

In setting up categories for content analysis of the magazines in this survey, basic recommendations of the journalism research Joint Study Group from Emory University, Kansas State College, the University of Oregon and the University of Wisconsin¹ have been followed. As recommendations from this group are for the classification of content in the daily newspaper---and magazines in the survey essentially contained material which came under one section in the recommended categories, it has been necessary to make adaptations and modifications of the suggested system.

The Decimal System

The committee sets up a decimal system of key numbers by which tabulations of content may be systematically listed.

Advertising matter is 1.0; non-advertising matter 2.0. Non-advertising matter is broken down as follows: 2.1 pictorial matter--- halftones, line drawings, all illustrative matter; 2.2 opinion matter, non-pictorial; and 2.3 news and feature matter.

The committee lists the designation 2.35 as:

"Religion and church affairs. Statements of church leaders on

¹Four Co-operating Colleges. Supplement to Content of Selected U. S. Dailies, pp. 2-3.

religious and moral matters."²

For purposes in this survey---similar to the marginal note³, the committee's breakdown of 2.31 (news of governmental and political activity)---the following classification of subdivisions has been adopted: This indicates all material is religious, with type of presentation indicated.

- 2.05 Religious and moral matters
- 2.15.1 Picture story
- 2.25.1 Opinion---Editorials (including reviews)
- 2.25.2 Opinion---Letters to the editor
- 2.35.1 News
- 2.35.2 Features
- 2.35.3 Fiction
- 2.35.4 Reader participation devices (games, recipes, etc.)
- 2.35.5 Poetry
- 2.35.6 Other

Some of the sub-divisions require explanation. Included under 2.25.1, "opinion---editorials," are all book, movie, drama and musical reviews. In 2.35.6, "other," are included polls and surveys, listings, condensations of books, devotional comments, creeds and covenants, quotations, jokes, directories of personnel, charts---and even hymns with music. The remaining divisions are self-explanatory.

The "5" used consistently in the second decimal place indicates all material surveyed is related to religion and church affairs regardless of category.

It should be noted that all categories beginning with 2.35 come under the major heading "news and feature matter" which in these instances is primarily "feature" matter, more prevalent in magazines.

²Ibid., p. 3.

³Ibid., p. 2.

Type can be shown in greater detail by utilization of a second decimal point followed by a figure.

At this place, the writer has not followed the general outline of the committee in using the second decimal point for showing specific sub-divisions under main division, such as, "politics and elections in the United States," 2.31.1, under 2.31, the major news division, "government." Instead, the second decimal point and following figure are used as explained in the preceding paragraphs and additional categories listed at the top of the tabulation sheets provide further information as to specific subject of---for example---the feature story, the editorial, or the poem.

These additional categories for further breakdown of decimal system into subject matter are as follows:

- A. Inspiration
- B. Theology
- C. Missions, religious education, evangelism
- D. Denominational emphasis
- E. Socio-economic
- F. Politico-military
- G. Personal development and psychology
- H. General

It should be emphasized again that all of these categories---in the magazines surveyed---are definitely related to religion and church affairs.

Definition of Categories

"Inspiration" includes all material which motivates religious belief or action or actions of moral value. Included in this category are devotional comments, creeds, and illustrations.

"Theology" includes discussion of God, religious beliefs and doctrines.

"Missions, religious education and evangelism" comprises all matter concerned with evangelical activity and methods of religious education.

"Denominational emphasis" contains matter essentially relevant to activities of one denomination. In instances, this may include matter relevant to other specific denominations.

"Socio-economic" includes subject matter dealing with social and economic activity. The home and the family are included here.

"Politico-military" is that which involves governmental or military activity. Freedom of religion is in this category. Activities of the United Nations are also included.

"Personal development and psychology" is all matter related to the development of individual personality and character, and to psychological articles. Vocational guidance material is included.

"General" matter is that which does not fall within any other category. Such material is quite frequently reviews of movies and books. Jokes, and many devices to obtain reader participation--- recipes, patterns, crossword puzzles, games, questions and answers are listed here.

CHAPTER IV

PROCEDURE AND MEASUREMENT

Magazines included in the survey were selected by careful examination. It was desired to obtain magazines from different denominations which were comparable in purpose and aimed at similar audiences.

From the publishers of monthlies, the writer secured one copy of each issue for 1951. A copy of the first issue in each month was secured from publishers of magazines issued more frequently than monthly, such as The Christian Advocate (weekly), and Presbyterian Life (fortnightly).

Originally, it had been intended to measure all of the periodicals secured, but complete measurements for three magazines (Home Life, The Commission, and Motive) revealed only minor differences when compared with measurements of alternate issues of the same magazines. It was then decided to count only alternate issues. Usually these were for January, March, May, July, September and November.

No copies of The Cresset were available prior to May, 1951, and the desired issue of Presbyterian Life for May, 1951, was unobtainable. Motive issues vary from others in the study in that they are for the school year, 1951-52, instead of for the complete year of 1951.

Because of widely varying formats, text and pictorial matter were measured by the square inch, rather than by the column inch used in measuring newspaper content. The number of square inches to the standard column in each magazine was computed and multiplied by the number of

columns per page, providing the maximum number of square inches of space per page. Measurements were computed to the nearest inch, and although the measurement in square inches may not be exactly accurate, resulting percentages were not affected significantly.

Text and pictorial matter were not counted together. A work sheet was used to list the total number of inches of text in each category for each issue analyzed. Separate sheets were used to list pictorial matter by categories.

On the various summary sheets for the magazines, complete tabulations are listed and percentages computed. On summary sheets for pictorial content, "picture story" entries are listed, but not included in the total inches or percentages for pictorial content according to category because matter in that form is counted with text matter. To show the total percentage of art and photography used, however, in the lower left corner of the summary sheet the measurements for "picture story" are added to the totals of the other art and photography to give the actual percentage of the magazine devoted to pictorial matter.

Graphs show comparisons of total percentages of both form and subject in similar magazines.

In general, addition of percentages of pictorial matter does not significantly alter the basic formula of subject matter for any magazine. Exceptions are noted.

For each magazine, the editorial formula is determined by relative percentage of matter revealed in the various categories of subject matter and form.

All summary sheets and graphs are included in the appendix.

CHAPTER V

GENERAL NEWS AND FEATURES GROUP---

FINDINGS AND CONCLUSIONS

Magazines of general interest are The Christian Advocate, The Methodist Church; The Crusader, American Baptist Convention; and Presbyterian Life, Presbyterian Church, U. S. A. With but one basic difference, these magazines follow similar editorial formulae.

The Christian Advocate (Methodist)

"The purpose of The Christian Advocate is to inspire, inform, and interpret for the benefit of our lay people. We have about thirty times as many lay readers as ministers."¹

The specific audience thus is the membership of The Methodist Church.

The graph of content and form of the text presentation indicates "inspirational" material in feature form leads the other categories. "Socio-economic" content in feature form is next in percentage, closely followed by "denominational" news. Picture stories and feature matter in "missions, religious education and evangelism," and "general," primarily editorials, are about equal.

Basic percentages are "inspiration," 15.3; "socio-economic," 10.5; "denominational emphasis," 10.3; "missions," 9.6; "general," 8.7.

¹ T. Otto Mall, Personal letter.

Pictorial matter percentages added to those of text material reveal some change in relative standing of subjects. "General" matter rises 5.7% to the second highest category although the four categories remain almost equal. Combined percentages show "inspiration," 29.2; "socio-economic," 13.4; "denominational," 11.6; "missions," 12.4; "general," 14.4.

Total art and photography, including picture stories (2.9%) is 20.1%. Advertising is 17.9%.

Form revealed is features, 19.8%; news, 14.6%; editorials, (reviews) 13.6%. Other forms are insignificant.

Basically, the publishing formula, of general appeal, is spread somewhat over five categories with equal emphasis on "inspiration," "news," "denominational," "socio-economic," and "general," presented as features, news and editorials.

The Christian Advocate uses some color. Cuts are sometimes poorly reproduced and small. Layout is often crowded in "News of the World Parish."

Content in The Christian Advocate is spread almost evenly among five categories---more than any other magazine surveyed, and providing for all interests, should fulfill the basic aims of the magazine.

The Crusader (American Baptist)

Crusader is published as the official news magazine of the American Baptist Convention. Its purpose in being published". . . is to inform, to inspire and to witness for Christ. That is to build an informed constituency; to develop an increased sense of humanity and fellowship; and to stimulate interest and support for the Baptist

World Mission.²"

The audience of The Crusader is the membership of the churches cooperating with the American Baptist Convention.³

Of text material, the line graph shows "denominational emphasis" presented as features and news to be predominant. The category of "missions, religious education and evangelism," in feature form is significant. "Inspiration," in picture story form, is less important.

Basic text percentages are "denominational emphasis," 15.8; "missions," 13.3; "inspiration," 6.2.

Because The Crusader is primarily a picture magazine, percentages of pictorial matter make extreme changes in relative subject percentages. "Missions" material soars to 42.5% with pictures and text combined. Other combined percentages show "denominational" to be 32.8; "inspirational" 8.1; "general," 9.1.

The Crusader has no editorials.

Basic percentages of form, including art, show features with 60.6%; news, 20.9%; other (denominational matter) 7.9%.

Total art and photography, including picture stories (4.3%) is a very significant 62.8%. There is no advertising.

Two categories, "missions, religious education and evangelism" and "denominational emphasis" presented in news and feature make up the basic publishing formula.

The Crusader is on large format, 10½ x 13½" and printed on quality newsprint by rotogravure and is more nearly a newspaper in magazine style. White space and gray borders keep news pages "alive."

² George Moll, Personal letter.

³ Ibid.

The Crusader is, judged by stated purposes and content, doing a first-rate job.

Presbyterian Life

The purpose, established from careful study, of Presbyterian Life is: to inform Presbyterians, to inspire them to greater service in their church and to inspire a more vital Christian life.

The audience is more than half a million Presbyterian families.⁴

"General" (as reviews and news) is the leading category revealed on the graphs. "Missions" (including primarily features and news), "inspirational" features, and "denominational" news are relatively equal.

Basic percentages of text matter are "general," 16; "missions," 10; "inspiration," 5.9; "denominational," 8.5.

Art matter added to text gives the following total percentages: "general," 23.4; "mission," 15.5; "inspiration," 11.4; "denominational," 9.5. Relative standing of subjects remains unchanged.

In form content, news is 17.6%; features, 17.1%; editorials, 12.9%. Addition of illustrative matter brings features up to 23.3%; news to 21.3%.

Total art, including picture stories, amounts to 19.8%. Advertising is 20.7%.

The basic formula indicated for Presbyterian Life is in four subject categories: "inspiration," "missions," "denominational," "general," presented as news, features, and editorials.

⁴ --- "PL," Newsweek, XXXIX (April 28, 1952), 84.

Presbyterian Life has become the largest circulating protestant denominational magazine in America.⁵ Its editor, a former associate editor of Holiday, has built circulation from 79,000 in July, 1950, to a current (April, 1952) peak of 586,473, by an "every family in a church" campaign.

One-fourth of Presbyterian Life, not essentially Presbyterian, is slanted for protestants;⁶ the remainder is Presbyterian news, features and reviews--according to Newsweek, and proved by measurements in this survey.

All measurements indicate Presbyterian Life is successfully carrying out its seemingly basic purposes.

Comparisons

The three magazines follow similar patterns in use of form. The only exception is The Crusader, which does not use editorials.

Falling mostly in the "general," "inspirational" and "denominational" categories, editorials in The Christian Advocate are 13.5%; in Presbyterian Life, 12.9%. Essentially denominational, news ranges from 17.6% in Presbyterian Life, 14.6% in The Christian Advocate, to 11.5% in The Crusader.

Almost equivalent, "inspirational," "missions," and "socio-economic" features predominate and run 19.8% in The Christian Advocate, 18.3% in The Crusader, and 17.1% in Presbyterian Life.

Very little fiction, reader participation, poetry or other matter is used in this group.

The greatest variant, about 13%, is in the "general" category, which consists largely of reviews and news. Presbyterian Life is high

⁵ Ibid.

⁶ Ibid.

with 16%; The Christian Advocate has 8.7%; The Crusader, 2.8%.

"Inspiration" shows some variance. The Christian Advocate has 15.8%; Presbyterian Life, 9.5%; The Crusader, 6.2%. Most is in feature form.

"Missions, religious education and evangelism" shows 13.3% in The Crusader; 10.3% in Presbyterian Life; 9% in The Christian Advocate. Most is features and news.

"Denominational emphasis," mostly news, climbs to 15.8% in The Crusader, is lower at 10.3% in The Christian Advocate, and 8.3% in Presbyterian Life.

"Socio-economic" matter in feature form is 10.5% in The Christian Advocate, and insignificant in the others.

Other subject matter is unimportant.

Summary

Magazines in the general news and feature group show for the most part a similar formula.

In subject content results shown on the graph are essentially the same. One magazine is somewhat more denominational than the others; another more socio-economical. With addition of percentages for art and photography, the "missions" and "denominational" categories are somewhat higher in The Crusader. Some variance is found in the "general" classification.

In form, the pattern is even more similar with the exception of editorials in the magazine which is predominantly pictorial.

Findings indicate these three periodicals are offering readers content appropriate to their statements of purpose, covering several more dominant subjects of general interest.

CHAPTER VI

THE MISSIONS GROUP--FINDINGS AND CONCLUSIONS

The magazines devoted to missions are The Commission, Southern Baptist Convention; Missions, American Baptist Convention; and World Outlook, The Methodist Church. Among these there is close similarity in context.

The Commission (Southern Baptist)

The purpose of The Commission is twofold; (1) educational and (2) promotional. As an education medium, its objective is to show that the foreign mission movement stems from God's purpose to redeem lost humanity, and that Southern Baptists are under obligation to be the agents of God in this redemptive enterprise. As a promotional medium, its objective is to increase the resources in men and money which are so vital to the prosecution of the Foreign Mission Board's work.¹

The audience of The Commission is primarily local church leaders, and average Southern Baptists interested in missionary effort.²

The graph of content and form of the text presentation shows direct missionary material in feature form dominates the magazine. Missions are presented also in picture stories, editorials, letters and news. There is a moderate amount of inspiration, also in feature form, and some denominational material. The small amount of general interest material is largely a directory of missionary personnel, again of direct missionary interest. No other categories are represented by a significant

¹ Frank K. Means, Personal letter.

² Ibid.

percentage of the content.

Text percentages are inspiration, 18.5; missions, 39.2; denominational, 7.7; and general, 4.8.

The curve for pictorial matter follows the same pattern, merely increasing the percentage in each category. Total percentages show inspiration, 21; missions, 44; denominational, 8; and general, 8.

For the whole magazine, the form of the text material is 39% features, 5.9% picture stories, 9% for both editorials and letters, and 5.8% news. Art makes up 12% content by form. Picture stories and other art combined make up 18% of the content. Advertising is 8.3%.

Three categories of subjects: "missions," 39.2%; "inspiration," 18.5%; and "denominational," 7.7%; presented in features and pictures make up most of the magazine. Other types of material and subjects are included as they seem to serve the purposes of the magazine.

The Commission, although varied in layout could be improved as in the case of the other compared periodicals. Pictorial matter is not at the standard quality of World Outlook, particularly in human interest. Headlines in modern type face are used.

All of the missions magazines are quite similar in content. The Commission, however, has approximately 7% more matter in the "missions" category than other magazines and about 8% more "inspiration" material.

Editorials concern vital problems.

Evaluating the editorial formula with its purposes shows The Commission is fulfilling its need.

Missions (American Baptist)

. . . To set forth in informing and interesting style the work that these missionary organizations do; to interpret their aims and policies;

to review the world trends and developments that condition their progress; to help Northern Baptists into a richer understanding and a wider acceptance of their obligation to extend the Kingdom of God on earth; to foster larger cooperation among all followers of the Lord Jesus; and above all to make clear to everyone who reads, that humanity in whatever continent it may dwell and by whatever race it may be classified, needs a redeeming Christ and that in Him supremely can mankind find the abundant life; all these purposes unite in a single, basic underlying purpose to justify the publication and circulation of this magazine.³

The audience of Missions is the constituency of the American Baptist Convention.⁴

As in The Commission, the graph of content and form of text matter of Missions reveals mission material dominant throughout. Feature stories are the most used forms of presentation, although program material makes up almost one-third of the "missions" category. At considerable variance with others in this group, mission editorials include only 36 of 90 editorial inches. Under "politico-military," however, 484 inches are found. "General" matter consists primarily of editorials, reviews, news, and crossword puzzles. "Inspiration" comes below "denominational," both usually in feature form.

Basic percentages are: missions, 31.5; general, 11.7; denominational, 8.5, and inspirational, 6.7.

Pictorial matter follows the same general curve, increasing slightly the percentages in each category. Combined percentages show "missions," 39.5; "general," 14.1; "denominational," 10.2, and "inspirational," 7.5. "Politico-military" matter rises slightly to 7.2%.

For the entire magazine, the form of text matter is 30.7% features,

³ William B. Lippard, Personal letter, quoting his editorial in Missions, January, 1931.

⁴ Ibid.

13.6% "other" (essentially program material found in the back pages of each magazine), 11.3% editorials, and 7.2% news. Art makes up 15% of content including 1% picture stories. Advertising is 12.1%.

Three categories of subject matter: "missions," 39.5% "general," 14.1%; "denominational," 10.2%, presented as features, editorials, and "other" make up the basic structure of the magazine.

Missions, in its format, is less attractive than The Commission or World Outlook. Although the body type in two or three columns on a standard 8" x 11" page is clear, decorative, boxed, initial letters, stock line cuts and ornaments---together with standing heads---add little. Photographs seem to be used with little regard for layout, and frequently are poorly reproduced. Cover photographs generally provide "human interest." One color, varied monthly, is used with black on the four cover pages only.

Content in Missions is similar to the others in its group. Missions reflects the views of its editor more than most of the periodicals in the entire survey. Although an official publication of the American Baptist Convention, Missions' editor does not hesitate to criticize when he deems it necessary. Editorials provide opinion on world affairs and social problems.

All factors considered show the editorial formula of Missions is fulfilling the stated purpose of the magazine.

World Outlook

"The specific reason for the publication of a magazine devoted to the missionary interest of the Methodist Church is simply to keep

the Methodist people informed about their missionary work."⁵

The audience for World Outlook is essentially Methodists interested in missions.

Content and form are revealed by the graph to be essentially missionary material. "Missions" is almost 20% higher than any other subject category. Of significance is the fact that 2503 inches of mission material is presented in picture stories; only 1622 inches in feature matter. Considerable space is given to news of missions. "Denominational" matter is next with "inspirational" and "socio-economic" following. No other categories are important.

Basic percentages are mission, 29.1; "denominational," 10; "inspiration," 9.8; "socio-economic," 5.5.

Although World Outlook contains much more photography, relative percentages of subject matter are changed slightly by addition of illustrative material, combined percentages being "missions," 37.6; "denominational," 10.7; "inspiration," 13.8; "socio-economic," 9.6. Content of art and photography is 20.4%, but total art including picture stories rises to 43%.

Significantly, the graph of form content shows picture stories 22.6%; features 23.6%; news, 7%. No editorials are used (2% in that category is reviews). Other presentation is insignificant. Art and photography is 20.4% of content, but counting picture stories (22.6%) it jumps to 43%. Advertising is 15.4%.

Basically, three categories dominated by "missions," with smaller amounts of relatively equal "denominational" and "inspiration," presented

⁵ Elmer T. Clark, Personal letter.

in picture stories, features and some news, makes up the publishing formula.

World Outlook has balanced layout. In recent competition conducted by the Associated Church Press, World Outlook received first award for general effectiveness and first award for the use of illustrated material.⁶ Four-color covers related to content of each issue are used.

Content is quite similar to The Commission and Missions. World Outlook emphasizes socio-economic matter slightly more than the others. Otherwise, there seems to be no difference in relative standing.

The editorial formula compared with purpose shows World Outlook is effectively edited.

Comparison

The three magazines follow almost exactly the same editorial formula for categories and form. The only variation is in World Outlook which uses more picture stories and art and fewer editorials and letters than the others. Although this reduces percentages of text matter, adding art percentages shows the overall trend is the same.

Missions has more miscellaneous matter, for the most part program material.

The greatest variant in any category, 11.8% is under "inspiration," where The Commission rises to 18.5%, World Outlook to 9.8%, and Missions to only 6.7%.

"Missions, religious education and evangelism" of course shows the highest percentage in these magazines. Highest percentage in this cate-

⁶ Ibid.

gory is in The Commission, with 39.2%. Missions follows with 31.5%, and World Outlook is immediately behind with 29.1%.

More "denominational emphasis" occurs in World Outlook, with 10%. Missions (9.5%) and The Commission (7.7%) emphasize denominational work only slightly less.

The next two categories, "socio-economic" and "politico-military," show none in this group with more than 5.6%. World Outlook leads the socio-economic field.

In the "general" category, Missions rises to 11.7%, most of this being book reviews. News falling in this category is second, and reader participation devices, mostly crossword puzzles found only in Missions, rank third.

In form, magazines in this group show similarity, but in one category--the picture story--there is extreme variance.

Only 1% of Missions, and 5.7% of The Commission are picture stories, but World Outlook makes frequent use of the device, with 22.6% given to picture stories. (43% of its total space is pictorial.)

Editorials, important though not filling much space, range from 11.3% in Missions, 9% in The Commission, to a low of 2% in World Outlook. The Commission, utilizing letters from missionaries at work, ranks high in letters from readers with 9%.

News percentage differences are less than 1.5 % in this group. Missions has 7.2%; World Outlook, 7%; The Commission, 5.3%. In World Outlook and The Commission news concerns missions alone. Missions magazine contains some denominational news and a much smaller percentage in the "socio-economic" category. News presented is vital to the missionary effort but takes relatively little space.

Feature articles run 39% in The Commission; 30.7% in Missions, and 23.6% in World Outlook. In The Commission and World Outlook, inspirational articles are almost equivalent in percentage to "missions" articles but "inspiration" articles in Missions magazine amount to slightly more than one-fifth of its features concerning "missions, religious education, and evangelism."

Children's stories listed as fiction amount to 1.7% of The Commission, and to 1.5% of World Outlook. Missions has no fiction.

In the "other" category, Missions leads with 13.6% primarily program material, convention programs, and other denominational announcements.

Summary

With only one category, "inspiration," showing more than 10% variance, magazines in the missions group appear to be following a more closely related editorial formula than those in any other group in the survey. Compared with statements of purpose, results of the content analysis show in each instance that the magazine surveyed is presenting material necessary for the fulfillment of its purpose.

CHAPTER VII

THE FAMILY GROUP----FINDINGS AND CONCLUSIONS

The family magazines are Home Life, Southern Baptist Convention; and This Day, The Lutheran Church (Missouri Synod). Comparison reveals close similarity in most categories of subject matter.

Home Life (Southern Baptist)

For its purpose Home Life attempts to be a distinctive magazine for the Christian home, providing content which "would challenge Christian families to live adventurously together for God."¹

Its potential audience is the families of Southern Baptists.

The dominant subject category revealed by the content graph is inspirational. More than half of this is devotional comment, including text selections from The Bible found in "other" classification; one-fourth is features, the next largest form on the summary sheet. "Socio-economic" matter places second, with matter primarily features and book condensations in "other." Considerably lower but next in percentage and of significance is "personal development," consisting predominantly of feature and reader participation (personal problems answered by R. G. Lee).

Basic percentages are "inspiration," 41.7; "socio-economic," 16.9;

¹ Richard O. Brown, "The Miracle of Home Life," Home Life V (October, 1951), 16.

"personal development and psychology," 5.9; "general," 5.7.

The pictorial curve follows the same pattern essentially. Total percentages indicate "inspiration" is 49.6, "socio-economic," 20.4; "personal development," 7.7; "general," 8.7.

The form of presentation graph shows 29.8% feature, 26.4% "other," (devotional comment), 6.1% fiction. Other categories are not significant. Total art and picture stories is 18.4%. Advertising (for Baptist book stores only) is 5.2%.

Two categories make up over 60% of subject context: "inspiration" and "socio-economic," predominantly in features, fiction, condensations of books, and devotional comment.

Reduced in October, 1951, to its present 9" by 12" format, Home Life uses varied single colors with black. Four-color human interest covers are used.

Fiction and book condensations are significant for the first time. Almost one-fourth of the entire space is devotional comment. "Inspiration," "socio-economic" and "personal development" features provide material appropriate to the overall formula.

Home Life is doing an effective job in achieving its purpose.

This Day (Lutheran--Missouri Synod)

Purpose of This Day is "(1) to provide wholesome literature for the home, and (2) to promote Christian home ideals."²

The audience it attempts to reach is "homes," primarily, it is supposed, those related to Lutheran churches.

² Henry Rische, Personal Letter.

Dominating This Day as shown by the graph of content is "inspiration," in relatively equivalent feature, picture story and fiction forms. "General" matter is used extensively, and is predominantly picture stories and devices to secure reader participation. Frequent recipes, puzzles, "how-to-do-its," and hymns complete with music are used. "Socio-economic" features are also significant. Other categories are without significance.

Basic percentages are "inspiration," 24.7; "general," 19.2; "socio-economic," 7.5.

Illustrative material is quite abundant, but generally raises the curve proportionately. Including pictorial matter, percentages rise to "inspiration," 34.4; "socio-economic," 29.5; "general," 29.5. Four-color, full page scenic photographs, not related to content are separately measured at 7.7%. Total photography and art (including picture stories) is a significant 47.8%. Advertising is 7.2%.

Form is almost equal between features (12.2) and picture stories (12.0). Reader participation is 8.9; fiction 3.3; other, 9.1.

Three subject categories, "inspiration," "general," and "socio-economic," in feature matter and picture stories make up the basic editorial formula.

This Day is the most attractive magazine in the survey. Four-color reproductions are used on eight pages and additional color is used generally throughout.

Similar in content to Home Life, This Day varies slightly in form, with more frequent use of picture stories, fewer features, and more reader participation. Almost 9% of content significantly is devoted to reader participation, which offers leisure-time activity for the entire

family. "Inspirational," "socio-economic," and "general" categories are frequent. Book condensations and serials provide fiction and some non-fiction.

Needs of a family magazine seem to be well-filled in This Day.

Comparison

In the family group, comparison shows content to be about equal in Home Life and This Day.

"Inspiration" is the highest category in both, with 42% in Home Life and 25% in This Day. "Socio-economic" varies: Home Life is 16.9%; This Day, 7.5%. "Politico-military" is negligible. "Personal development" is 5.9% in Home Life, only 2.6% in This Day. "General" rises to 19.2% in This Day, and is made up of picture stories and reader participation; Home Life has 5.7% (primarily editorial and reader participation).

Fiction becomes important in this group. Reader participation devices are frequent. Devotional comments, which took about one-fourth of Home Life and account for the high percentage in "devotional" are not in This Day.

The basic editing formula is almost identical. Two categories, "inspiration" and "socio-economic" (in features, fiction, and other) provide about 60% of content. "General" (reader participation and editorials) provided about 12%. Other categories are insignificant.

Summary

Of good quality, editorially and artistically, This Day and Home Life are filling their vital needs well.

CHAPTER VIII

THE STUDENT GROUP--FINDINGS AND CONCLUSIONS

Magazines in the student group include The Baptist Student, Southern Baptist Convention; The Cresset, Lutheran Church (Missouri Synod); Motive, The Methodist Church; and the Walther League Messenger for Youth, Lutheran Church (Missouri Synod). These provide the most varied contents revealed in the survey.

The Baptist Student (Southern Baptist)

From careful analysis, the purpose of The Baptist Student is (1) to show the college student that maximum Christianity provides the maximum in life, and (2) to promote the program of the Baptist Student Union, the link between the church and the campus.

Its audience essentially is Southern Baptist college students.

The graph of subject content indicates "missions, religious education, and evangelism" and "inspiration" dominate. These consist of features and picture stories primarily.

"Denominational" feature matter is third, but much less significant. Other categories tend to curve downward to "general," and are not important.

Basic percentages are "inspiration," 25; "missions, religious education and evangelism," 26; "denominational emphasis," 6.3.

Pictorial matter added to text material results in percentages of: "inspiration," 29.6; "missions, religious education and evangelism,"

31.1; "denominational emphasis," 10.

The graph showing form reveals features to be 50.5%; picture stories, 9.4%; editorials and reviews, 5.7%. Total art, including picture stories, is 28%. Advertising (for Baptist book stores only) is 2.2%.

In almost equal amounts, two categories, "inspiration" and "missions, religious education and evangelism," presented as features and picture stories, make up about 60% of content and form the publishing formula.

More attractive since reduction of format to 6" by 9" in October, 1951, The Baptist Student provides interesting material in its major content categories. However, The Baptist Student, could probably achieve its first purpose "to promote maximum Christianity to the average Baptist college student," with greater effectiveness if less emphasis were placed on its second. The basic needs of individual students are probably not filled merely by "inspiration" and by techniques in Baptist Student work, which makes up its major portion of "missions, religious education and evangelism."

Comparing its seemingly basic purposes with analysis of content reveals what the writer believes to be some discrepancy.

The Cresset (Lutheran)

The Cresset as indicated on its cover is "a review of literature, the arts and current affairs"--relating Christianity to the present day world.¹

¹ "The New Cresset," The Cresset, XIV (May, 1951), 1.

Its audience is "thoughtful people wherever they may be and whatever they may be doing,"² but essentially members of the Walther League, a youth organization within the Lutheran church. It is to these people that The Cresset is directed.

The Cresset is unlike other magazines in the survey in content, both in form and subject matter.

The graph showing subject content reveals that general reviews (of books, art, music, and movies) by far dominate all other matter, with 41.8%.

Socio-economic and politico-military features follow, and are of almost equal importance, with about 15% each. Inspirational matter, in form, editorial and poetry, makes up 6.6%.

There is no pictorial matter in any classification which affects text percentages. Photography and art, apparently unrelated to other content, appears on eight middle pages on color stock. It is 8.5% and is not "picture story" material. Advertising is not present.

Form is 52.4% editorial (reviews primarily as mentioned); 30.7% features. The remainder is of no importance.

Three categories, "general," "socio-economic," and "politico-military" presented in editorials (reviews) and features make up the publishing formula.

The content of The Cresset provides food for "thoughtful people," as the magazine indicates as its goal. The major portion of the magazine, as previously indicated, is made up of reviews of current events, art, literature and music, unique in this group.

² Ibid.

With the May, 1951, issue The Cresset became a publication of the Valparaiso University Press and co-sponsored by the Walther League. Its format is pocket size, 5½" by 7½".

Art and photography used has no explanation or seeming relation to other contents of the magazine. Issues surveyed picture what appear to be a series of architectural plates, which might be considered a review of art or architecture. About half of each issue contains features concerning one major subject, such as "religious liberty" or "science and religion." Effective editing seems to be achieving the desired purpose.

Motive (Methodist)

Motive is a project of the Methodist Student Movement. Its purpose is to analyze for the reader on the college and university campus (both student and faculty) the crisis of the university and the related crisis of our culture in terms of the Christian witness, particularly as stated in the recent pronouncements from ecumenical church gatherings.

The audience attempted to reach is that of the member of the university community, both students and faculty. This audience is not necessarily Methodist and the editorial policy of Motive is not parochial nor denominational, however, the primary circulation of Motive is through Methodist student groups as organized near or on college and university campuses.³

Content of Motive is revealed as almost equally "inspirational" (about equally feature, fiction and "other"--in this case drama) and "general" (primarily features and editorial opinion).

"Socio-economic," essentially features, and "other," (in this instance, surveys) rank near the preceding two categories in importance. "Politico-military" follows less significantly.

Basic percentages are "inspirational," 22.3; "socio-economic,"

³ Richard Ortmyer, Personal letter.

18.2; "politico-military," 8.8; "general," 22.2.

Art and photography percentages combined with text matter change the graph slightly, with "general" rising above "inspiration." Combined percentages are "inspiration," 24.8; "socio-economic," 21.2; "politico-military," 10; "general," 27.1. No advertising is used.

In form, 50% is features; editorial opinion, 12%; "other" (drama, surveys, quotations, listings), 9%.

Total art content, including picture stories, (2.7%) is 16.3%.

Three categories, "inspiration," "general," and "socio-economic," presented basically in features, but also by fiction (in inspiration), and by editorials (in general), provide the editorial formula.

Laid-out with considerable white-space, Motive offers vital material on all subjects important to contemporary Christian living in the university community. Its non-denominational emphasis is unique among the magazines in this group. Writing seems generally to be outstanding, and by prominent authors such as Kagawa, Robert M. Hutchins, and Christopher Fry. Occasional issues feature one subject such as "drama" or "brotherhood." Covers, frequently designed by students, add much.

Considering all factors, the writer finds the content of Motive meeting its stated purpose.

Walther League Messenger for Youth (Lutheran)

For its purpose, the editor writes, "The Walther League Messenger is the official publication of the Walther League, A Lutheran youth organization within the Synodical conference."⁴

⁴ Alfred Klausler, Personal letter.

Its audience is specified above.

"Denominational emphasis" is the outstanding category in the Walther League Messenger, and is essentially presented in picture story and news forms. "General" and "inspirational" categories are next in importance and about equal, and most often in feature form, though editorials are also significant. The greatest percentage of features comes under "socio-economic," which is almost all of the total percentage of "socio-economic."

Art and photography percentages combined with text matter make no significant changes in the relative curve. Combined percentages are "inspiration," 14.6; "denominational," 22.2; "socio-economic," 7.8; "general," 16.2.

In form, features are 25%; news, 8%; editorials (reviews), 7%. Fiction (4.9%) and picture stories (5.3%) are about equal. The remaining percentages are insignificant.

Total art and photography, including picture stories (5.3%), is 22.7%. Advertising is 13.2%.

Four categories, "denominational emphasis" (presented in news and picture story), "general" (in editorials and features), "inspiration" (in editorials and features), and "socio-economic" (in features), provide the editing formula for the Walther League Messenger for Youth.

As The Baptist Student, the Walther League Messenger was reduced in format to 5 3/4" by 3 1/2" in the fall of 1951. Not altogether aimed at college students, the Walther League Messenger provides much relative to the Walther League, which explains its high "denominational" percentage.

Making use of pictures and art, the magazine seems to be serving

the League well, but problems of individuals in "socio-economic," "politico-military," or "personal development" are not being met. For such needs, the League evidently co-sponsors The Cresset. Circulation figures (42,500 for the Messenger; 2609 for The Cresset) indicate that few League members benefit from both periodicals.

For its stated purposes, however, content of the Walther League Messenger for Youth is appropriate.

Comparison

Magazines in the student group provide widely varied graphs of content, and are less similar than any other group in the survey.

In "inspiration," The Baptist Student and Motive run about 20%; the Walther League Messenger, almost 12%.

"Missions, religious education and evangelism" hits a peak in The Baptist Student at 26%; the other magazines register below 5%. The Walther League Messenger leads "denominational" with 16.7%; The Baptist Student is next with almost 5%.

In "socio-economic," Motive and The Cresset rise decidedly to 18.2% and 15.5%; the other two drop below 8%. The same trend is shown in "politico-military," with Motive dropping to about 8.8%, and The Cresset dropping slightly to 14.2%.

The Cresset sharply rises to 41.8% in "general," with editorial (reviews) dominating. Motive is 22% "general"; The Walther League Messenger, 11.4%.

Form is basically features, which range from 25 to 50% of form content. Editorials (reviews), however, make up 52.4% of The Cresset; 12% of Motive.

There can be no general pattern shown for the student magazines as a whole. Only two categories, "theology," and "personal development," fall below 5% in all four magazines. In every other category, at least one magazine has more than 10%.

Features and editorials are the only forms of significance, and make up from 42 to 90% of content.

Summary

Motive seems to be meeting its purpose more effectively than the others; the Walther League provides for two major purposes by publishing (or co-sponsoring, since May, 1951) two separate periodicals; The Baptist Student is attempting two major objectives in only one magazine.

In general, The Walther League Messenger and The Baptist Student are alike in presentation of subject. Motive and The Cresset also tend to be similar in a varied presentation of subject matter.

CHAPTER IX

SUMMARY AND APPLICATION

An overall picture of the twelve magazines in the survey shows the following range of percentage in the various categories; "inspiration," from 41.7 in Home Life to 6.2 in The Crusader; "theology," from 4.6 in The Cresset to zero in The Crusader and World Outlook; "missions, religious education and evangelism," from 39.2 in The Commission to zero in This Day; "denominational emphasis," from 16.7 in the Walther League Messenger to zero in The Cresset and This Day; "socio-economic," from 18.2 in Motive to 1 in The Crusader and The Commission; "politico-military," from 14.2 in The Cresset to .1 in The Crusader; "personal development and psychology," from 5.9 in Home Life to zero in all of the missions group, The Crusader and The Cresset; "general," from 41.9 in The Cresset to 2.7 in The Baptist Student.

In form, the range of percentage is as follows: picture stories, from 22.6 in World Outlook to zero in The Cresset; editorials, from 52.5 in The Cresset to .5 in The Crusader; letters, from 9 in The Commission to zero in The Cresset; news, from 17.6 in Presbyterian Life to zero in Motive, The Cresset and This Day; features, from 50.6 in The Baptist Student to 13.9 in This Day; fiction, from 7.6 in This Day to zero in The Baptist Student, The Cresset, The Crusader and Missions; reader participation, from 8.9 in This Day to zero in The Cresset, The Crusader, The Commission and World Outlook; poetry, from 3.2 in Motive

to zero in The Crusader, Presbyterian Life and Missions; and "other," from 26.4 in Home Life to .2 in World Outlook.

Just as secular magazines range from the "slick" carefully edited productions to "thrown together" hodgepodes, so do religious periodicals. For this survey, magazines of better quality were purposely selected to determine if comparable current publications are meeting their purposes. Analyzing content with purpose, the writer was able to determine that purposes were, or were not, essentially being achieved.

In varying degrees, all of the magazines surveyed appear to be achieving their purposes.

A 1951 estimate based on Ayer's Directory, the membership lists of the Evangelical Press Association and the Associated Church Press, and the Religious Press Directory reveals the number of religious periodicals to be between fourteen and fifteen hundred, with three-fourths of them being of magazine format, frequency and content. About five hundred of these are Roman Catholic, fewer than one hundred and fifty are Jewish, and the remainder are protestant, non-denominational, or inter-denominational.¹

Quality of the majority of religious magazines is low. Often edited by those with no journalism training or experience, these periodicals are competing with secular periodicals which are often outstanding productions, both editorially and artistically.

Circulations, with few exceptions, are not high, when compared with total membership of protestant denominations. Religious Press Directory

¹ Roland E. Wolseley. The Magazine World, p. 101.

indicates total combined circulations to be more than ten million (1943). Circulations have risen sharply since then, but that figure indicates that many church members are not receiving religious periodicals. Whether the subscriber, often on a church budget mailing list, reads the magazine is another factor to consider.

With establishment of definite purposes and objectives, a denominational editor can more easily keep the content and form of his magazine appropriate, fulfilling the task he has been given and providing for his readers' needs and interests.

Such has been revealed evident by the study of a group of better quality magazines from current denominational presses.

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A P P E N D I X

Charts and Graphs

Showing Content

of

Subject and Form

in

Twelve Protestant Denominational Magazines

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers. Dev. and Psychology | General | TOTAL INCHES | PERCENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|---------------------------|---------|--------------|------------|
| 2.15.1 Picture story | | | 370 | | | | | | 370 | 2.9 |
| 2.25.1 Opinion-- Editorials | 300 | | 189 | 21 | 277 | 431 | | 484 | 1702 | 13.6 |
| 2.25.2 Opinion-- Letters | 55 | | | | | | | 231 | 286 | 2.2 |
| 2.35.1 News | | | 243 | 1207 | 104 | 46 | | 230 | 1830 | 14.6 |
| 2.35.2 Features | 1061 | | 364 | 63 | 369 | 56 | 70 | | 2483 | 19.8 |
| 2.35.3 Fiction | 211 | | | | | | | | 211 | 1.6 |
| 2.35.4 Reader participation | | 177 | 44 | | | | | 83 | 309 | 2.4 |
| 2.35.5 Poetry | 6 | | | | | | | | 6 | .1 |
| 2.35.6 Other | 366 | 244 | | | 80 | | | 66 | 756 | 5.9 |
| TOTAL INCHES | 1999 | 421 | 1210 | 1291 | 1330 | 533 | 70 | 1099 | 7953 | |
| PERCENTAGE | 15.8 | 3.3 | 9.6 | 10.3 | 10.5 | 4.2 | .5 | 8.7 | | |

1.0 Advertising

2256 - 17.9%

Magazine The Christian Advocate Denomination Methodist

2.15 Photography and art

2031 - 16.2%

Published by The Methodist Publishing House

2.42.3 Standing heads

399 - 3.0%

Volume 126 Numbers 1-9-15-27-36-43

Year 1951

Issued weekly

Total Pages 192 Total inches 12639

Comment:

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Political-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|--------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | 570 | | | | | | | | 570 | 4.8 |
| 2.25.1 Opinion-- Editorials | | | 49 | | 16 | | | | 65 | .5 |
| 2.25.2 Opinion-- Letters | | | | | | | | 299 | 299 | 2.5 |
| 2.35.1 News | | | 269 | 1085 | | 17 | | | 1371 | 11.5 |
| 2.35.2 Features | 171 | | 1268 | 606 | 107 | | | 30 | 2182 | 18.3 |
| 2.35.3 Fiction | | | | | | | | | | |
| 2.35.4 Reader participation | | | | | | | | | | |
| 2.35.5 Poetry | | | | | | | | | | |
| 2.35.6 Other | | | | 193 | | | | | 193 | 1.6 |
| TOTAL INCHES | 741 | | 1586 | 1887 | 123 | 17 | | 329 | 4680 | |
| PERCENTAGE | 6.2 | | 13.3 | 15.8 | 1.0 | .1 | | 2.8 | | |

1.0 Advertising

none

Magazine The Crusader

Denomination American Baptist

2.15 Photography and art

6903 - 58.0%

Published by The American Baptist Convention

2.42.3 Standing heads

332 - 2.8%

Volume 5 Numbers 8-10; Vol. 6, Nos. 1-3-3-6

Year 1957

11920

Issued monthly except August

Total Pages 96 Total inches

Comment:

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | | | 198 | | | | | | 198 | 1.6 |
| 2.25.1 Opinion-- Editorials | 140 | | 70 | 286 | 132 | 134 | | 875 | 1637 | 12.9 |
| 2.25.2 Opinion-- Letters | | | | | | 46 | | 240 | 286 | 2.3 |
| 2.35.1 News | | | 472 | 790 | 130 | 114 | | 727 | 2233 | 17.6 |
| 2.35.2 Features | 691 | 198 | 533 | | 95 | 113 | 357 | 180 | 2167 | 17.1 |
| 2.35.3 Fiction | 154 | | | | | | | | 154 | 1.2 |
| 2.35.4 Reader participation | | 66 | | | | | | | 66 | .5 |
| 2.35.5 Poetry | | | | | | | | | | |
| 2.35.6 Other | 220 | 88 | | | | | | | 308 | 2.4 |
| TOTAL INCHES | 1205 | 352 | 1273 | 1076 | 357 | 407 | 357 | 2022 | 7049 | |
| PERCENTAGE | 9.5 | 2.8 | 10.0 | 8.5 | 2.8 | 3.2 | 2.8 | 16.0 | | |

1.0 Advertising 2625 - 20.7%

2.15 Photography and art 2312 - 18.2%

2.42.3 Standing heads 700 - 5.5%

Magazine Presbyterian Life

Denomination Presbyterian

Published by Presbyterian Life, Inc. (authorized by the General Assembly, Presbyterian Church, U. S. A.)

Volume 4 Numbers 1-5-14-18-22

Year 1951

12686

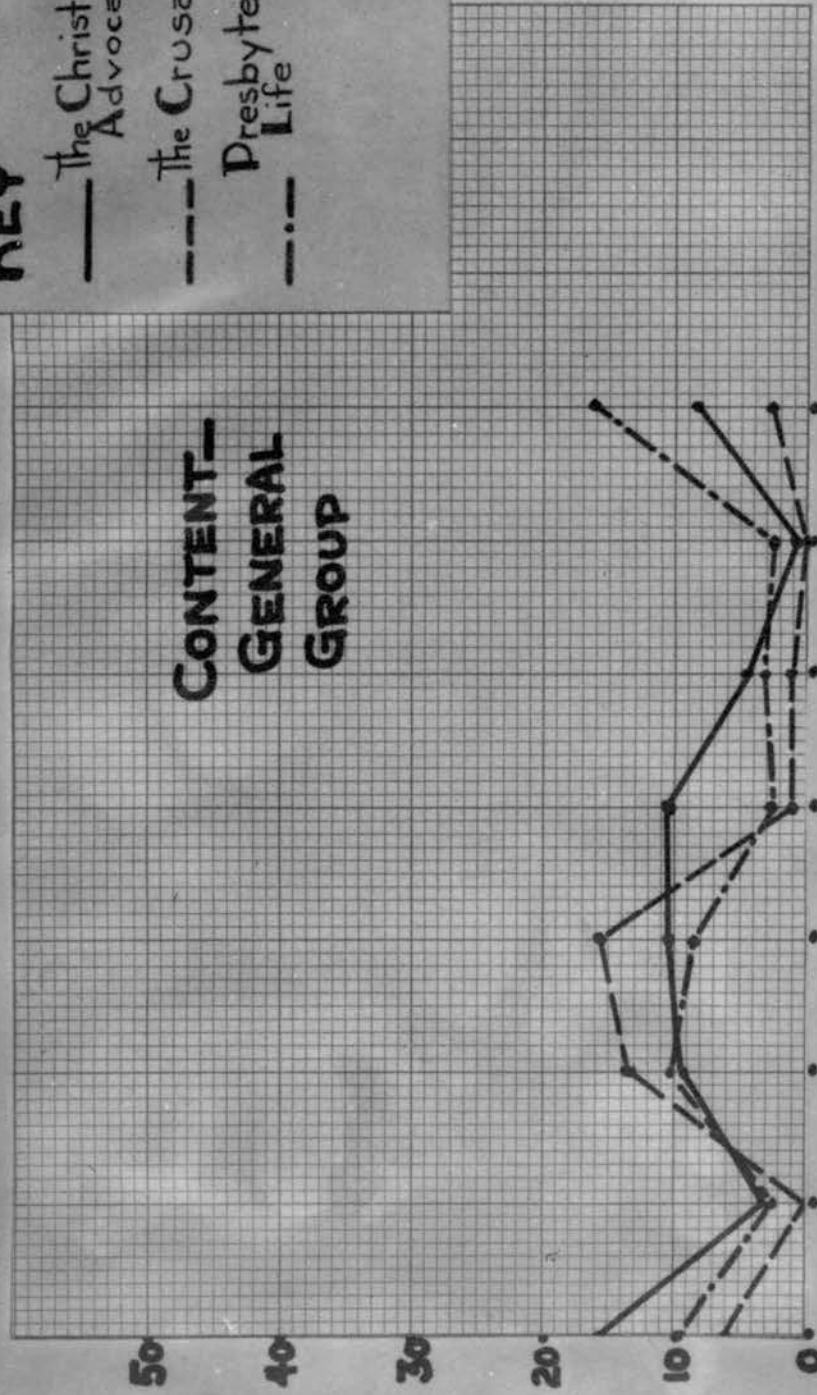
Issued every other Saturday except only once in August Total Pages 192 Total inches

Comment:

KEY

- The Christian Advocate
- - - The Crusader
- . - . Presbyterian Life

CONTENT— GENERAL GROUP

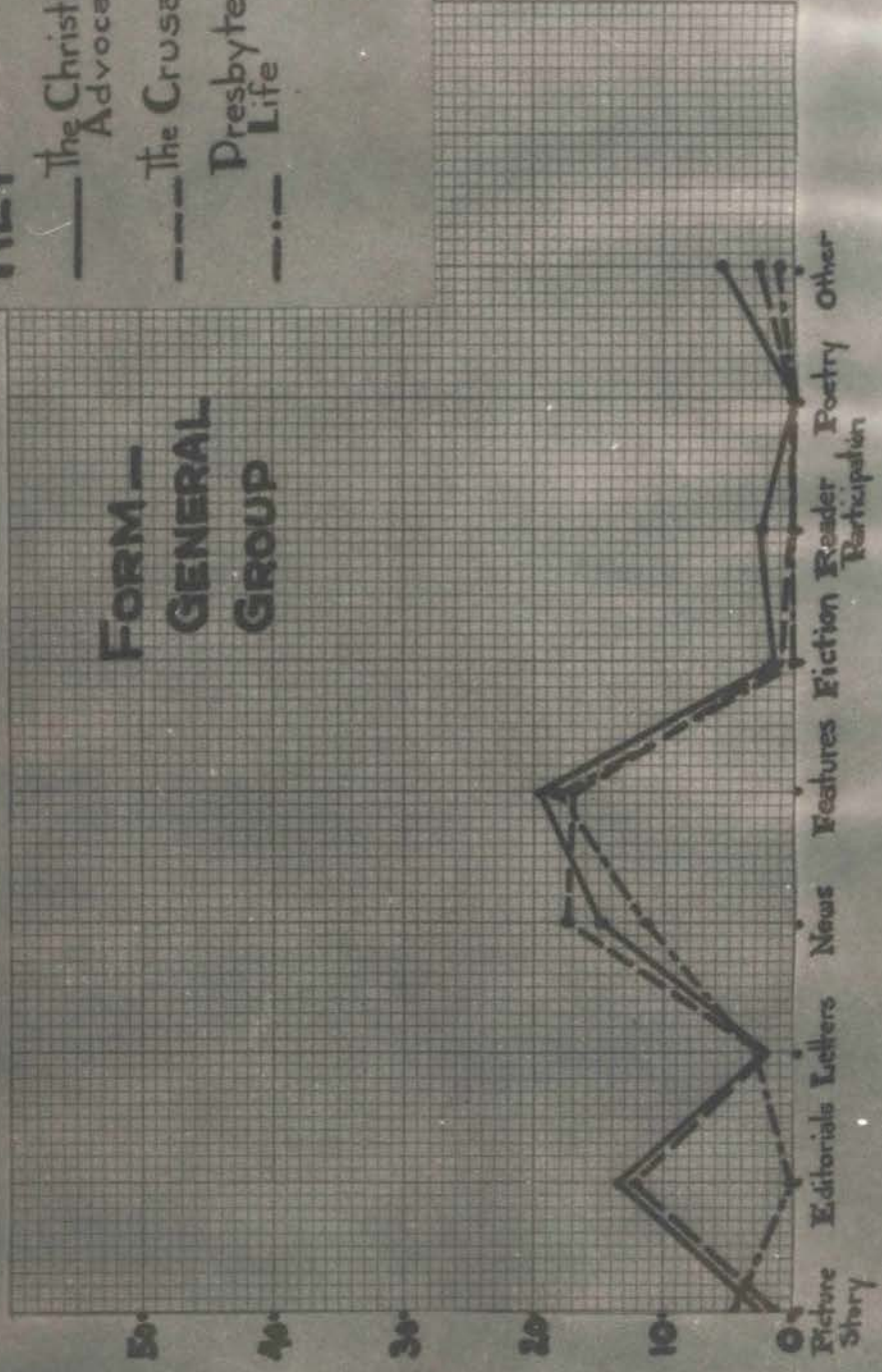


Inspiration Theology Missions Denomination Socio - Politico - Personal General
 Rel. Ed. Emphasis Economic Military Develop.
 Evangelism

KEY

- The Christian Advocate
- - - The Crusader
- · - Presbyterian Life

FORM — GENERAL GROUP



Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- eco- nomic | Politico- military | Pers. Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER- CENTAGE |
|---|-------------|----------|----------------------------------|----------------------|-------------------------|-----------------------|-----------------------------------|--------------|-----------------|-----------------|
| 2.15.1 Picture story | | | 370 | | | | | 370 | 2.9 | |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | | | | | | 125 | 125 | 1.0 |
| Opinion--- Letters | | | | | | | | | | |
| News | | | 134 | 159 | 37 | | | 146 | 476 | 3.8 |
| Features | 318 | | 221 | 3 | 321 | 11 | | | 874 | 7.0 |
| Fiction | 70 | | | | | | | | 70 | .6 |
| Reader participation | | | | | | | | 44 | 44 | .3 |
| Poetry | | | | | | | | | | |
| Other | 38 | | | | 8 | | | 396 | 442 | 3.5 |
| TOTAL INCHES | 426 | | 355 | 162 | 366 | 11 | | 711 | 2031 | |
| PERCENTAGE | 3.4 | | 2.8 | 1.3 | 2.9 | .1 | | 5.7 | | |
| 2.15 Photography and art | | | | | | | | | | |
| 2031 - 16.2% Magazine The Christian Advocate Denomination Methodist | | | | | | | | | | |
| 2.42.3 Standing heads | | | | | | | | | | |
| Published by The Methodist Publishing House | | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| 370 - 2.9% Volume 126 Numbers 1-9-18-27-36-43 Year 1951 | | | | | | | | | | |
| Total Photography and art | | | | | | | | | | |
| 2401 - 20.1% Issued weekly Total pages 192 Total inches 12639 | | | | | | | | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

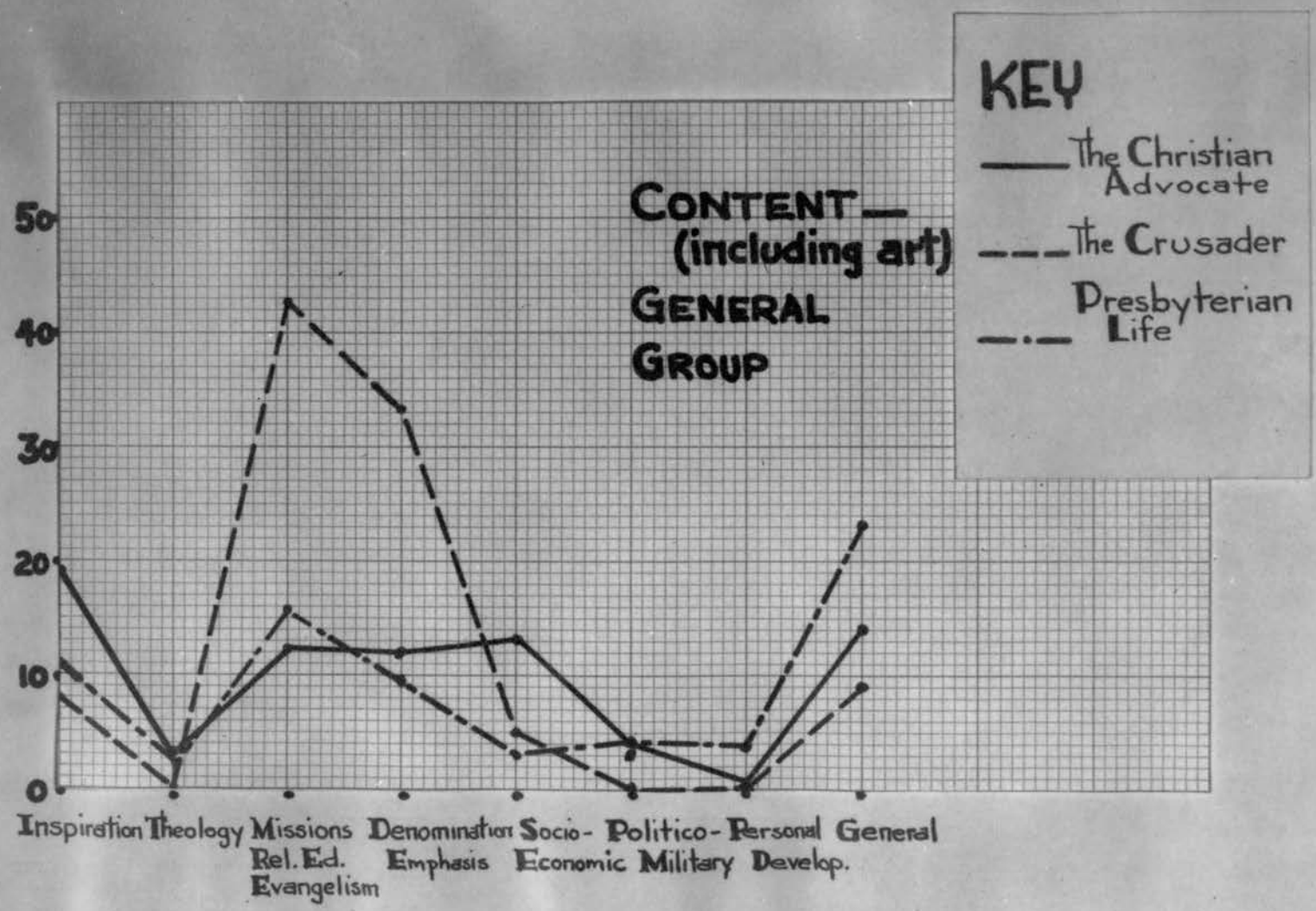
| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- economic | Politico- military | Pers. Dev. and Psy- chology | General | TOTAL INCHES | PER- CENTAGE |
|---|--|----------|----------------------------------|------------------------------------|-------------------------------|-----------------------|-----------------------------------|---------|-----------------|-----------------|
| 2.15.1 Picture story | 570 | | | | | | | | 570 | 4.8 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | | | | | | | | |
| Opinion--- Letters | | | | | | | | | | |
| News | | | 281 | 833 | | | | | 1114 | 9.4 |
| Features | 226 | | 3204 | 1187 | 427 | | | | 5044 | 42.3 |
| Fiction | | | | | | | | | | |
| Reader participation | | | | | | | | | | |
| Poetry | | | | | | | | | | |
| Other | | | | | | | | 750 | 750 | 6.3 |
| TOTAL INCHES | 226 | | 3485 | 2020 | 427 | | | 750 | | |
| PERCENTAGE | 1.9 | | 29.2 | 17.0 | 3.6 | | | 6.3 | 6908 | |
| 2.15 Photography and art | | | | | | | | | | |
| | 6908 - 58.0% | | Magazine | The Crusader | Denomination American Baptist | | | | | |
| 2.4.2.3 Standing heads | | | | | | | | | | |
| | Published by The American Baptist Convention | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| | 570 - 4.8% | | Volume 5 | Numbers 8-10; Vol. 6, Nos. 1-3-4-6 | Year 1951 | | | | | |
| Total Photography and art | | | | | | | | | | |
| | 7178 - 62.8% | | Issued Monthly except August | Total pages 96 Total inches 11920 | | | | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- eco- nomic | Politico- military | Pers. Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER- CENTAGE |
|--|-------------|----------|----------------------------------|----------------------|-------------------------|-----------------------|-----------------------------------|--------------|-----------------|-----------------|
| 2.15.1 Picture story | | | 198 | | | | | | 198 | 1.6 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | 128 | | 7 | | | 300 | 435 | 3.4 |
| Opinion--- Letters | | | | | | | | | | |
| News | | | 100 | 120 | 31 | 27 | | 192 | 470 | 3.7 |
| Features | 137 | | 341 | | 37 | 109 | 101 | 120 | 845 | 6.7 |
| Fiction | 109 | | | | | | | | 109 | .8 |
| Reader participation | | | | | | | | | | |
| Poetry | | | | | | | | | | |
| Other | | | 123 | | | | | 330 | 453 | 3.6 |
| TOTAL INCHES | 246 | | 692 | 120 | 75 | 136 | 101 | 942 | 2312 | |
| PERCENTAGE | 1.9 | | 5.5 | 1.0 | .6 | 1.0 | .8 | 7.4 | | |
| 2.15 Photography and art | | | | | | | | | | |
| 2312 - 18.2% Magazine Presbyterian Life Denomination Presbyterian | | | | | | | | | | |
| 2.42.3 Standing heads | | | | | | | | | | |
| Published by Presbyterian Life, Inc. (Authorized by the General Assembly, Presbyterian Church, U. S. A.) | | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| 198 - 1.6% Volume 4 Numbers 1-5-14-18-22 Year 1951 | | | | | | | | | | |
| Total Photography and art | | | | | | | | | | |
| 2510 - 19.8% Issued every other Sat. (once in Aug. Total pages 192 Total inches 12686) | | | | | | | | | | |

Comment:



Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | | | 1188 | | | | | | 1188 | 5.7 |
| 2.25.1 Opinion-- Editorials | 333 | 6 | 581 | 574 | 54 | 60 | | 289 | 1897 | 9.0 |
| 2.25.2 Opinion-- Letters | | | 1880 | | | | | | 1880 | 9.0 |
| 2.35.1 News | | | 1101 | | | | | 103 | 1204 | 5.8 |
| 2.35.2 Features | 3160 | 84 | 3371 | 1027 | 155 | 235 | | 106 | 8138 | 39.0 |
| 2.35.3 Fiction | 346 | | | | | | | | 346 | 1.7 |
| 2.35.4 Reader participation | | | | | | | | | | |
| 2.35.5 Poetry | 18 | | | | | | | | 18 | .1 |
| 2.35.6 Other | | | 72 | | | | | 498 | 570 | 2.7 |
| TOTAL INCHES | 3857 | 90 | 8193 | 1601 | 209 | 295 | | 996 | 15241 | |
| PERCENTAGE | 18.5 | .4 | 39.2 | 7.7 | 1.0 | 1.4 | | 4.8 | | |

1.0 Advertising

1734 - 8.3%

Magazine The Commission

Denomination Southern Baptist

2.15 Photography and art

2576 - 12.3%

Published by Foreign Mission Board, Southern Baptist Convention

2.42.3 Standing heads

1341 - 6.4%

Volume 14 Numbers 1-11

Year 1951

Issued monthly except August

Total Pages 396 Total inches

Comment:

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- eco- nomic | Politico- military | Pers.Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER CENTAGE |
|--------------------------------|-------------|----------|----------------------------------|----------------------|-------------------------|-----------------------|----------------------------------|--------------|-----------------|----------------|
| 2.15.1 Picture story | 36 | | | | 72 | 72 | | | 180 | 1.0 |
| 2.25.1 Opinion-- Editorials | 265 | 38 | 36 | 151 | 200 | 484 | | 902 | 2076 | 11.3 |
| 2.25.2 Opinion-- Letters | | | | | | | | 232 | 232 | 1.3 |
| 2.35.1 News | | | 592 | 286 | 25 | | | 413 | 1316 | 7.2 |
| 2.35.2 Features | 542 | | 3400 | 769 | 151 | 467 | | 284 | 5613 | 30.7 |
| 2.35.3 Fiction | | | | | | | | | | |
| 2.35.4 Reader participation | | | | | | | | 291 | 291 | 1.6 |
| 2.35.5 Poetry | | | | | | | | | | |
| 2.35.6 Other | 379 | | 1755 | 330 | | | | 28 | 2492 | 13.6 |
| TOTAL INCHES | 1222 | 38 | 5783 | 1536 | 448 | 1023 | | 2150 | 12200 | |
| PERCENTAGE | 6.7 | .2 | 31.5 | 8.5 | 2.5 | 5.6 | | 11.7 | | |

1.0 Advertising

2209 - 12.1%

Magazine Missions

Denomination American Baptist

2.15 Photography and art

2741 - 14.9%

Published by American Baptist Convention

2.42.3 Standing heads

1163 - 6.3%

Volume 149 Numbers 1-3-5-7-9

Year 1951

18313

Issued monthly except July and Aug. Total Pages 408 Total inches

Comment:

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | 115 | | 2503 | 1716 | 120 | 198 | | | 4652 | 22.6 |
| 2.25.1 Opinion-- Editorials | | | | | | | | 396 | 396 | 2.0 |
| 2.25.2 Opinion-- Letters | | | 432 | 22 | | | | | 454 | 2.2 |
| 2.35.1 News | | | 1434 | | | | | | 1434 | 7.0 |
| 2.35.2 Features | 1514 | | 1622 | 291 | 1003 | 243 | | 186 | 4859 | 23.6 |
| 2.35.3 Fiction | 314 | | | | | | | | 314 | 1.5 |
| 2.35.4 Reader participation | | | | | | | | | | |
| 2.35.5 Poetry | 66 | | | | | | | | 66 | .3 |
| 2.35.6 Other | | | | 36 | | | | | 36 | .2 |
| TOTAL INCHES | 2009 | | 5991 | 2065 | 1123 | 441 | | 582 | 12211 | |
| PERCENTAGE | 9.8 | | 29.1 | 10.0 | 5.5 | 2.2 | | 2.8 | | |

1.0 Advertising

3173 - 15.4%

Magazine World Outlook

Denomination Methodist

2.15 Photography and art

4199 - 20.4%

Published by Division of Education and Cultivation, Board of Missions and Church Extension, The Methodist Church

2.42.3 Standing heads

981 - 4.8%

Volume 11 Numbers 5-7-9-11; Vol. 12 Nos. 1-3 new series Year 1951

Issued monthly

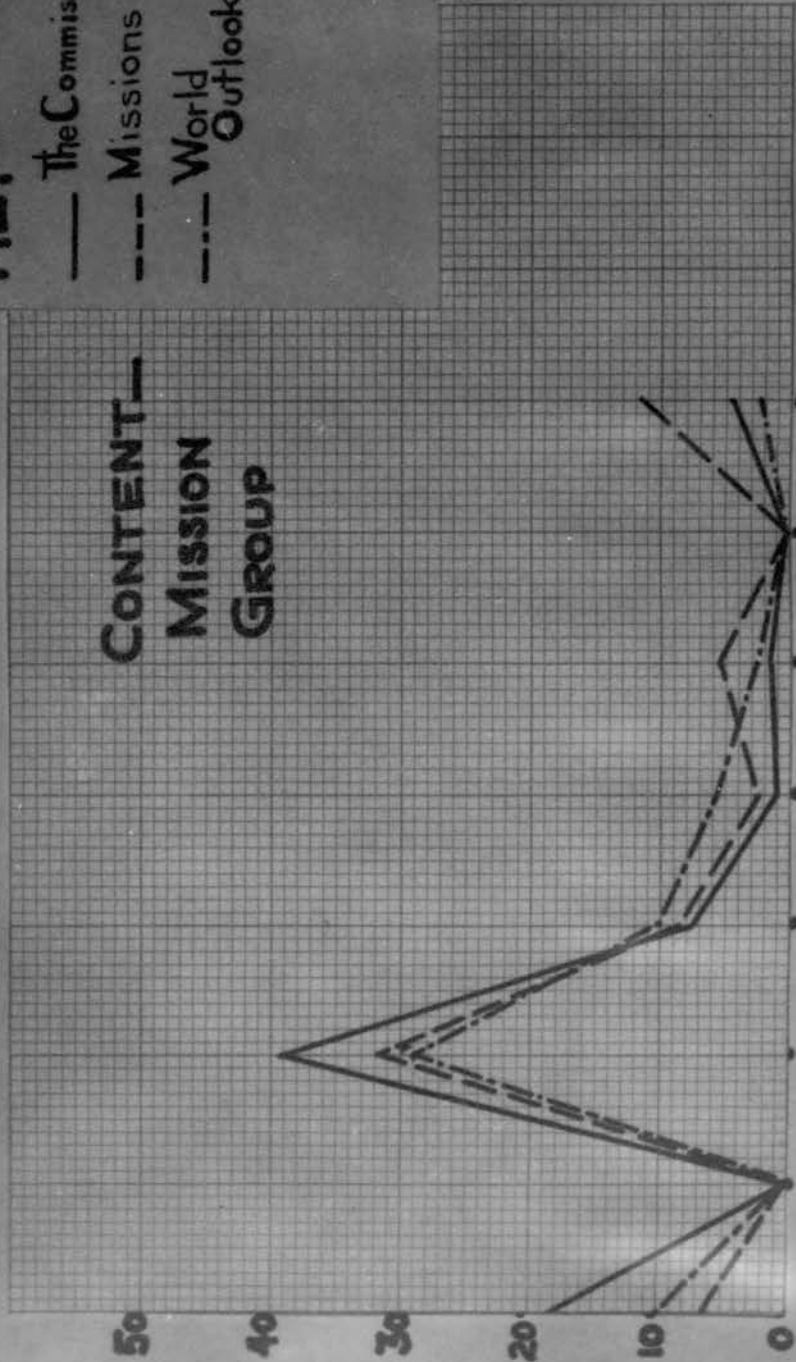
Total Pages 312 Total inches 020564

Comment:

KEY

- The Commission
- - - Missions
- · - · - World Outlook

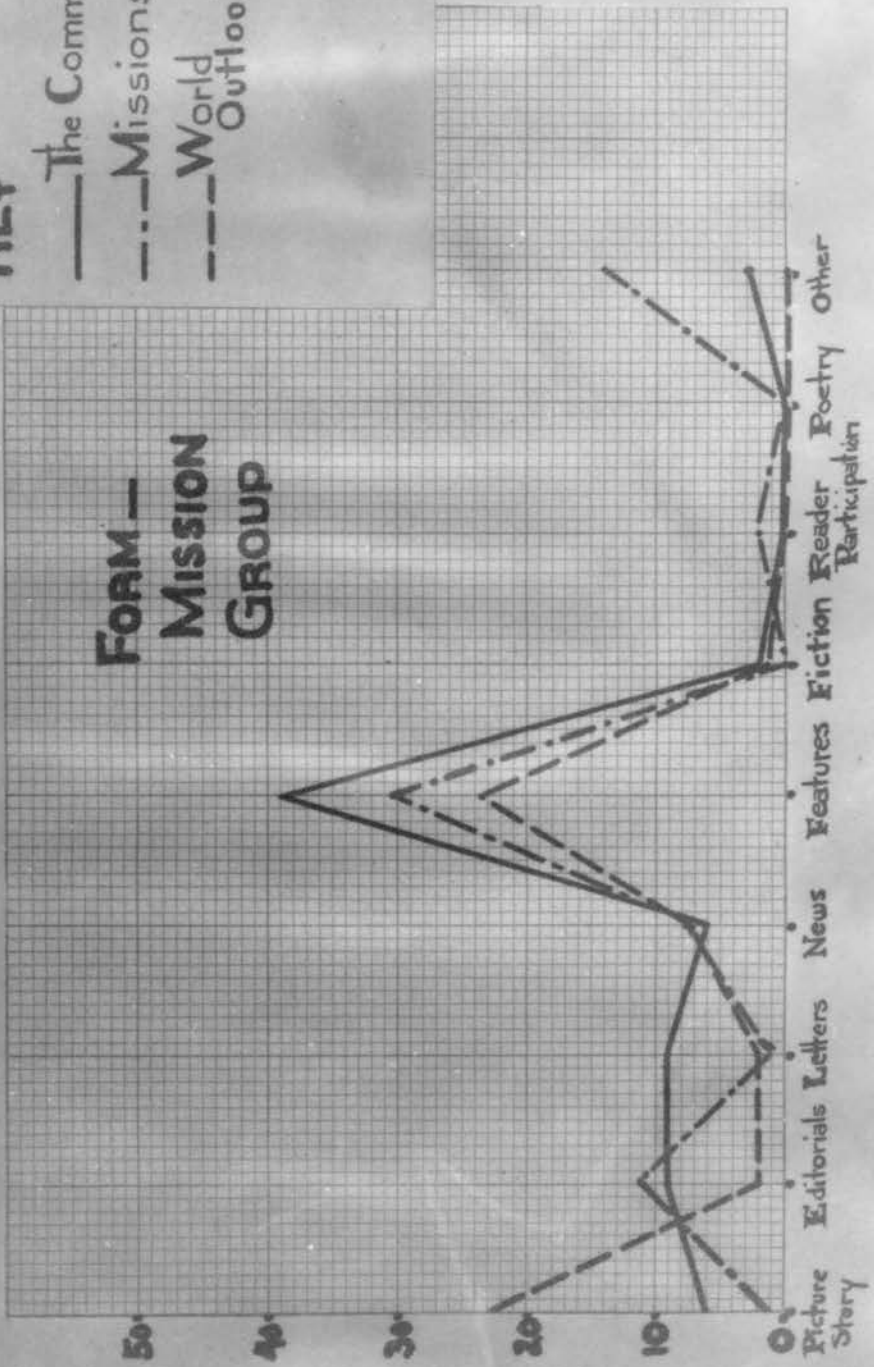
CONTENT— MISSION GROUP



Inspiration Theology Missions Socio-Rel. Ed. Personal Develop.
 Denominational Emphasis Economic Military Develop.
 Rel. Ed. Evangelism

KEY
 — The Commission
 - - - Missions
 - - - World Outlook

**FORM —
 MISSION
 GROUP**



Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers. Dev. and Psychology | General | TOTAL INCHES | PERCENTAGE |
|---|-------------|----------|------------------------------|-------------------|----------------|-------------------|------------------------------------|---------|--------------|------------|
| 2.15.1 Picture story | | | 1188 | | | | | | 1188 | 5.7 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | 22 | 12 | | | | | 34 | .2 |
| Opinion--- Letters | | | 147 | | | | | | 147 | 1.0 |
| News | | | 10 | | | | | 5 | 15 | .1 |
| Features | 252 | 14 | 433 | 51 | 11 | 72 | | 45 | 878 | 8.0 |
| Fiction | 9 | | | | | | | | 9 | .1 |
| Reader participation | | | | | | | | | | |
| Poetry | | | | | | | | | | |
| Other | | | | | | | | 324 | 324 | 2.9 |
| TOTAL INCHES | 261 | 14 | 512 | 63 | 11 | 72 | | 374 | 1407 | |
| PERCENTAGE | 2.5 | .1 | 4.8 | .6 | .1 | .7 | | 3.5 | | |
| 2.15 Photography and art | | | | | | | | | | |
| 2576 - 12.3% | | | Magazine The Commission | | | | Denomination Southern Baptist | | | |
| 2.42.3 Standing heads | | | | | | | | | | |
| Published by Foreign Mission Board, Southern Baptist Convention | | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| 1188 - 5.7% | | | Volume 14 Numbers 1-11 | | | | Year 1951 | | | |
| Total Photography and art | | | | | | | | | | |
| 3764 - 18.0% | | | Issued monthly except August | | | | Total pages 396 Total inches 20892 | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- economic | Politico- military | Pers. Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER- CENTAGE | |
|---|--------------|----------|--|----------------------|--------------------|-------------------------------|-----------------------------------|--------------|-----------------|-----------------|--|
| 2.15.1 Picture story | 36 | | | | 72 | 72 | | | 180 | 1.0 | |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | | |
| Opinion--- Editorials | 54 | | | | | 188 | | | 242 | 1.2 | |
| Opinion--- Letters | | | | | | | | | | | |
| News | | | 261 | 76 | | | | 88 | 425 | 2.2 | |
| Features | 70 | | 868 | 262 | | 121 | | 109 | 1430 | 7.7 | |
| Fiction | | | | | | | | | | | |
| Reader participation | | | | | | | | | | | |
| Poetry | | | | | | | | | | | |
| Other | 28 | | 357 | | | | | 259 | 644 | 3.4 | |
| TOTAL INCHES | 152 | | 1486 | 338 | | 309 | | 456 | 2741 | | |
| PERCENTAGE | .8 | | 8.0 | 1.7 | | 1.6 | | 2.4 | | | |
| 2.15 Photography and art | | | | | | | | | | | |
| | 2741 - 14.9% | | Magazine Missions | | | Denomination American Baptist | | | | | |
| 2.42.3 Standing heads | 81 - .1% | | Published by American Baptist Convention | | | | | | | | |
| 2.15.1 Picture story | 180 - .4% | | Volume 149 Numbers 1-3-5-7-9 | | | | | Year 1951 | | | |
| Total Photography and art | 2002 - 15.4% | | Issued monthly except July and Aug. Total pages 408 Total inches 18313 | | | | | | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

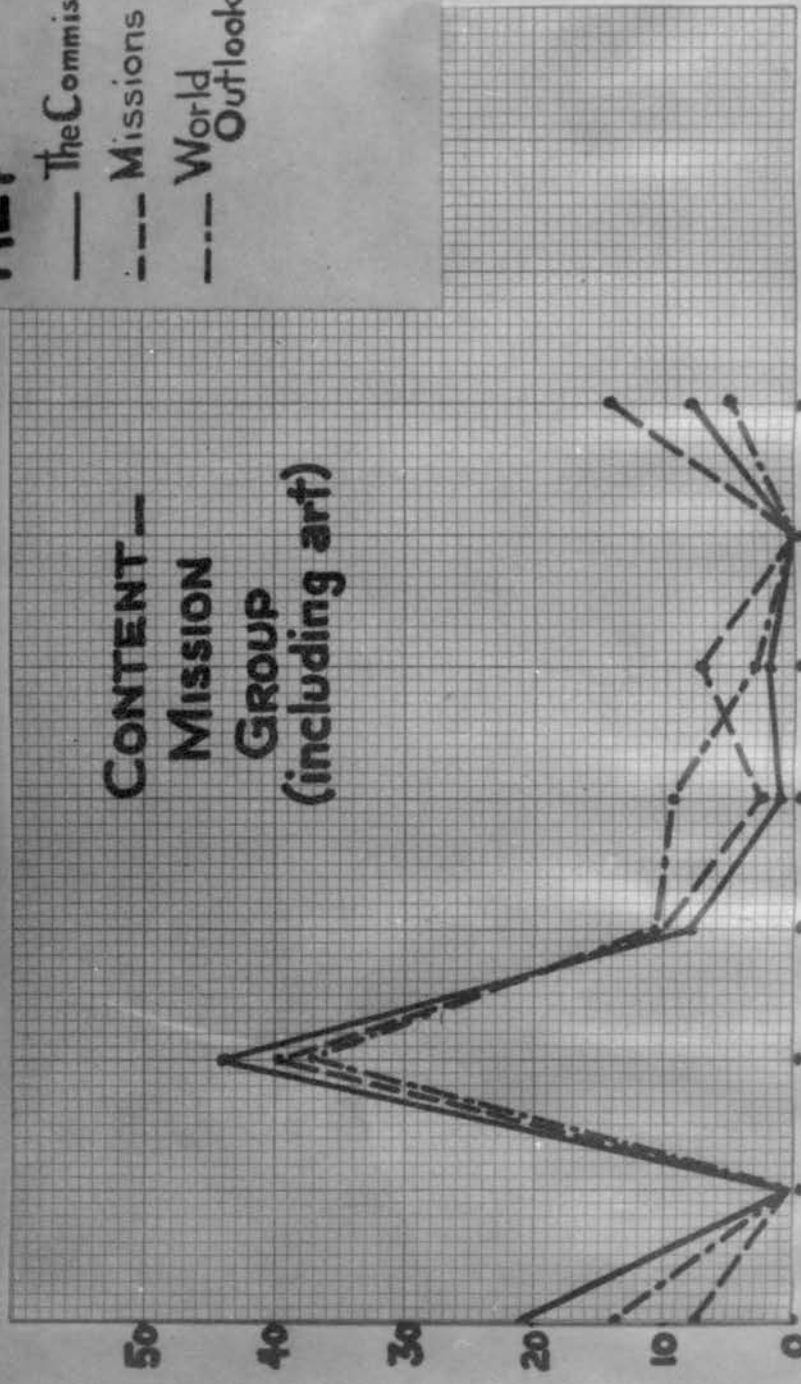
| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- eco- nomic | Politico- military | Pers. Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER- CENTAGE |
|---|-------------|----------|----------------------------------|----------------------|-------------------------|-----------------------|-----------------------------------|--------------|-----------------|-----------------|
| 2.15.1 Picture story | 115 | | 2503 | 1716 | 120 | 198 | | 4652 | 22.6 | |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | | | | | | | | |
| Opinion--- Letters | | | | | | | | | | |
| News | | | 410 | | | | | 410 | 2.0% | |
| Features | 750 | | 1346 | 149 | 835 | 153 | 78 | 3311 | 16.0% | |
| Fiction | 16 | | | | | | | 16 | .1 | |
| Reader participation | | | | | | | | | | |
| Poetry | 66 | | | | | | | 66 | .3 | |
| Other | | | | | | | 396 | 396 | 2.0 | |
| TOTAL INCHES | 832 | | 1756 | 149 | 835 | 153 | 474 | 4199 | | |
| PERCENTAGE | 4.0 | | 8.5 | .7 | 4.1 | .8 | 2.3 | | | |
| 2.15 Photography and art | | | | | | | | | | |
| 4199 - 20.4% Magazine World Outlook Denomination Methodist | | | | | | | | | | |
| 2.42.3 Standing heads | | | | | | | | | | |
| Published by Division of Education and Cultivation, Board of Mis- | | | | | | | | | | |
| sions and Church Extension, The Methodist Church | | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| 4652 - 22.6% Volume 11 Numbers 5-7-9-11; Vol. 12, Nos. 1-3 (new series) Year 1951 | | | | | | | | | | |
| 20564 | | | | | | | | | | |
| Total Photography and art | | | | | | | | | | |
| 8851 - 43.0% Issued monthly Total pages 312 Total inches | | | | | | | | | | |

Comment:

KEY

- The Commission
- - - Missions
- . - . World Outlook

CONTENT— MISSION GROUP (including art)



Inspiration Theology Missions Denominational Socio - Politico - Personal General
 Rel. Ed. Emphasis Economic Military Develop.
 Evangelism

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | | | | | | | | 213 | 213 | .5 |
| 2.25.1 Opinion-- Editorials | 255 | 20 | 30 | 20 | 325 | | 40 | 686 | 1376 | 3.4 |
| 2.25.2 Opinion-- Letters | | | | | 150 | 35 | | 20 | 205 | .5 |
| 2.35.1 News | | | 50 | | | | | | 50 | .1 |
| 2.35.2 Features | 4844 | 135 | 409 | | 4640 | 136 | 1243 | 687 | 12094 | 29.8 |
| 2.35.3 Fiction | 1614 | | | | 756 | | | 105 | 2475 | 6.1 |
| 2.35.4 Reader participation | | | | | | | 1102 | 614 | 1716 | 4.2 |
| 2.35.5 Poetry | 504 | | | | | | | | 504 | 1.3 |
| 2.35.6 Other | *9743 | | | | **1003 | | | | 10746 | 26.4 |
| TOTAL INCHES | 16960 | 155 | 489 | 20 | 6874 | 171 | 2385 | 2325 | 29380 | |
| PERCENTAGE | 41.7 | .4 | 1.2 | .1 | 16.9 | .4 | 5.9 | 5.7 | | |

1.0 Advertising

2127 - 5.2%

Magazine Home Life

Denomination Southern Baptist

2.15 Photography and art

7053 - 17.4%

Published by Sunday School Board, Southern Baptist Convention

2.42.3 Standing heads

2076 - 5.1%

Volume 5 Numbers 1-12

Year 1951

Issued monthly

Total Pages 480 Total inches 40635

Comment: *Devotional comments

**Book condensation

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psy-chology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|---------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | 1254 | | | | | | | 1770 | 3024 | 12.0 |
| 2.25.1 Opinion-- Editorials | 243 | | | | 175 | 207 | | 140 | 765 | 3.0 |
| 2.25.2 Opinion-- Letters | 120 | | | | | | | 132 | 252 | 1.0 |
| 2.35.1 News | | | | | | | | | | |
| 2.35.2 Features | 1460 | | | | 1328 | | 367 | 373 | 3528 | 13.9 |
| 2.35.3 Fiction | 1193 | | | | | 261 | 165 | 311 | 1930 | 7.6 |
| 2.35.4 Reader participation | | | | | | | 115 | 2131 | 2246 | 8.9 |
| 2.35.5 Poetry | 338 | | | | | | | | 338 | 1.3 |
| 2.35.6 Other | *1638 | *262 | | | *397 | | | | 2297 | 9.1 |
| TOTAL INCHES | 6246 | 262 | | | 1900 | 468 | 647 | 4857 | 14380 | |
| PERCENTAGE | 24.7 | 1.0 | | | 7.5 | 1.8 | 2.6 | 19.2 | | |

1.0 Advertising

1818 - 7.2%

Magazine This Day

Denomination Lutheran

2.15 Photography and art

8856 - 35.0%

Published by Concordia Publishing House

2.42.3 Standing heads

243 - 1.0%

Volume 2 Numbers 5-7-9-11-12; Vol. 3 No. 3

Year 1951

Issued monthly

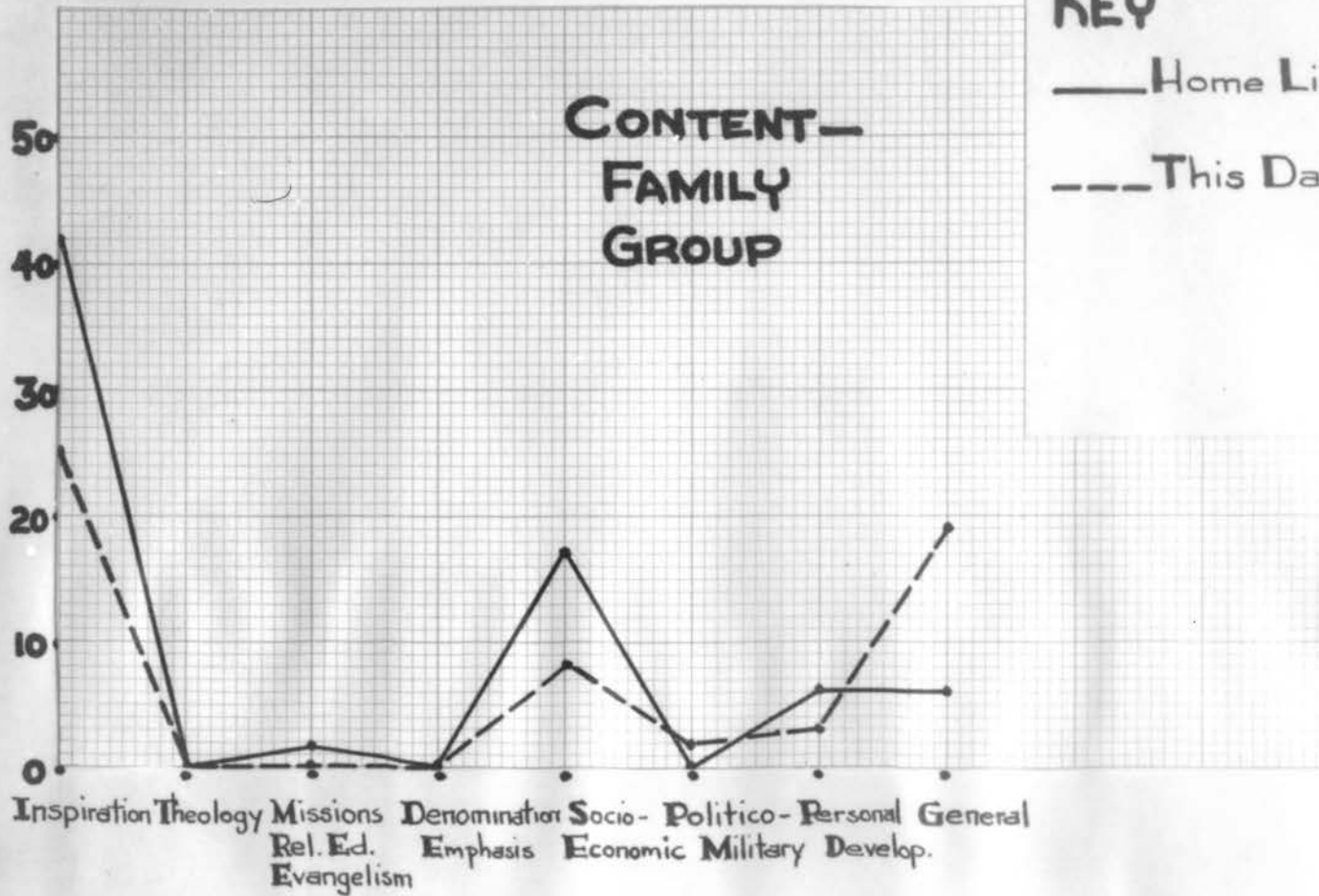
Total Pages 384 Total inches 25297

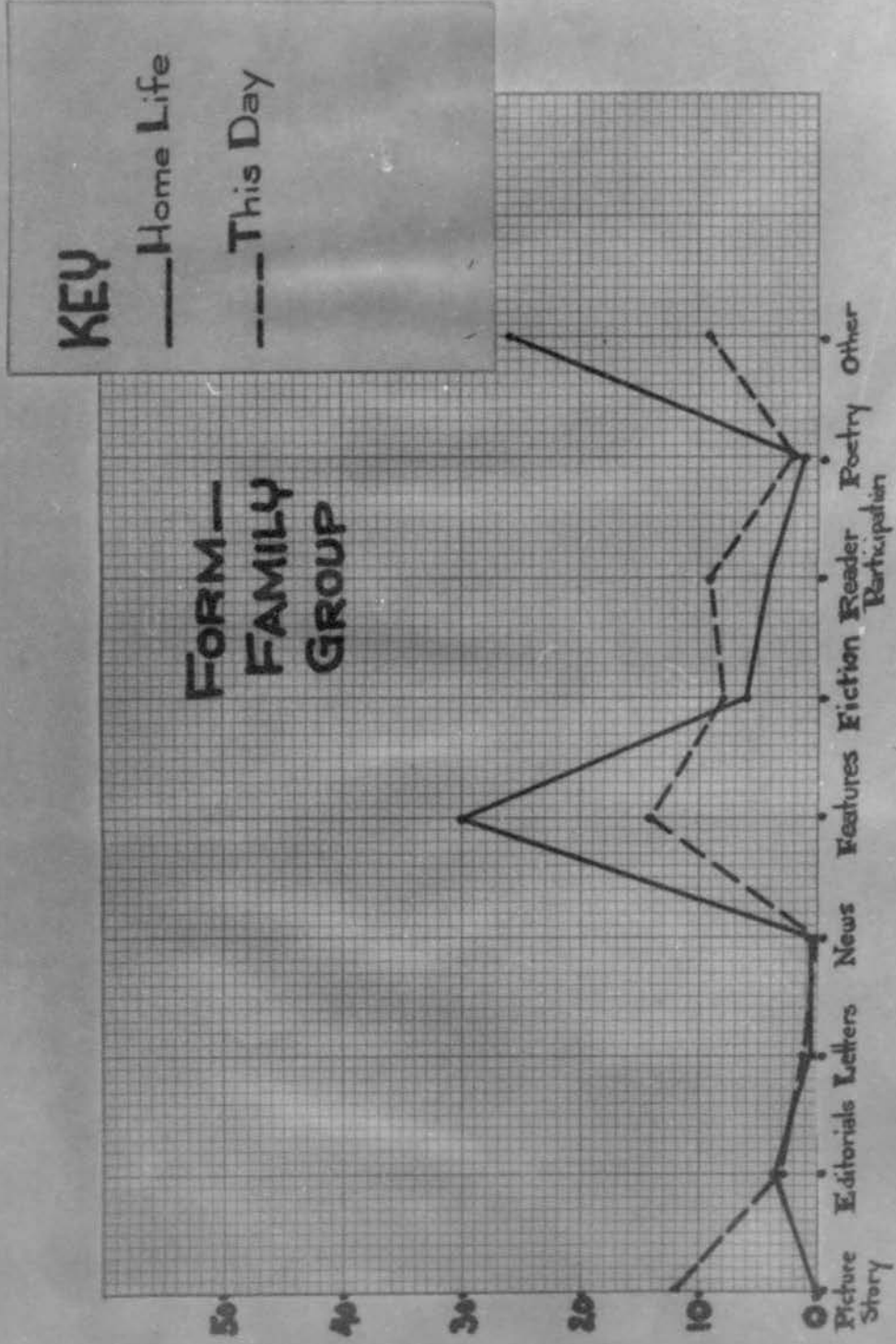
Comment: *Book condensations.

CONTENT— FAMILY GROUP

KEY

— Home Life
 --- This Day





Summary Sheet - Pictorial Matter - (all measurements in square inches)

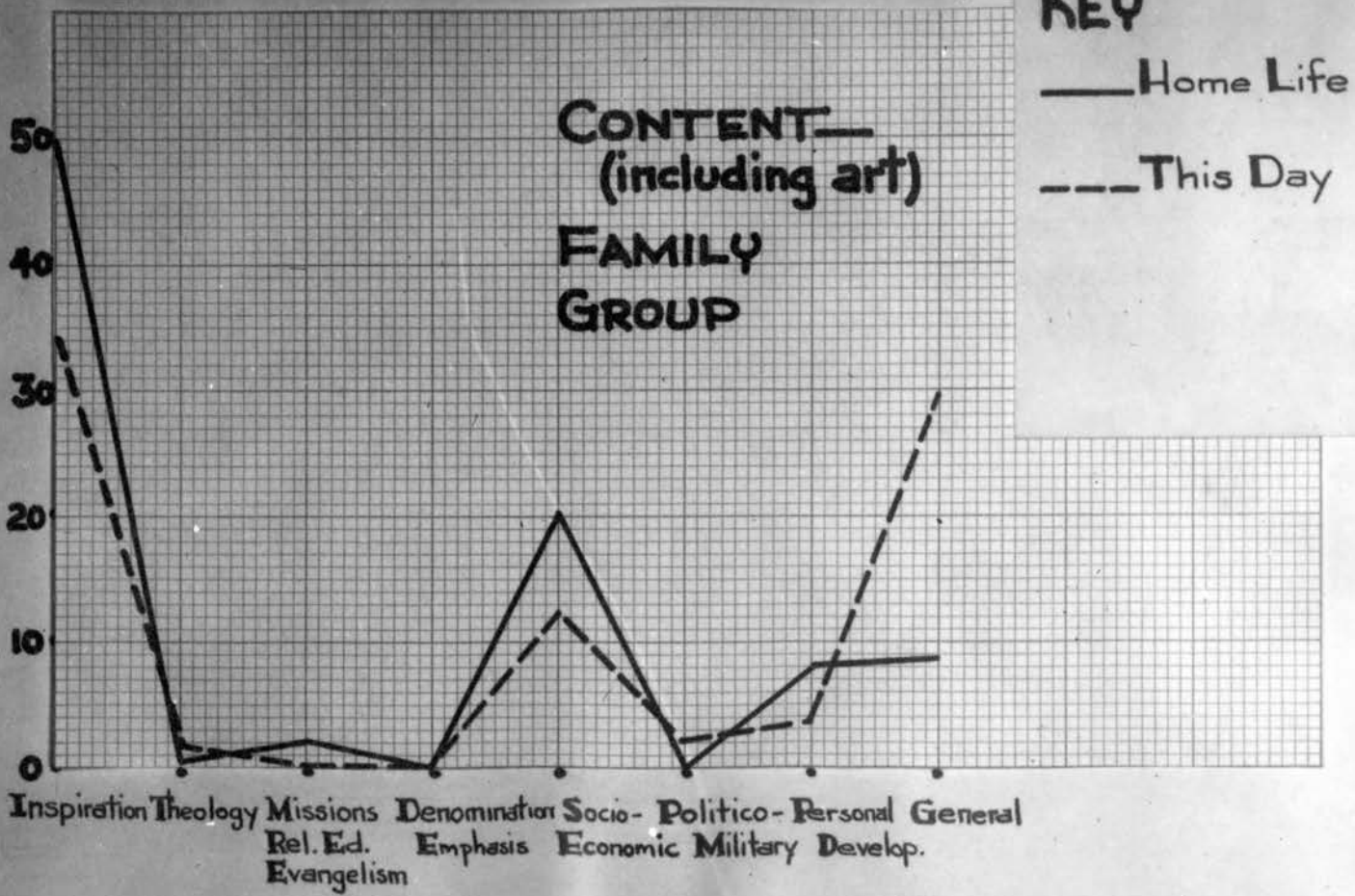
| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers. Dev. and Psychology | General | TOTAL INCHES | PERCENTAGE |
|--|-------------|----------|----------------------------|-------------------|----------------|-------------------|---------------------------|---------|--------------|------------|
| 2.15.1 Picture story | | | | | | | | 213 | 213 | .5 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | | | | | | 14 | 14 | .1 |
| Opinion--- Letters | | | | | | | | | | |
| News | | | 81 | | | | | | 81 | .7 |
| Features | 992 | 15 | 82 | | 534 | | 315 | | 1938 | 10.0 |
| Fiction | 509 | | | | 124 | | | 45 | 678 | 3.7 |
| Reader participation | | 11 | | | | | 8 | | 19 | .1 |
| Poetry | | | | | | | | | | |
| Other | | | | | | | | 525 | 525 | 2.9 |
| TOTAL INCHES | 1501 | 26 | 163 | | 658 | | 323 | 584 | 3487 | |
| PERCENTAGE | 7.9 | .1 | 1.1 | | 3.5 | | 1.8 | 3.0 | | |
| 2.15 Photography and art 3487 - 17.4% | | | | | | | | | | |
| Magazine Home Life Denomination Southern Baptist | | | | | | | | | | |
| 2.42.3 Standing heads 232 - .5% | | | | | | | | | | |
| Published by Sunday School Board, Southern Baptist Convention | | | | | | | | | | |
| 2.15.1 Picture story 213 - .5% | | | | | | | | | | |
| Volume 5 Numbers 1-12 Year 1951 | | | | | | | | | | |
| Total Photography and art 3932 - 18.4% | | | | | | | | | | |
| Issued monthly Total pages 480 Total inches 40635 | | | | | | | | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- economic | Politico- military | Pers. Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER- CENTAGE |
|--|-------------|----------|----------------------------------|----------------------|--------------------|-----------------------|-----------------------------------|--------------|-----------------|-----------------|
| 2.15.1 Picture story | 1254 | | | | | | | 1770 | 3024 | 12.0 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | 10 | | | | 18 | 14 | | 91 | 133 | .5 |
| Opinion--- Letters | 28 | | | | | | | 145 | 173 | .7 |
| News | | | | | | | | | | |
| Features | 1631 | | | | 1027 | | 218 | 225 | 3101 | 12.2 |
| Fiction | 513 | | | | 109 | 71 | | 150 | 843 | 3.3 |
| Reader participation | | | | | | | 17 | 1393 | 1410 | 5.6 |
| Poetry | 145 | | | | | | | | 145 | .6 |
| Other | 123 | 132 | | | 65 | | | 592 | 912 | 3.6 |
| TOTAL INCHES | 2450 | 132 | | | 1219 | 85 | 235 | 2596 | 6717 | |
| PERCENTAGE | 9.7 | .5 | | | 4.8 | .3 | .9 | 10.3 | | |
| 2.15 Photography and art 8856 - 35.0% | | | | | | | | | | |
| Magazine This Day Denomination Lutheran | | | | | | | | | | |
| 2.42.3 Standing heads 198 - .8% | | | | | | | | | | |
| Published by Concordia Publishing House | | | | | | | | | | |
| 2.15.1 Picture story 3024 - 12.0% | | | | | | | | | | |
| Volume 2 Numbers 5-7-9-11-12; Vol 3, No. 3 Year 1951 | | | | | | | | | | |
| Total Photography and art 12078 - 47.8% | | | | | | | | | | |
| Issued monthly Total pages 384 Total inches 25297 | | | | | | | | | | |

Comment: 1941 square inches in four color - 7.7%



Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | 203 | | 912 | | | | 120 | | 1235 | 9.4 |
| 2.25.1 Opinion-- Editorials | 333 | | 119 | | | 158 | | 146 | 756 | 5.7 |
| 2.25.2 Opinion-- Letters | | | | | | | | | | |
| 2.35.1 News | | | 143 | 171 | | | | | 314 | 2.4 |
| 2.35.2 Features | 2474 | 311 | 2163 | 525 | 586 | 364 | 195 | 52 | 6670 | 50.6 |
| 2.35.3 Fiction | | | | | | | | | | |
| 2.35.4 Reader participation | 84 | 103 | 38 | | 38 | | | | 263 | 2.0 |
| 2.35.5 Poetry | 88 | | | | | | | | 88 | .7 |
| 2.35.6 Other | 116 | | 60 | 130 | 19 | | 60 | 152 | 537 | 4.1 |
| TOTAL INCHES | 3298 | 414 | 3434 | 826 | 643 | 522 | 375 | 350 | 9863 | |
| PERCENTAGE | 25.0 | 3.1 | 26.0 | 6.3 | 4.9 | 4.0 | 2.9 | 2.7 | | |

1.0 Advertising

294 - 2.2%

Magazine The Baptist Student

Denomination Southern Baptist

2.15 Photography and art

2317 - 17.5%

Published by Sunday School Board, Southern Baptist Convention

2.42.3 Standing heads

714 - 5.4%

Volume 30 Numbers 4-6-8-; Vol. 31 Nos. 1-2-3

Year 1951

Issued monthly, October-June

Total Pages 288 Total inches

13188

Comment:

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- eco- nomic | Politico- military | Pers.Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER CENTAGE |
|--------------------------------|-------------|----------|----------------------------------|----------------------|-------------------------|-----------------------|----------------------------------|--------------|-----------------|----------------|
| 2.15.1 Picture story | | | | | | | | | | |
| 2.25.1 Opinion-- Editorials | 327 | | 24 | | 123 | 427 | | *2652 | 3553 | 52.4 |
| 2.25.2 Opinion-- Letters | | | | | | | | | | |
| 2.35.1 News | | | | | | | | | | |
| 2.35.2 Features | | 312 | 234 | | 925 | 536 | | 70 | 2077 | 30.7 |
| 2.35.3 Fiction | | | | | | | | | | |
| 2.35.4 Reader participation | | | | | | | | | | |
| 2.35.5 Poetry | 120 | | | | | | | | 120 | 1.8 |
| 2.35.6 Other | | | | | | | | 115 | 115 | 1.7 |
| TOTAL INCHES | 447 | 312 | 258 | | 1048 | 963 | | 2837 | 5865 | |
| PERCENTAGE | 6.6 | 4.6 | 3.8 | | 15.5 | 14.2 | | 41.9 | | |

1.0 Advertising

none

Magazine The Cresset

Denomination Lutheran

2.15 Photography and art

576 - 8.5%

Published by The Walther League and Valparaiso University Press

2.42.3 Standing heads

336 - 4.9%

Volume 14 Numbers 7-9-10; Vol. 15, No. 1

Year 1951

Issued monthly except August

Total Pages 238 Total inches 6777

Comment: * Reviews of music and books

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | 675 | | | | 50 | | | 45 | 770 | 2.7 |
| 2.25.1 Opinion-- Editorials | 850 | 125 | 68 | | 253 | 665 | | 1457 | 3418 | 12.0 |
| 2.25.2 Opinion-- Letters | | | 320 | | | | | | 320 | 1.2 |
| 2.35.1 News | | | | | | | | | | |
| 2.35.2 Features | 2725 | 665 | 706 | 355 | 3567 | 1850 | 558 | 3871 | 14297 | 50.0 |
| 2.35.3 Fiction | 965 | | | | | | | 208 | 1173 | 4.1 |
| 2.35.4 Reader participation | | 283 | | | | | | | 283 | 1.0 |
| 2.35.5 Poetry | 325 | | | | 600 | | | | 925 | 3.2 |
| 2.35.6 Other | 793 | 177 | 85 | | 733 | | | 767 | 2555 | 9.0 |
| TOTAL INCHES | 6333 | 1250 | 1179 | 355 | 5203 | 2515 | 558 | 6348 | 23741 | |
| PERCENTAGE | 22.3 | 4.4 | 4.1 | 1.2 | 18.2 | 8.8 | 2.0 | 22.2 | | |

1.0 Advertising

| | | | |
|--------------------------|--------------|---|------------------------------------|
| 2.15 Photography and art | none | Magazine Motive | Denomination Methodist |
| 2.42.3 Standing heads | 3898 - 13.6% | Published by The Division of Educational Institutions, Board of Education of The Methodist Church | |
| | 918 - 3.2% | Volume 12 Numbers 1-8 | Year 1951-52 |
| | | Issued monthly, October thru May | Total Pages 384 Total inches 28557 |

Comment:

Summary Sheet - Content of TEXT Matter - (all measurements are in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers.Dev. and Psychology | General | TOTAL INCHES | PER CENTAGE |
|-----------------------------|-------------|----------|----------------------------|-------------------|----------------|-------------------|--------------------------|---------|--------------|-------------|
| 2.15.1 Picture story | | | | 854 | | | | 33 | 887 | 5.3 |
| 2.25.1 Opinion-- Editorials | 511 | | | 15 | 30 | | | 595 | 1151 | 6.9 |
| 2.25.2 Opinion-- Letters | | | | | | 32 | | 115 | 147 | .9 |
| 2.35.1 News | | | 227 | 1054 | | | | | 1281 | 7.7 |
| 2.35.2 Features | 688 | 44 | 504 | 379 | 1115 | 573 | | 843 | 4146 | 25.0 |
| 2.35.3 Fiction | 732 | | | | | | | 86 | 818 | 5.0 |
| 2.35.4 Reader participation | | | | | | | 343 | 226 | 569 | 3.4 |
| 2.35.5 Poetry | 12 | | | | | | | | 12 | .1 |
| 2.35.6 Other | | | | 470 | 10 | | | | 480 | 2.9 |
| TOTAL INCHES | 1943 | 44 | 731 | 2772 | 1155 | 605 | 343 | 1898 | 9491 | |
| PERCENTAGE | 11.7 | .3 | 4.4 | 16.7 | 7.0 | 3.6 | 2.1 | 11.4 | | |

1.0 Advertising

3026 - 18.2%

2.15 Photography and art

2872 - 17.3%

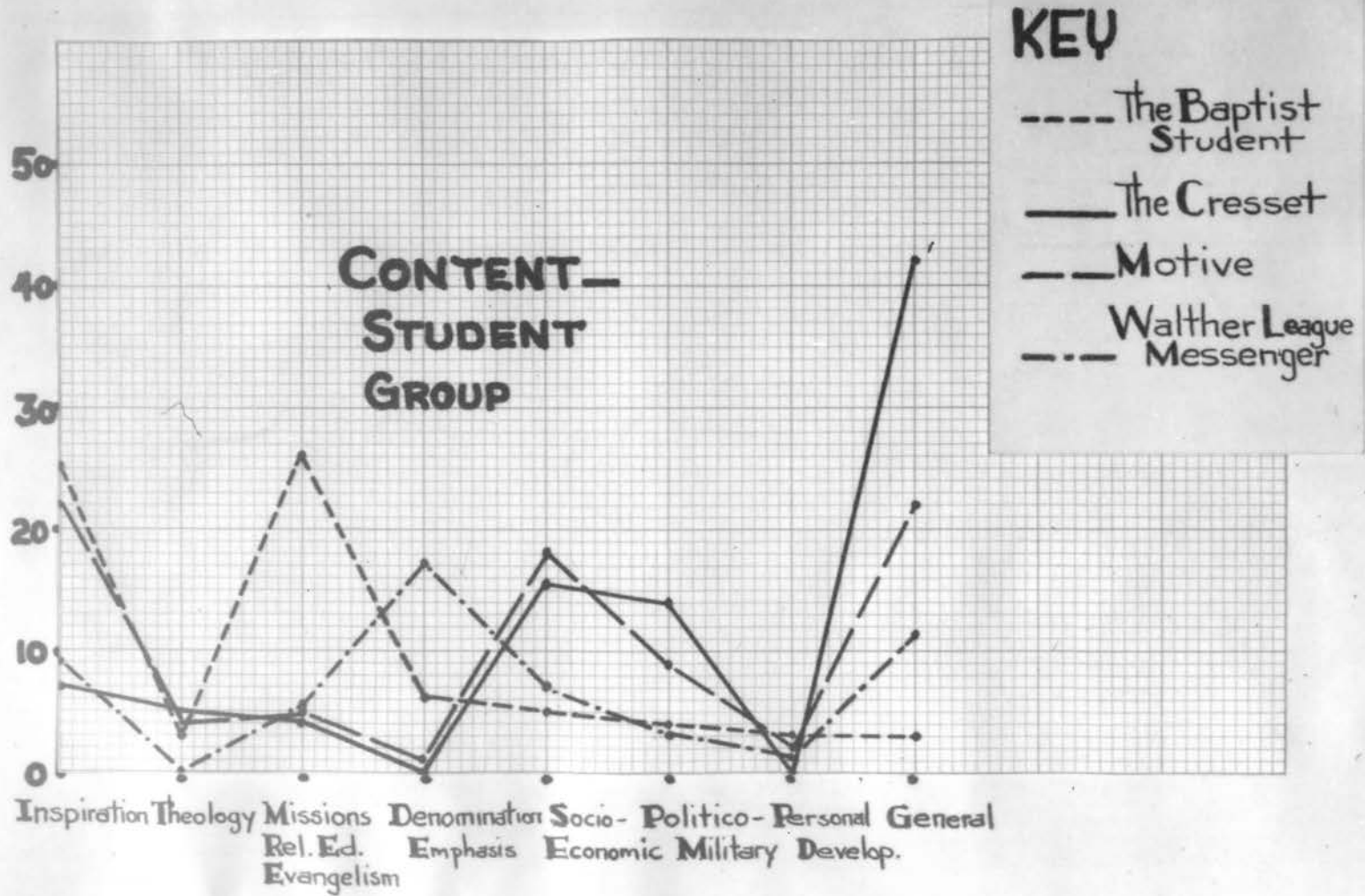
2.42.3 Standing heads

1219 - 7.3%

Magazine Walther League Messenger Denomination Lutheran
for Youth
Published by The Walther League

Volume 59 Numbers 5-7-9-11; Vol. 60 Nos. 1-3 Year 1951
16608
Issued monthly except August Total Pages 336 Total inches

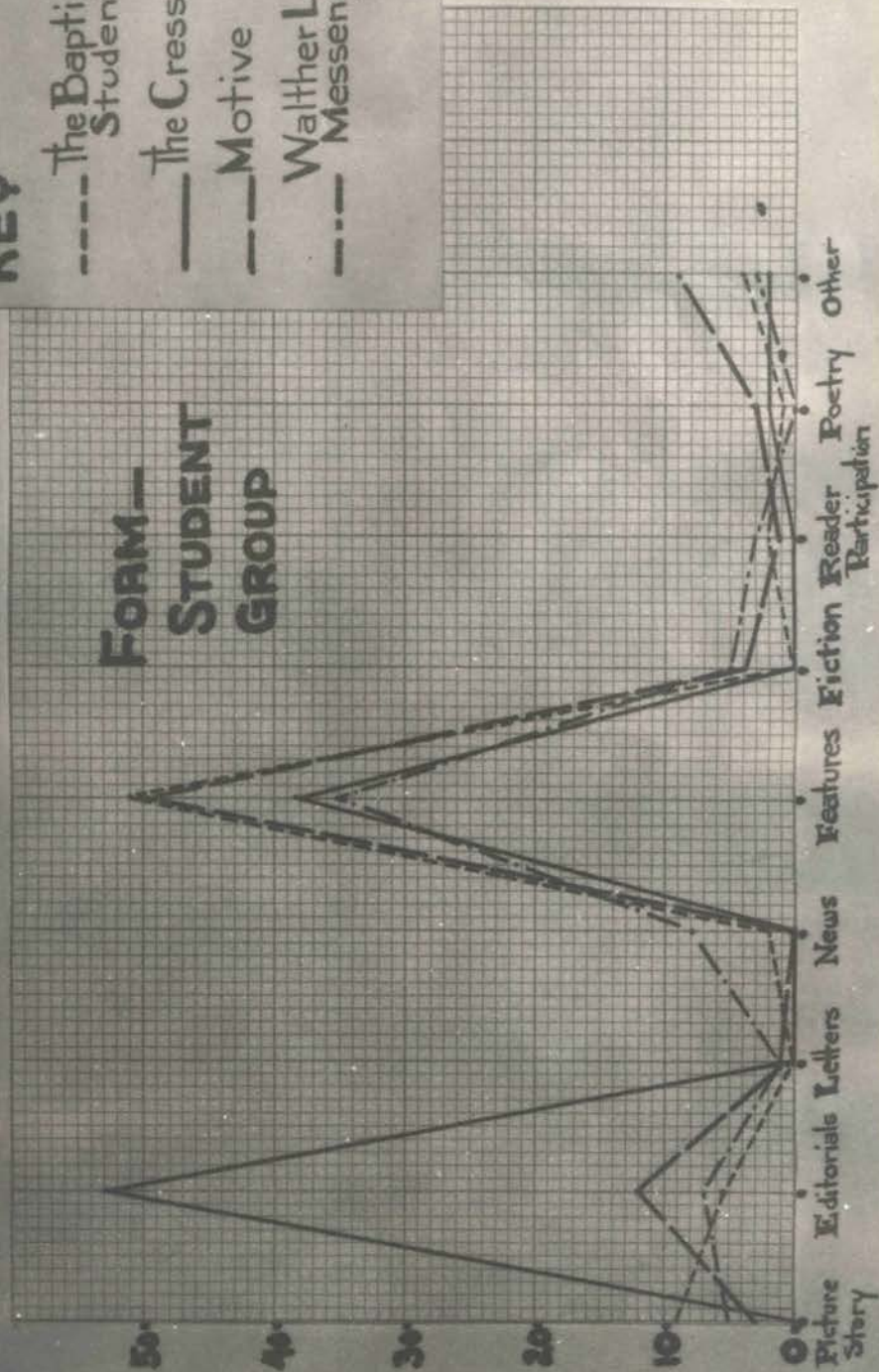
Comment: "for Youth" added to "Walther League Messenger" beginning with Vol. 60.



KEY

- The Baptist Student
- The Cresset
- - - Motive
- Walther League Messenger

FORM— STUDENT GROUP



Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- economic | Politico- military | Pers. Dev. and Psy- chology | Gen- eral | TOTAL INCHES | PER- CENTAGE |
|---|--------------|----------|---|----------------------|--------------------|-----------------------|------------------------------------|--------------|-----------------|-----------------|
| 2.15.1 Picture story | 203 | | 912 | | | | 120 | | 1235 | 9.4 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | 5 | | 43 | | | | | 44 | 92 | .9 |
| Opinion--- Letters | | | | | | | | | | |
| News | | | 83 | 128 | | | | | 211 | 1.9 |
| Features | 446 | | 430 | 231 | 74 | 49 | 16 | 21 | 1267 | 11.6 |
| Fiction | | | | | | | | | | |
| Reader participation | | | | | | | | | | |
| Poetry | 8 | | | | | | | | 8 | .1 |
| Other | 32 | | | 34 | | | | 262 | 328 | 3.0 |
| TOTAL INCHES | 491 | | 556 | 393 | 74 | 49 | 16 | 327 | 2035 | |
| PERCENTAGE | 4.6 | | 5.1 | 3.7 | .7 | .4 | .1 | 2.9 | | |
| 2.15 Photography and art | | | | | | | | | | |
| | 2035 - 17.5% | | Magazine The Baptist Student | | | | Denomination Southern Baptist | | | |
| 2.42.3 Standing heads | 129 - 1.1% | | Published by Sunday School Board, Southern Baptist Convention | | | | | | | |
| 2.15.1 Picture story | 1235 - 9.4% | | Volume 30 Numbers 4-6-8; Vol. 31, Nos. 1-2-3 | | | | Year 1951 | | | |
| Total Photography and art | 3399 - 28.0% | | Issued monthly, October-June | | | | Total pages 288 Total inches 13188 | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio- eco- nomic | Politico- military | Pers. Dev. and Psy- chology | General | TOTAL INCHES | PER- CENTAGE |
|---|-------------|----------|----------------------------------|----------------------|-------------------------|-----------------------|-----------------------------------|---------|-----------------|-----------------|
| 2.15.1 Picture story | | | | | | | | | | |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | | | | | | | | |
| Opinion--- Letters | | | | | | | | | | |
| News | | | | | | | | | | |
| Features | | | | | | | | | | |
| Fiction | | | | | | | | | | |
| Reader participation | | | | | | | | | | |
| Poetry | | | | | | | | | | |
| Other | | | | | | | | *576 | 576 | 8.5% |
| TOTAL INCHES | | | | | | | | 576 | | |
| PERCENTAGE | | | | | | | | 8.5% | | |
| 2.15 Photography and art | | | | | | | | | | |
| 576 - 8.5% | | | | | | | | | | |
| Magazine The Cresset Denomination Lutheran | | | | | | | | | | |
| 2.42.3 Standing heads | | | | | | | | | | |
| Published by The Walther League and Valparaiso University Press | | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| Volume 14 Numbers 7-9-10; Vol. 15, No. 1 Year 1951 | | | | | | | | | | |
| Total Photography and art 576 - 8.5% | | | | | | | | | | |
| Issued monthly except August Total pages 288 Total inches 6777 | | | | | | | | | | |

Comment: *On four middle pages of heavier stock paper.

Summary Sheet - Pictorial Matter - (all measurements in square inches)

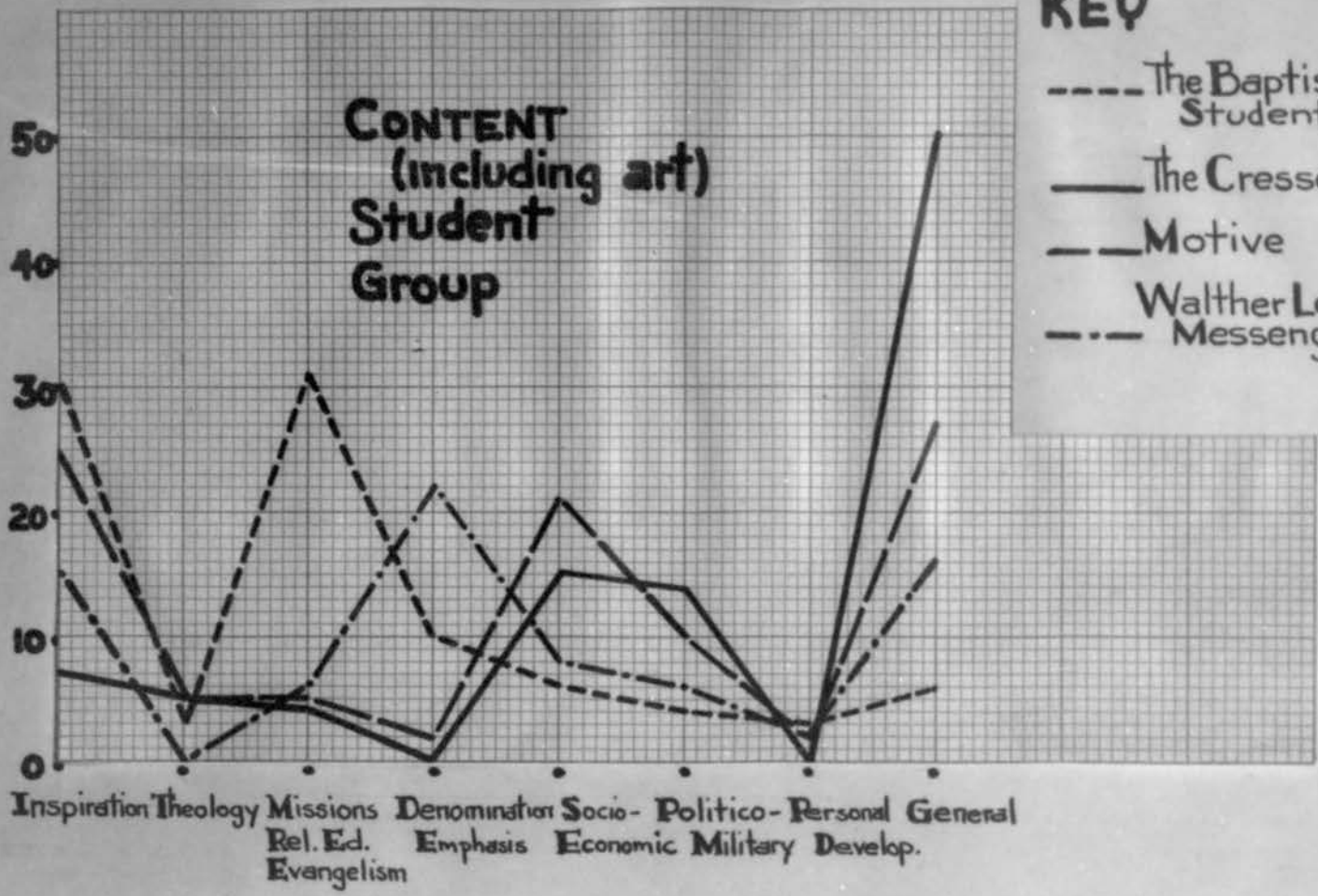
| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers. Dev. and Psychology | General | TOTAL INCHES | PERCENTAGE |
|---|-------------|----------|----------------------------|-------------------|----------------|-------------------|---------------------------|---------|--------------|------------|
| 2.15.1 Picture story | 675 | | | | 50 | | | 45 | 770 | 2.7 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | | | | | | | | 47 | 47 | .4 |
| Opinion--- Letters | | | | | | | | | | |
| News | | | | | | | | | | |
| Features | 47 | 50 | 97 | 95 | 509 | 210 | 28 | 458 | 1494 | 8.3 |
| Fiction | 192 | | | | | | | | 192 | 1.2 |
| Reader participation | | 42 | | | | | | | 42 | .3 |
| Poetry | | | | | | | | | | |
| Other | 199 | | | | 30 | | | 375 | 604 | 3.4 |
| TOTAL INCHES | 438 | 92 | 97 | 95 | 539 | 210 | 28 | 880 | 2379 | |
| PERCENTAGE | 2.5 | .6 | .6 | .6 | 3.0 | 1.2 | .2 | 4.9 | | |
| 2.15 Photography and art | | | | | | | | | | |
| 2379 - 13.6% | | | | | | | | | | |
| Magazine Motive Denomination Methodist | | | | | | | | | | |
| 2.4.2.3 Standing heads | | | | | | | | | | |
| Published by Division of Educational Institutions, Board of Education of the Methodist Church | | | | | | | | | | |
| 2.15.1 Picture story | | | | | | | | | | |
| 770 - 2.7% | | | | | | | | | | |
| Volume 12 Numbers 1-8 Year 1951-52 | | | | | | | | | | |
| 28557 | | | | | | | | | | |
| Total Photography and art | | | | | | | | | | |
| 3149 - 16.3% | | | | | | | | | | |
| Issued monthly, October thru May Total pages 384 Total inches | | | | | | | | | | |

Comment:

Summary Sheet - Pictorial Matter - (all measurements in square inches)

| | Inspiration | Theology | Missions Rel. Ed. Evangel. | Denomin. Emphasis | Socio-economic | Politico-military | Pers. Dev. and Psychology | General | TOTAL INCHES | PERCENTAGE |
|---|-------------|----------|---|-------------------|----------------|-------------------|---------------------------|---------|--------------|------------|
| 2.15.1 Picture story | | | | 854 | | | | 33 | 887 | 5.3 |
| 2.15 - Illustrating sub-divisions below | | | | | | | | | | |
| Opinion--- Editorials | 8 | | | | | | | 65 | 73 | .4 |
| Opinion--- Letters | | | | | | 39 | | 8 | 47 | .3 |
| News | | | 35 | 339 | | | | | 374 | 2.3 |
| Features | 276 | | 150 | 387 | 123 | 283 | | 387 | 1606 | 9.7 |
| Fiction | 141 | | | | | | | 10 | 151 | .9 |
| Reader participation | | | 8 | | | | 18 | | 26 | .2 |
| Poetry | 60 | | | | | | | | 60 | .4 |
| Other | | | | 187 | | | | 328 | 515 | 3.1 |
| TOTAL INCHES | 485 | | 193 | 913 | 123 | 322 | 18 | 798 | 2872 | |
| PERCENTAGE | 2.9 | | 1.2 | 5.5 | .8 | 2.0 | .1 | 4.8 | | |
| 2.15 Photography and art | | | | | | | | | | |
| 2.42.3 Standing heads | 20 | .1% | Magazine The Walther League Messenger-Denomination Lutheran ger for Youth Published by The Walther League | | | | | | | |
| 2.15.1 Picture story | 887 | 5.3% | Volume 59 Numbers 5-7-9-11; Vol. 60 Nos. 1-3 Year 1951 | | | | | | | |
| Total Photography and art | 3779 | 22.7% | Issued monthly except August Total pages 336 Total inches 16608 | | | | | | | |

Comment: "for Youth" added to "Walther League Messenger" beginning with Vol. 60



KEY

- The Baptist Student
- _____ The Cresset
- Motive
- .-.-.- Walther League Messenger

VITA

James Renfrow Yarborough
candidate for the degree of
Master of Science

Thesis: A CONTENT ANALYSIS OF TWELVE PROTESTANT DENOMINATIONAL
MAGAZINES—TO DEVELOP EDITORIAL FORMULAE AND TO COMPARE
FORMULAE WITH THE MAGAZINES' STATED PURPOSES AND WITH
FORMULAE OF THE RELATED MAGAZINES

Major: Journalism

Biographical and Other Items:

Born: January 16, 1929 in Shawnee, Oklahoma
Undergraduate Study: Oklahoma Baptist University, 1947-51
Graduate Study: O.A.M.C., 1951-52
Experiences: Student assistant, Oklahoma Baptist University
Library, 1947-51; employed in Baptist Book Store,
Ridgecrest, North Carolina, summers 1948-51.

Date of Final Examination: July 17, 1952.

THESIS TITLE: A CONTENT ANALYSIS OF TWELVE PROTESTANT DENOMI-
NATIONAL MAGAZINES--TO DEVELOP EDITORIAL FORMULAE
AND TO COMPARE FORMULAE WITH THE MAGAZINES' STATED
PURPOSES AND WITH FORMULAE OF THE RELATED MAGA-
ZINES

AUTHOR: JAMES RENFROW YARBOROUGH

THESIS ADVISER: CLEMENT E. TROUT

The content and form have been checked and approved by the author and thesis adviser. Changes or corrections in the thesis are not made by the Graduate School office or by any committee. The copies are sent to the bindery just as they are approved by the author and faculty adviser.

TYPISTS: E. GRACE PEEBLES

FERN HALL

GENERAL COMMENTS

A section for written comments was included on the last page of the survey form. This section was considered optional so not all of the trainees participated. Some very interesting comments were received. A few selected comments are as follows:

"I grew up on a farm and thought I knew how to farm until I enrolled in the VATP. I have learned more about farming in the two years I have been enrolled on the program than I learned in twelve years of experience as a boy and teenager on the farm."

"I didn't realize there was so much to farming until I went to VATP class."

"The program has increased my average monthly income from the farm by \$200.00."

"I should have adopted more approved practices sooner."

"It has kept the individual from spending investment capital for current expenses."

"The program helped me get established in farming. I had very little when I started."

"I started on a small scale with one cow. I now own two farms and twelve head of cattle."

"I have reached the objectives set during the training program."

"This program has been more practical than college training."

"I suggest that trainees be checked closer as to their sincere interest in farming."

"I learned a lot from the live-at-home program."

"I suggest a follow-up program and additional text books."

"Suggest tighter restrictions on the trainees."

"The instructors should not have outside interests."

"If I had done what my instructor wanted me to do at first, I'd be better off today."

"Don't think I could have had a finer instructor."

"I have had three instructors and all have shown a sincere interest in me and my farm."

"After two years, the instructor has started going back over the same things--suggest the classes be divided up as to the number of years training completed."

Chapter IV

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The major conclusion drawn from the opinions of one hundred P. L. #16 trainees that have participated in the agricultural on-farm-training program is that there is a definite need for a similar program of adult vocational agricultural education in the future. An average of 90% of all the trainees interviewed stated they believed there was a need for a similar program. The trainees that have already completed their full course of training and have been declared rehabilitated by the Veterans Administration were stronger in their endorsement for the need of a proposed future program than the trainees currently in training status. The group of trainees that have already completed training and have established themselves as successful farmers in their communities can be considered among the best trained group of farmers in our country today.

The trainees have gone farther than merely declaring a need for a similar future adult education program. Over 70% of the trainees stated that they would be willing to pay as much as five dollars per month to help support the proposed program, with 18% agreeing to pay as much as ten dollars per month.

An average of 85% of all the trainees interviewed declared they would prefer the instructor to make farm visits and continue individual instruction on the farm. They suggested an average of about three hours per month of individual on-farm instruction. An average of slightly over five hours per month of class instruction was suggested.

A total of 97% of all the trainees was satisfied with their selection of training under P. L. #16. It is evident that trainees realize

the value of their training as indicated by the fact that 83% stated that, over a long period of time, they believed the training received would be of greater value than the money they had drawn while on the training program.

During the time that this group of veterans has been in training, they have been assigned to an average of 2.38 different instructors; 21% of the trainees have been under the supervision of only one instructor and 61% stated that they did not believe they would have received a better over-all training program if they had been under fewer instructors.

An average of 78% of all the trainees surveyed believe their present farm will be large enough to make a satisfactory living for their families at the conclusion of their training. It was found that 89% are either farming full time or expect to be farming full time by the end of their training period. The favorable reaction to the above questions can be traced in part to the fact that 84% of the trainees had definitely decided that farming would be their occupation before they were given the advisement and guidance procedure by the Veterans Administration. The average age of this group of trainees is 35.28 with an average formal educational level of 8.87 years.

The trainees have indicated the services rendered by the VA Training Officers are valuable since 88% stated that the training officer has been very helpful in giving assistance in planning the farm program and 11% stated that service was slightly helpful. Also, 86% stated the training officer was very helpful in assistance with vocational rehabilitation problems concerning their disability.

The trainees were requested to rate in numerical order the type of instruction that has proven most beneficial to them. They rated class room instruction first; field trips second; and individual instruction third. The results of the ratings were close indicating the importance

of all of the named types of instruction in the program. It was evident that trainees who have already completed training appreciated the value of field trips and individual instruction more than the group currently in training. The trainees were apparently satisfied with the allotment of training time since 83% stated the amount of time devoted to class room was about right. In reporting, with regard to all types of instruction, it was significant that a considerably greater number of trainees checked the amount of time devoted to training had been insufficient. It was noticeable that 30% of the trainees specified that they felt that the amount of training time devoted to field trips was less than that which could have been profitably utilized.

The trainees expressed satisfaction with the division of training time allocated different enterprises. Over 73% stated the time allotted to each enterprise was about right. Again, more trainees checked insufficient time rather than too much time. The outstanding fact brought to light on this section of the survey was that 43% of the trainees indicated insufficient training time was given to farm shop.

The trainees were requested to rate their instructors on ten different items concerning the instructor's effectiveness as a teacher. The instructors were rated excellent on 39.2% of the items; good on 49.3%; fair on 10.3%; and poor on .9%. The trainees rated the instructor lowest on practical knowledge of farming and highest on conduction of class discussions, technical knowledge of agriculture, and over-all effectiveness as a teacher. It can be concluded from a study of Table XXIV that the trainees have been well satisfied with their instructors.

The study of the school facilities were divided into three sections: namely, classroom, school farm shop, and visual and teaching aids.

The trainees are well satisfied with the classroom and facilities with the exception of heating and the provision of a separate office or conference room. A total of 27% of the trainees stated the heating facilities were inadequate, and 28% were not provided with a separate conference room.

The largest weakness discovered in the area dealing with school facilities was the school farm shop. Only 8% of the trainees were found to be taking training in a school system where a separate school farm shop was provided; 52% shared a farm shop with some other department and 40% had no farm shop facility. There seems to be a correlation in that 43% of the trainees stated insufficient training time was devoted to farm shop.

Adequate visual and teaching aids in the form of sound and slide projectors with screens, illustrated charts, and blackboard facilities were available. The only weakness detected concerning teaching aids was that 45% of the trainees stated that a satisfactory reference library of agricultural books was not available.

The conclusion may be drawn that the trainees were following a sound and progressive policy in increasing the size of their farms. At each successive step in the training program studied, the number of trainees owning all classes of land increased and the number of renters decreased. In general, the number of acres of pasture and meadow land increased. The amount of cropland rented increased during the training program.

Eight common approved practices were selected for study.

The number and extent of trainees that have completed training that are using purebred sires on cattle increased as compared to the group presently in training. The present group of trainees carried on a

better purebred breeding program with swine than the group that has completed training. The trainees are applying their knowledge gained in that the group that has completed training averaged raising 7.7 pigs per litter from sows farrowed and almost a 92% calf crop. These results showed considerable improvement over the group still in training. The trainees are adopting a good legume crop program. Commendable participation is being achieved in the use of lime, phosphate and commercial fertilizer.

In conclusion, it seems evident that the trainees studied in this report are well on their way to achieving the purpose of rehabilitation which as stated in Chapter I was to restore employabilities lost by virtue of a handicap due to disabilities incurred or aggravated in war-time service of their country.

RECOMMENDATIONS

Since the need for a similar program of adult vocational agricultural education has been so strongly indicated, it is recommended that continued study and planning be given serious consideration. The trainees studied in this report have indicated they will assist in the financial support of a future farm training program.

It is further recommended that the high quality of the instruction being given on this program be maintained with a sincere effort toward improvement. Additional thought and planning in formulating the long-time teaching plans would be one suggestion.

The need for better farm shop facilities is urgent. A great service can be rendered to the individual through proper training in a satisfactorily equipped school farm shop.

An intensive study of the problems, the needs, and the trends of each community is indispensable in achieving success in an adult education program.

The preceding recommendations have been made with a view toward a future expanded adult education program with these trainees in mind. The following recommendations are submitted for the continuation of the present program and the possible adoption of similar training programs:

1. The allotted number of hours of training time according to the different types of instruction should remain about the same as the present program.

2. The division of the allotted time according to various enterprises should remain near the same as the present program. Additional emphasis should be placed on farm shop, pastures, and farm management.

3. Field trips should be confined more to the major and minor enterprises participated in by the individuals. The trainees receive more individual instruction while on field trips if the size of the group is limited. A recent Veterans Administration regulation limits the maximum size of any one group on field trips to five individuals.

4. The classes should be divided according to major enterprise interests whenever possible.

5. A requirement for additional farm experience for instructors should be instituted.

6. A definite, workable, long-time teaching plan should be composed for the proposed period of training and fully utilized.

7. Closer supervision of the trainees should be made with the goal of successful rehabilitation foremost in mind.

8. In the school facilities, additional emphasis should be placed on providing adequate heating facilities, an office or conference room and a suitable school farm shop.

APPENDIX

QUESTIONNAIRE
Veterans Agricultural Training Program

Part I. The Instructor and the Instruction:

1. What is your age? _____ (years).
2. What is the highest grade you completed in school? _____ (grade).
3. How many months have you been in training in the Veterans Agricultural Training Program? _____ (months).
4. Have you completed your course of training and been declared rehabilitated by the Veterans Administration yet? _____ yes; _____ no.
5. To how many VATP Instructors have you been assigned? _____ (Number).
6. How long have you been assigned to your present instructor, or if you have completed training to your last instructor? _____ (months).
7. (Answer only if you have had more than one instructor). Do you believe that you would have received a better over-all training program if you had been under fewer instructors? _____ yes; _____ no.
8. Do you believe your present farm will be large enough to provide a satisfactory living for you and your family by the end of your training? If you have completed training, is your farm sufficiently large enough now? _____ yes; _____ no.
9. Do you expect to farm full time after the completion of your training? _____ yes; _____ no.
10. Do you think there is a need for a similar program on a voluntary basis without subsistence payments in your community after you have completed your period of training? _____ yes; _____ no.
11. If so, how many hours per month of classroom instruction would you suggest? _____ (hours)
12. Would you want the instructor to make farm visits and give you individual instruction on your farm? _____ yes; _____ no.
13. If so, how many hours per month of individual on farm instruction would you suggest? _____ (hours)
14. Would you be willing to pay as much as \$10.00 per month for this type program? _____ yes; _____ no.
If not, would you pay as much as \$5.00 per month? _____ yes;
_____ no.
15. How helpful was your advisement and guidance conference, tests, and examination given by the Veterans Administration before you entered training?
_____ Very helpful.
_____ Slightly helpful.
_____ Not helpful at all.

| | <u>Too much</u> | <u>About right</u> | <u>Not enough</u> |
|--------------------------|-----------------|--------------------|-------------------|
| Dairy | | | |
| Beef Cattle | | | |
| Swine | | | |
| Foultry | | | |
| Other animal enterprises | | | |
| Crops | | | |
| Pastures | | | |
| Farm Management | | | |
| Farm Shop | | | |
| Farm records | | | |

25. Please rate your present instructor (last instructor if you have completed training) on each of the following factors as either excellent, good, fair, poor, or no opinion

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| a. What kind of job does your instructor do in giving individual instruction on the farm? | | | | | |
| b. What kind of job does he do in conducting a class demonstration? | | | | | |
| c. What kind of job does he do in planning and conducting a field trip? | | | | | |
| d. What kind of job does he do in assisting you plan your farm program? | | | | | |
| e. What kind of job does he do in leading a class discussion? | | | | | |
| f. In your opinion how does your instructor rate in handling discipline in the class? | | | | | |

| | <u>Excellent</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No opinion</u> |
|---|------------------|-------------|-------------|-------------|-------------------|
| g. Rate him as to his knowledge of agricultural enterprises found in the community. | | | | | |
| h. Rate him as to his practical knowledge of farming. | | | | | |
| i. Rate him as to his teaching ability. | | | | | |
| j. Rate him as to overall effectiveness as a teacher. | | | | | |

Part II. School Facilities

A. Classroom:

1. Do you have one permanent classroom? yes; no.
2. Does any other class or group use your room? yes; no.
3. Is your classroom large enough? yes; no.
4. Do you have desk space for writing? yes; no.
5. Is the lighting satisfactory? yes; no.
6. Does the room have sufficient and satisfactory heating facilities? yes; no.
7. Is there a conference room or office available where you can discuss problems in private with your instructor? yes; no.

B. School Farm Shop:

1. Does your school have a separate VAP farm shop? yes; no.
2. Do you share a farm shop with some other department? yes; no.
3. Is your farm shop large enough? yes; no.
4. Is it properly equipped? yes; no.
5. Is it available for use other than at class time? yes; no.
6. Will you be allowed to use the farm shop at the school after the completion of your training? yes; no.

C. Visual and Teaching Aids:

1. Does your school have a movie sound projector and screen available? yes; no.

2. Does your school have a slide projector? _____yes; _____no.
3. Does your school have illustrated charts for teaching aids? _____yes;
no _____.
4. Does your school have a satisfactory reference library of agricultural books? _____yes; _____no.
5. Does your classroom have a blackboard? _____yes; _____no.

Part III. Farm Facility:

| 1. Size of Farm | CROPLAND | | PASTURE & MEADOW | | OTHER | |
|----------------------------------|----------|-------|------------------|-------|--------|-------|
| | Rented | Owned | Rented | Owned | Rented | Owned |
| a. At start of training (acres) | | | | | | |
| b. Present (if in training) | | | | | | |
| c. At completion of training | | | | | | |
| d. At present (if rehabilitated) | | | | | | |

Number of approved practices completed:

1. How many cows did you breed last year to a purebred bull? _____(number);
how many to a grade bull? _____(number).
2. How many sows did you breed last year to a purebred boar? _____(number);
how many to a grade boar? _____(number).
3. What percent calf crop did you raise out of cows that you had the full
year during last year? _____(percent).
4. How many pigs per litter did you average last year? _____(number);
number sows farrowed _____; number of pigs _____.
5. How many acres of legumes did you plant last year? _____(acres).
6. On how many acres did you spread lime last year? _____(acres).
7. On how many acres did you spread phosphate last year? _____(acres).
8. On how many acres of crop land did you use commercial fertilizer last
year? _____(acres). On how many acres of crop land did you not use
commercial fertilizer last year? _____(acres).

COMMENTS:

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THESE TITLE: A STUDY OF AN OPINION SURVEY OF THE VETERANS
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#16 TRAINEES IN NORTHEASTERN OKLAHOMA

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