

A COMPARATIVE CONTENT ANALYSIS OF SELECTED AMERICAN
AND SWEDISH AGRICULTURAL PUBLICATIONS

By

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PREFACE

The author wishes to acknowledge his gratitude to Professor Clement E. Trout, head, department of technical journalism at Oklahoma Agricultural and Mechanical College, for greatly facilitating the accomplishment of this study to Claron Burnett, assistant professor of journalism for advice and suggestion, and to Robert D. Morrison, assistant professor of mathematics, for helpful suggestions regarding the statistical survey.

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CHAPTER I

PURPOSE OF THE STUDY

Any person with an interest or training in journalism will notice differences in the appearance of agricultural publications from the United States and Sweden. In general, the American farm publications more often use color, are printed on higher quality paper, carry more advertising, are better printed and usually contain more pages.

The above mentioned differences in the exterior appearance of agricultural publications from the United States of America and Sweden may readily be observed. Are there any significant differences in the editorial content? A reader may notice differences, but cannot make definite statements. For that purpose a thorough investigation is needed.

It was after the author had noticed the aforementioned facts that he became interested in making a comparative content analysis of agricultural publications from the two countries.

The purpose of this study is first to make a tabulation and an analysis of the form of presentation and type of material in agricultural publications of the United States and Sweden.

Second, to find out if there are any points of comparison or differentiation between the publications from each country in their presentation of agricultural material.

Third, to attempt to indicate and make an evaluation of significant similarities or differences, both in the presentation of material in American and Swedish agricultural publications and also in their general journalistic practices such as typography, layout and picture editing.

As far as the author has been able to determine, studies of this type have not been made. He therefore assumed it to be of interest to make a pioneer study in comparing the editorial content of publications of two different countries.

Since no institution in Sweden offers courses in agricultural journalism and Swedish research in that field is not known, it was also assumed that a study might bring out some information which would prove valuable to Swedish agricultural editors and other persons concerned with publicity for agriculture.

Finally, it was also deemed likely that Americans working in this field of journalism would be interested and find value in seeing what is being done in the same field in a foreign country.

CHAPTER II

SELECTION OF PUBLICATIONS FOR THE STUDY

For help with selection and sampling of the Swedish publications, the author is greatly indebted to his father, Mr. Helge Janér, editor of Lantmannen, one of the magazines included in this study.

The procedure of the selection and sampling was as follows. In the main office of Lantbruksförbundets Tidskriftsaktiebolag (a publishing company owned by the National Federation of Swedish Farmers Cooperative Associations and to which Lantmannen belongs) there are files containing about 50, or nearly every agricultural publication issued in Sweden.

From this total, Mr. Helge Janér, editor of Sweden's only general farm magazine, of national circulation, selected the Swedish publications for this study. On the basis of his knowledge of Swedish agricultural publications, he picked 25 judged by him to be typical examples on the basis of magazine appearance and subjects covered. Since the 25 selected are in fact about 50 per cent of all Swedish farm publications, they are considered a representative sample for purposes of this study. Three consecutive issues of the 25 magazines were selected, all from the year of 1951.

Upon their arrival in the United States, five publications were culled out because the three issues were not consecutive. For that reason the study finally includes 20 Swedish publications.

As can be seen from the list at the end of this chapter, the publications selected cover most of the prominent provinces of agriculture and some of its subsidiary occupations. In addition to general agriculture, agricultural administration and cooperation, there are publications in horticulture, forestry, seed growing, engineering and economics. Magazines for different breeds of domestic animals and agricultural trades-union organs are also included in the Swedish set of publications.

With minor exceptions¹ the set of American publications cover similar fields of agriculture.

The American publications were selected after the sampling and selection of the Swedish publications had been performed. The principle followed was to match as closely as possible the Swedish publications as to field covered and

¹America does not have publications to match the following Swedish publications: Lanthemmet (The Farm Home); Maskinteknik i Jord och Skog (Machine Technique in Field and Forest); Svenska Lantarbetsgivareföreningarnas Tidskrift (Journal of Swedish Farm Employers Associations) and Jordbrukarnas Föreningsblad (Journal of the National Federation of Swedish Farmers Cooperative Associations). For details see page 6.

frequency of publication. When the frequency of publication did not exactly coincide for publications covering the same field, the time of the year was used as the basis of selection.

Whenever in doubt as to which publication would be the closest to the Swedish counterpart, the author consulted the 1951 Ulrich's Periodicals Directory, N. W. Ayer & Son's Directory of Newspapers and Periodicals 1951, or that department at Oklahoma A. & M. College which would know best what publication should be selected in the particular field.

To establish if Swedish agricultural organizations have counterparts in the United States, the author checked the 1949 edition of National Associations of the United States.

All information about the Swedish publications has been taken from TS-boken 1952, an annual directory of Swedish publications.

The reason for selecting three consecutive issues instead of three random issues from 1951 is to prevent the occurrence of too many unusual issues of a certain publication. For example, by selecting issues at random a situation might arise where one would obtain a spring issue with unusually heavy advertising content, a fall issue devoted mostly to a large national convention and finally an issue giving accounts of all the national sales, shows and fairs.

By selecting three consecutive issues the author has tried to avoid an "off balance" representation by any publication.

During the selection of the American magazines it soon became evident that it was impossible to find, in some cases, publications that matched those from Sweden. The Swedish set contained four publications to which there are no counterparts in the United States.

That was clearly established after consulting the aforementioned directories and after inquiries at the Division of Home Economics at Oklahoma A. & M. College and through conversations with Mr. Erwin W. Schroeder, professor and head of the department of agricultural engineering.

The publications referred to are Lanthemmet, a magazine directed to the farmers' wives, Maskinteknik i Jord och Skog, a magazine devoted to agricultural engineering, Svenska Lantarbetsgivareföreningarnas Tidskrift, organ for the Swedish Farm Employers and Jordbrukarnas Föreningsblad, organ for the National Federation of Swedish Farmers Cooperative Associations.

In contrast, America has farm publications of a more general appeal and of a type not common in Sweden. Three were chosen for this study.

They are The Farm Quarterly, general farm magazine of the "gentleman farmer" type; Farm Journal, general national farm magazine, and the Farmer-Stockman, general farm magazine of the regional or state type.

Contrary to what is general in America, most Swedish agricultural publications are association organs. Thirty-six out of 50 Swedish farm magazines checked by the author were found to be association publications. That means that in most cases the only magazine in a certain field of agriculture in Sweden is an association organ. This is not the case in the United States where independent publications are predominant.

In most fields covered by this study the American association organs matching Swedish counterparts are believed to be typical of what is available in that particular field. However, in the case of beekeeping and poultry raising, the author has added two independent publications to give a better representation of what the United States has in those fields.

The added independent publications are the American Bee Journal and the Poultry Tribune.

It is assumed that the Swedish publications are a representative sample of what is available in the field of Swedish agricultural journalism. The American magazines have been selected to match the Swedish as closely as possible and it is assumed that they are representative of American agricultural publications.

Eight association magazines from both countries matching as to subject matter and in frequency of publication and belonging to organizations, the aims of which are to a large extent identical, are treated in a statistical survey.

This was done in order to find out if there were any statistically significant differences between this type of publications from the two countries.

The American and Swedish publications used in the present study are presented below with some pertinent information about each publication.

The Swedish publications are listed in alphabetical order. The American publications are then listed as to field covered by the Swedish counterpart.

Of the information under each Swedish publication in the following list, everything except format and number of pages have been obtained from TS-boken 1952. Figures given under format are the author's findings and the number of pages represent the lowest and highest number found in the three issues of each publication.

What is said above also is valid for the American publications with the addition of the use of color. Since none of the directories consulted offered any information on that subject, the author surveyed the American publications for the use of color.

SWEDISH PUBLICATIONS:

All translations into English of names of Swedish publications and organizations are idiomatic to give the English speaking reader a close comprehension of the meaning of the names. The translations follow within parenthesis after the Swedish names. Subscription prices in dollars have been computed at the rate of exchange during 1951 of crowns 5:18 for one dollar.

BITIDNINGEN. (The Bee Journal). Borås. Subscription price crowns 10, \$1.93. Published monthly by Sveriges Biodlares Riksförbund, (The National Federation of Swedish Beekeepers Associations). Format 6 $\frac{1}{4}$ " x 9 $\frac{1}{4}$ ". Number of pages 24-28. Two color cover. Circulation 33,500, of which 32,700 for members.* Founded 1902.

HUSHÅLLNINGSSÄLLSKAPENS TIDSKRIFT. (Journal of the Provincial Agricultural Societies). Stockholm. Subscription price crowns 6, \$1.16. Published eight issues a year by Hushållningssällskapens Förbund, (The National Federation of Provincial Agricultural Societies). Format 7 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ ". Number of pages 24-28. Cover in brown ink. Circulation 3,200 for members.* Founded 1933.

JORDBRUKARNAS FÖRENINGSBLAD. (Journal of the National Federation of Swedish Farmers Cooperative Associations). Stockholm. Subscription price for members crowns 4:25, \$.82, for non-member crowns 8:50, \$1.64. Published weekly by Sveriges Lantbruksförbund. (The National Federation of Swedish Farmers Cooperative Associations). Format 13 $\frac{1}{4}$ " x 20". Tabloid on newsprint. Number of pages 16. Occasionally advertisements in color. Circulation 371,700 for members.* Founded 1930.

*TS-boken 1952, Avdelning IV, fackpress och övriga tidskrifter. (AB Tidningsstatistik, Stockholm: 1952).

The paper aims at giving both national and local coverage of agricultural news. For that reason the country is divided in districts each designated by a capital letter, A, B, C, etc., to G. Issue A which goes to eastern middle Sweden contains an extra couple of pages of news from that district. Issue B likewise has the national news plus a couple of pages of news from district B, and so on. The issue used in this study is the A.

KANINUPPFÖDAREN. (The Rabbit Breeder). Stockholm. Subscription price crowns 7, \$1.35. Published ten issues a year by Sveriges Kaninavelsföreningars Riksförbund, (The National Federation of Swedish Rabbit Breeding Associations). Format 7" x 10". Number of pages 12. The whole magazine printed in a different hue of ink for each issue, for example green, lavender, brown. Circulation 1,300 for members.* Founded 1922.

LADUGÅRDEN. (The Cow Barn). Stockholm. Subscription price crowns 10, \$1.93. Published monthly by private company. Format 7 $\frac{1}{4}$ " x 9 $\frac{1}{4}$ ". Number of pages 32. No color. Circulation 16,200 of which 12,700 are collectively subscribed to by the associations for artificial insemination, for their members.* Founded 1950.

LANTHEMMET. (The Farm Home). Stockholm. Subscription price crowns 15, \$2.90. Published semi-monthly by Sveriges Lantbruksförbund, (The National Federation of Swedish Farmers Cooperative Associations). Format 8 $\frac{1}{4}$ " x 11 $\frac{3}{4}$ ". Number of pages 28-36. Cover in two colors. Circulation 15,300.* Founded 1951.

LANTMANNEN. (The Farmer). Stockholm. Subscription price crowns 18, \$3.47. Published weekly by Sveriges Lantbruksförbund, (The National Federation of Swedish Farmers Cooperative Associations). Format 8 $\frac{3}{4}$ " x 11 $\frac{1}{4}$ ". Number of pages 16-32. Two color cover. Circulation 13,700.* Founded 1890.

MASKINTEKNIK I JORD OCH SKOG. (Machine Technique in Field and Forest). Stockholm. Subscription price crowns 18, \$3.47. Published ten issues a year by private company. Format 7 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ ". Number of pages 52. Two color cover. Circulation not given.* (Estimated by Mr. H. Janer to 3,000). Founded 1950.

*TS-boken 1952.

NORDISK LANTBRUKSEKONOMISK TIDSKRIFT. (Nordic Journal of Agricultural Economics). Stockholm. Subscription price crowns 8, \$1.54. Published by Nordens Bondeorganisationers Centralråd, (The Central Council of Nordic Farmers Organizations). Format 6½" x 9¼". Number of pages 48-52. Two color cover. Circulation 1,200.* Founded 1950.

RLF- TIDNINGEN. (RLF abbreviation for Riksförbundet Landsbygdens Folk, The National Federation of Rural People). Subscription price crowns 5, \$.97. Published weekly, 50 issues a year by Riksförbundet Landsbygdens Folk, (The National Federation of Rural People). Format 11¼" x 15½". Tabloid on newsprint. Number of pages 16. Front page in two colors. Circulation 186,000 to members.* Founded 1929.

SKOGEN. (The Forest). Stockholm. Two editions, one monthly, one semi-monthly (23 issues). Subscription price for semi-monthly edition crowns 9:50, \$1.83, for monthly edition crowns 5:50, \$1.06. Format 8¼" x 11 3/4". Published by Svenska Skogsvårdsföreningen, (The Swedish Federation for Forestry and Forest Culture). Number of pages 20. Two color cover. Circulation 10,700.* Founded 1913. The monthly edition has been used in this study.

SRB. (SRB abbreviation for Svensk Röd och Vit Boskap), (Journal of the Breeding Association of Swedish Red and White Dairy Cattle). Stockholm. Subscription price not given.* (Included in membership fee). Published quarterly by Avelsföreningen för Svensk Rod och Vit Boskap, (The Breeding Association of Swedish Red and White Dairy Cattle). Format 6¼" x 9¼". Number of pages 52-160. No color. Cover printed on yellow paper. Circulation not given.* (Estimated by Mr. H. Janer to 7,000). Founded 1928.

SVENSKA FÄRARELSFÖRENINGENS TIDSKRIFT. (Journal of the Swedish Sheep Breeding Association). Stockholm. Subscription price crowns 6:30, \$1.22. Published bi-monthly by Svenska Färelsföreningen, (The Swedish Sheep Breeding Association). Format 6" x 9". Number of pages 32-40. No color. Circulation 1,100 to members.* Founded 1921.

SVENSKA LANTARBETSGIVAREFÖRENINGARNAS TIDSKRIFT. (Journal of the Swedish Farm Employers Association). Stockholm. Subscription price crowns 24, \$4.63. Published monthly by Svenska Lantarbetsgivareföreningen, (The National Federation of Swedish Farm Employers Associations). Format 8¼" x 11 3/4". Number of pages 24-32. Two color cover. Circulation 9,300 to members.* Founded 1910.

* TS-boken 1952

SVENSKA MEJERITIDNINGEN. (The Swedish Creamery Journal). Malmö. Subscription price crowns 15, \$2.90. Published weekly by AB Separator, (Separator Company which manufactures DeLaval milking machines etc.). Format 7½" x 10 ¾". Number of pages 16. Two color cover. Circulation 1,800.* Founded 1908.

SVENSKA SVINAVELSFÖRENINGENS TIDSKRIFT. (Journal of the Swedish Hog Breeding Association). Stockholm. Subscription price crowns 5, \$.97. Published monthly by Svenska Svinavelsföreningen, (The Swedish Hog Breeding Association). Format 6" x 9". Number of pages 16. No color. Circulation 3,500 to members.* Founded 1911.

SVENSK FRÖTIDNING. (Swedish Seed Journal). Subscription price crowns 5, \$.97. Published monthly by Sveriges Fröodlareförbund, (The National Federation of Swedish Seed Growers). Format 7¼" x 9 ¾". Number of pages 12. No color. Cover printed on yellow paper. Circulation 5,100 to members.* Founded 1932.

SVERIGES FJÄDERFÄVELSFÖRENINGENS TIDSKRIFT. (Journal of the Swedish Poultry Breeding Association). Stockholm. Subscription price crowns 6, \$1.16. Published ten issues a year by Sveriges Fjäderfävelsförening, (The Swedish Poultry Breeding Association). Format 7" x 9½". Number of pages 32-40. No color. Circulation 45,000 to members.* Founded 1908.

VIOLA. (Violet). (Journal for Horticulture). Stockholm. Subscription price crowns 6, \$1.16. Published weekly by Saxon & Lindströms Förlag. (Private company). Format 16 ¾" x 21". Number of pages 8. No color. Circulation 10,000.* Founded 1895.

VÅRA PÅLSDJUR. (Our Fur Animals). Stockholm. Subscription price crowns 20, \$3.86. Published fourteen issues a year by Sveriges Pälstdjursuppfödarens Riksförbund. (The National Federation of Swedish Raisers of Fur Animals). Format 7" x 10". Number of pages 24. Two color cover. Circulation 1,800 to members.* Founded 1930.

*TS-boken 1952.

AMERICAN PUBLICATIONS:

FEDERATION NEWS LETTER. Atlantic, Iowa. Subscription price not given. Published irregularly by the American Beekeeping Federation. Format 7 $\frac{1}{2}$ " x 11". Number of pages 4-6. The whole publication occasionally printed in color other than black. Circulation not given.** Founded 1943.

AMERICAN BEE JOURNAL. Hamilton, Ill. Subscription price \$1.50. Published monthly by Dadant & Sons. Format 7 $\frac{3}{4}$ " x 10 $\frac{3}{4}$ ". Number of pages 44. Cover in two colors. Circulation not given.** Founded 1861.

BETTER FARMING METHODS. Mount Morris, Ill. Subscription price \$2.00. Published monthly by Watt Publishing Co. Format 8 $\frac{1}{2}$ " x 11 $\frac{1}{2}$ ". Number of pages 68-100. Two color cover and inside. Circulation 20,862 controlled (C.C.A. Audit sworn).** Founded 1928.

SMALL STOCK MAGAZINE. Lamoni, Iowa. Subscription price \$1.50. Published by Blair Publishing Co. Format 8 $\frac{3}{4}$ " x 11 $\frac{3}{4}$ ". Number of pages 40. Two color cover. Circulation 23,500 (estimated).** Founded 1917.

HOARD'S DAIRYMAN. Fort Atkinson, Wis. Subscription price \$1.00. Published semi-monthly by W.D. Hoard & Sons, Co. Format 10 $\frac{1}{4}$ " x 14 $\frac{1}{2}$ ". Number of pages 36-52. Two color cover and inside. Circulation 334,723 (June and March A.B.C. statements).** Founded 1885.

the FARMER-STOCKMAN. Oklahoma City, Okla. Subscription price \$.35. Published monthly by the Oklahoma Publishing Co. Format 10 $\frac{1}{2}$ " x 14 $\frac{1}{2}$ ". Number of pages 48-72. Two color cover and inside. (Now four color cover). Circulation 288,146 (June and March A.B.C. statements).** Founded 1911.

FARM JOURNAL. Philadelphia, Pa. Subscription price \$1.00. Published monthly by Farm Journal, Inc. Format 8 $\frac{1}{4}$ " x 11 $\frac{1}{4}$ ". Number of pages 156-188. Four color cover and inside. Circulation 2,816,603 (June and March A.B.C. statements).** Founded 1877.

** N.W. Ayer & Son's Directory of Newspapers and Periodicals 1951.

THE FARM QUARTERLY. Cincinnati, Ohio. Subscription price \$2.00. Published quarterly by the Automobile Digest Publishing Co. Format 9 3/4" x 12 3/4". Number of pages 140-148. Four color cover and inside. Circulation 145,381. (June and March A.B.C. statements).** Founded 1946.

JOURNAL OF FARM ECONOMICS. Menasha, Wis. Subscription price \$5.00. Published quarterly by the American Farm Economics Association. Format 6" x 9". Number of pages 132-172. No color. Cover printed on blue paper. Circulation not given.**

AMERICAN FARM BUREAU FEDERATION'S OFFICIAL NEWS LETTER. Washington, D.C. Subscription price \$1.50. Published weekly by the American Farm Bureau Federation. Format 1 1/4" x 17". (Tabloid on newsprint). Number of pages 4. No color. Circulation not given.** Founded 1922.

AMERICAN FORESTS. Washington, D.C. Subscription price \$5.00 (included in membership fee). Published monthly by the American Forestry Association. Format 8 1/2" x 11 1/2". Number of pages 52-76. Two color cover and inside. Occasionally four colors. Circulation 25,214 (sworn).** Founded 1890.

THE AYRSHIRE DIGEST. Brandon, Vt. Subscription price \$2.00. Published monthly by the Ayrshire Breeders' Association. Format 8 1/2" x 11 3/4". Number of pages 56-72. Two color cover. Circulation 5,000 (estimated).** Founded 1915.

SEED WORLD. Chicago, Ill. Subscription price \$3.00. Published semi-monthly by Seed World Publications. Format 8" x 11 1/2". Number of pages 52-54. Two color cover and inside. Circulation 4,700 (June and March A.B.C. statements).** Founded 1915.

THE NATIONAL WOOL GROWER. Salt Lake City, Utah, Subscription price \$5.00. Published monthly by the National Wool Growers Association. Format 9" x 12". Number of pages 44-64. Two color cover. Circulation 7,827 (sworn).** Founded 1911.

**N. W. Ayer & Son's Directory of Newspapers and Periodicals 1951.

MILK PLANT MONTHLY. Chicago, Ill. Subscription price \$2.00. Published monthly by the National Milk Publishing Co., Inc. Format 8 3/4" x 11 1/2". Number of pages 100-108. Two color cover and inside. Circulation 8,156 (June and March A.B.C. statements).** Founded 1912.

HOG BREEDER. Coin, Iowa. Subscription price \$2.00. Published monthly by the Henderson Publishing Co. Format 8 1/4" x 11 1/4". Number of pages 24-128. Two color cover and occasionally inside. Circulation 10,800 (sworn).** Founded 1925.

IBCA NEWS. Kansas City, Mo. Subscription price not given (included in membership fee). Published monthly by the International Baby Chick Association. (Now American Poultry & Hatchery Federation). Format 10" x 13". Number of pages 16-20. Two colors. Circulation not given.** Founded 1925.

POULTRY TRIBUNE. Mount Morris, Ill. Subscription price \$.50. Published monthly by the Watt Publishing Co. Three editions: Eastern, Central, Western. (Western edition used in this study). Format 8 1/4" x 11 1/4". Number of pages 68-96. Four color cover, occasionally four color mostly two color inside. Circulation 479,636 (June and March A.B.C. statements).** Founded 1895.

FLORIST'S EXCHANGE AND HORTICULTURAL TRADE WORLD. New York, N.Y. Subscription price \$5.00. Published weekly by A.T. DeLaMare Co., Inc. Format 10 1/4" x 13 1/4". Number of pages 52-56. No color. Circulation 10,100 (Publisher's statement).** Founded 1888.

AMERICAN NATIONAL FUR & MARKET JOURNAL. Wausau, Wis. Subscription price \$2.00. Published monthly by the American National Fur Breeders Association. Format July and August issues 9" x 12", from September, 1951 and on changed to tabloid on newsprint 11" x 17 1/2". Number of pages 20-24 for magazine issues, 16 for tabloid. Magazine issues two color cover. Tabloid issue printed with blue ink. Circulation 1,800 (estimated).** Founded 1924.

** N.W. Ayer & Son's Directory of Newspapers and Periodicals 1951.

The study is composed of 20 American and 20 Swedish publications. Of each publication three issues have been analyzed, which means that a total of 120 issues have been used for the study.

CHAPTER III

CATEGORIES USED IN THE STUDY

When setting up categories for the content analysis the author has followed the recommendations made by the Joint Study Group from Emory University, Kansas State College, the University of Oregon and the University of Wisconsin¹ and some of the additions to those recommendations made by Lindley².

The categories used by the Joint Study Group were set up for an analysis of the content of United States daily newspapers. However, the author found that with minor additions they could also be used for the present study of the content of agricultural publications.

The Joint Study Group divides the content into two main classes, advertising and non-advertising material. The non-advertising material, with which this study is mainly concerned, is then subdivided into pictorial, opinion and news.

¹ Four Colleges. Supplement to Content of Selected U.S. Dailies. pp. 2-4.

² Cecil Vick Lindley, "An Inquiry into the Adequacy of Information Concerning Agriculture Reaching Industrial Populations Through the Medium of United States Metropolitan Newspapers". Master's Thesis, Oklahoma A. & M. College, 1951. p. 5.

In their account of the categories used, the Joint Study Group³ says:

The news category contained all factual material not clearly classified as editorial, pictorial or advertising. Opinion-free features and byline stories were included, as were entertainment features not clearly classified under any of the other three headings.

The editorial section included all material which was clearly opinion, including most letters to the editor. Syndicated columns that carried opinion fell into this class.

The pictorial section included half-tones, comics, gravure, and all other illustrative matter.

Advertising included all paid space insofar as it could be identified--national advertising, local display advertising, classified ads, legal notices, and radio logs when it was indicated that they were carried on a paid basis. Political advertisements were singled out and classified according to their origin, whether local, state or national. Ads dealing with national politics were then classified according to party.

All news, opinion, and pictorial items were assigned to subject categories.

In the present study the author has followed most of the above recommendations. However, in the editorial section the author has included the "Washington column", found in some American magazines and which contains opinion as well as factual type material.

Only in the case of comics and humorous cartoons have pictorial items been assigned to subject categories.

³ Four Colleges, Content of Selected U.S. Dailies. (Bulletin 16, Department of Agricultural Journalism, University of Wisconsin: 1949). pp. 2-3.

Since none of the publications analyzed has been found to contain any political advertising, the present study is not concerned with such material.

Under agriculture the author has broken down the subject matter into different categories giving the form of presentation. Some of these categories have been suggested by Lindley.

The Joint Study Group says that "items were categorized on the basis of central theme. Headline and lead were relied on heavily in categorizing."

This procedure cannot be recommended in a study of magazines. Their headlines can sometimes be misleading and many stories do not have any marked leads.

The procedure followed by the author has been first to study the three issues of each publication to get acquainted with its personality. Then, before assigning any of the published material to different categories, every story has been run through and when necessary to obtain better insight, read carefully. This has been done to secure closest possible assignment to the right category.

Categories used in the present study are listed below according to the key numbers employed on the work sheets with the addition of the designations covering the key numbers in the tables.

When relevant to the present study the wording under each category used by the Joint Study Group has been maintained.

CATEGORIES:

1.0 Advertising matter. All material marked as advertising. All material given distinctive handling or typographical treatment to indicate that it is advertising. Does not include advertising for own organization or the publication itself, which type has been assigned to 2.42.3. Does not include radio logs carried by the publication as a free service. Designation: Advertising.

2.0 Non-advertising matter. Designation: Non-advert.

2.1 Pictorial matter. All halftones, line drawings and other illustrative material. Does not include comics or humorous cartoons, which have been assigned to 2.39.21. For convenience in tabulating, headings and short cutlines that would not stand alone are included. Longer cutlines or stories go under "opinion" or "news." Designation: Pictures.

2.11 Tables. All tables except those under one half of an inch in column depth regardless of column width. Designation: Tables.

2.2 Opinion matter. The publication's own editorials, letters to the editor, most by-lined columns. Includes the "Washington column" found in American publications. Designation: Opinion.

2.3 News and feature matter, non-pictorial. All news stories. Feature stories and special features, (the crossword puzzle would arbitrarily be included). Columns, when they are primarily intended as statements of policy or opinion. Group heading for the following categories.

2.32 Economic activity.

2.32.2 Agriculture, forestry, horticulture and fur farming. Gardening notes except when given as tips for the housewife when they have been assigned to 2.40.3. Farming as a business. Land, equipment and other tools of farming.

2.32.21 Economics of agriculture. Features treating the subject from an economical point of view. All operations of farming as a business. Designation: economics.

2.32.21.1 Market reports. The same as Lindley's 2.32.21A. Designation: Mkt reports.

- 2.32.22 Husbandry techniques and how-to-do-it material. Does not include bulletins from the U.S.D.A., agricultural experiment stations, colleges or universities if it is definitely stated the content is an account of a research problem. Such material is assigned to 2.37. Designation: How to do.
- 2.32.23 Feature stories on rural themes, which are neither of an economic nor a how-to-do-it nature. Also includes stories telling for example the daily life of a country doctor or country minister. Designation: Features.
- 2.32.24 Interviews with farmers. Designation: Interviews.
- 2.32.25 Discussion. This is a type of exchange of ideas is rather common in Swedish publications. In America in most cases it takes the form of letters to the editor. Designation: Discussion.
- 2.32.26 Questions and answers. A service found in both American and Swedish agricultural publications. Designation: Q.&A.
- 2.32.27 Laws and regulations for agriculture. Agricultural policies. Designation: Laws.
- 2.32.28 Agricultural organizations and reports of their activities. Appointments of officials. Reports of time during which a certain activity is observed, for example "June is Dairy Month." When a story is nothing but a report of a paper delivered at a meeting the subject of the paper determines under which category it falls. Designation: Assoc.
- 2.32.29 Fairs, shows, sales. Designation: Fairs.
- 2.32.3 Other economic activity. Business and industry. Trade and commerce. Salaries. Designation: Industry.
- 2.33 Crime. Only found in two cases - two articles on cattle rustling in the Southwestern states of the United States. A couple of stories on law suits have been assigned to this category also. Designation: Crime.
- 2.34 Natural disasters. A few stories on the flooding of Kansas City are under this heading. Designation: Disasters.

2.35 Religion. Religious matter has been found only in a few issues. Designation: Religion.

2.36 Education. Schools, colleges, and universities, both public and private. Adult education programs. Short courses and correspondence courses. Educational methods. Scientific institutions other than the above mentioned. Designation: Education.

2.37 Science and invention. Research which produces or attempts to produce new knowledge in the natural sciences and agriculture. Results from scientific experiments at colleges, universities or other institutions when it is not credited to a bulletin from any such institution. Even administrative research. Practical inventions. Designation: Science.

2.39 Arts, literature and leisure-time activities.

2.39.1 Announcements or reports of activities in:

2.39.11 Book publishing. Book reviews. Also resumes of bulletins from colleges, universities, agricultural experiment stations and the U.S.D.A. Designation: Books.

2.39.12 Radio reviews. Only found in one publication. Designation: Radio.

2.39.13 Movie reviews. Only found in a few publications. Designation: Movies.

2.39.2 Entertainment features.

2.39.21 Comics or humorous cartoons. Political cartoons. Designation: Comics.

2.39.22 All other entertainment features. Crossword puzzles, "test your knowledge" quizzes, serial stories, novels. Designation: Entertainm.

2.40 Society, the family and the individual.

2.40.1 Deaths and birthdays.

2.40.11 Obituaries. Designation: Obituaries.

2.40.12 Birthdays. Designation: Birthdays.

2.40.2 About people.

2.40.21 Personality sketches of the profile type.
Designation: Profiles.

2.40.22 Society, visits. Common in American publications. Designation: Society.

2.40.3 Homemaking. Foods and food preparation. Child care. Home management. Clothes and fashions. General women's interests: Personal grooming, diet. Designation: Homemaking.

2.42 Miscellaneous material.

2.42.1 Human interest stories. Odd facts about people, stories having no other news value than personal or human appeal. Designation: Human int.

2.42.2 Weather stories and charts. Official forecasts. Designation: Weather.

2.42.3 Standing heads: heads, nameplate, masthead, departmental headings. All material not classified into other categories. Advertising for own publication or own organization. Fillers. Designation: Std. heads.

CHAPTER IV

PROCEDURE AND MEASUREMENTS

The present study involved measuring the entire content of 120 issues of a selection of 20 American and 20 Swedish agricultural publications.

In measuring the content the author has followed a procedure different from that used in analyses of newspaper content. Since there is no standard column width in magazines, the method of measuring column length only, common in newspaper research,¹ could not be employed in the present study.

Instead the author has measured the area of printed matter in the following way. First the printed area of a normal page containing nothing but text has been measured and the number of square inches computed. This area has then been multiplied by the number of pages in the issue, including the cover. The result gives the theoretical total number of square inches of printed matter in the publication.

Following that procedure the absolute number of square inches of printed matter, advertising and non-advertising, has been measured and totalled. The difference between the

¹Fay Day, "Content Analysis in Mass Communication," An Introduction to Journalism Research, (Louisiana State University Press: 1949). p. 95.

theoretical and the absolute amount of printed matter in square inches gives a balance which the author has called "white space". This white space consists of the space between the columns and space within the area which has not been used for printed matter.

The white space will be more or less abundant depending on the layout policy of the particular publication.

Frequent use of bleed illustrations will tend to decrease the amount of white space in a publication as will, of course, a very compact layout.

Circular illustrations have been measured as squares of the diameter. Outlined illustrations have been measured as squares or rectangles. In both cases this has been done to save time.

As an example of how time consuming is the method employed in the present study, it can be mentioned that a 148 page issue of The Farm Quarterly required seven hours of effective work for measuring, computing and totalling the results.

In contrast to the treatment of the non-advertising matter, full page advertisements, whether occupying the whole of the normal printed area or bled, have been credited with as many square inches as the normal printed area.

After it had been determined to which category each particular printed matter should be assigned, the square has been measured with an 18-inch ruler to the nearest quarter of an inch.

The results have been recorded on special work sheets under the key number of the applicable category. After squaring and totalling the figures they have been transferred to final work sheets at the end of the thesis.

After the author had performed all the measurements, Robert D. Morrison, assistant professor of mathematics at Oklahoma A. & M. College, suggested the use of a planimeter for measuring areas of printed matter.

Following a demonstration of a planimeter at the department of mechanical engineering at Oklahoma A. & M. College, the author is of the opinion that such an instrument, being able to give more accurate absolute figures since it can follow the outlines of any kind of printed material, might also be of some value as a time saver.

It definitely saves the time required to square the first measurements. However, time has not permitted the author to make any comparative studies as to which method will give the most accurate figures in the shortest time.

CHAPTER V

A STATISTICAL SURVEY

As has been pointed out before the major part of Swedish agricultural publications are association organs. Fifteen out of a total of 20 Swedish publications in this study are published by associations. Because of this fact the author became interested in making a comparative statistical study of the content of association organs from the United States and Sweden.

The first step toward such a comparison was to find out if the United States had any counterparts to the Swedish associations, the publications of which are represented in the present study. For that purpose the author consulted the 1949 edition of National Associations of the United States.

It was established that only eight of the Swedish associations had matching counterparts in the United States. Lacking corresponding organizations in America are Hushållningssällskapens tidskrift (organ for the National Federation of the Provincial Agricultural Societies); Svensk Frötidning, published by the National Federation of Seed Growers; Svenska Lantarbetsgivareföreningarnas tidskrift, published by the National

Federation of Swedish Farm Employers Associations;¹ Svenska Svinavelsföreningens tidskrift, published by the Swedish Hog Breeding Association² and Kaninuppfödaren, published by the National Federation of Swedish Rabbit Breeders Associations.³

The remaining eight associations with matching publications are listed below.

TABLE I

Sweden	American
Bitidningen (The Bee Journal), published by the National Federation of Swedish Beekeepers' Associations.	Federation News Letter, published by The American Beekeeping Federation.
Nordisk Lantbruksekonomisk Tidskrift, published by the Central Council of Nordic Farmers' Organizations.	Journal of Farm Economics, published by the American Farm Economics Association.
RLF-tidningen, published by the National Federation of Rural	The American Farm Bureau Federation's Official News

¹In Sweden the employers as well as the employed in most occupations have unions.

²Sweden has only two breeds of hogs. Neither has an association or an association publication. Instead, breeders of both breeds have gone together and formed the Swedish Hog Breeding Association. In contrast in the United States in the case of most breeds each has its association and its association publication.

³The closet counterpart of Kaninuppfödaren is the Small Stock Magazine, which carries news from the American Rabbit and Cavy Breeders' Association and from many local rabbit breeders' associations. However the publication itself is independent and for that reason cannot be included in the paired experiment.

People⁴

Skogen, published by the National Association for Forestry and Forest Culture.

SRB, published by the Association of Breeders of Swedish Red and White Dairy Cattle.

Svenska Faravelsföreningens tidskrift, published by the Swedish Sheep Breeding Association.

Sveriges Fjäderfäavelsförenings tidskrift, published by the Swedish Poultry Breeding Association.

Vara Pälsdjur, published by the National Federation of Swedish Fur Breeders

Letter, published by the American Farm Bureau Federation.

American Forest, published by the American Forestry Association.

The Ayrshire Digest,⁵ published by the Ayrshire Breeders Association.

The National Wool Grower, published by the National Wool Growers' Association.

IBCA News, published by the International Baby Chick Association.

The American National Fur & Market Journal, published by the American National Fur Breeders Association.

After the selection of the eight association publications for the Statistical Survey had been completed, they were checked for frequency of publication. This coincides in five cases, namely for RLF-tidningen and The American Farm Bureau Federation's Official News Letter, both of which are weeklies; for Skogen and American Forests, SRB and The Ayrshire Digest, Sveriges Fjäderfäavelsförenings tidskrift and IBCA News, V^ora Pälsdjur and The

⁴The National Federation of Rural People is a farmers' trades-union without any pronounced affiliation with any political party.

⁵Ayrshire is the closest American breed to Swedish Red and White Dairy Cattle, the latter having close to 50 percent of Ayrshire descent.

American National Fur & Market Journal, all of which are monthlies; and finally Nordisk Lantbruksekonomisk tidskrift and Journal of Farm Economics, both of which are quarterlies.

For the remaining publications the situation is as follows. Bitidningen is a monthly while its counterpart, Federation News Letter of the American Beekeeping Federation, is published irregularly. Svenska Fåravelsföreningens tidskrift is a bi-monthly, its counterpart, The National Wool Grower, being a monthly. Finally SRB is a quarterly while The Ayrshire Digest is a monthly.

This dissimilarity has been solved by comparing the available July, August and September issues of Bitidningen with the last three issues for 1951 of Federation News Letter dated June-July, August-September-October and November-December 1951.

Svenska Fåravelsföreningens tidskrift is issued the following months, February, March, April, June, September, and December. The issues available for this study are No. 3, 4, and 5, which have been compared with the April, June, and September issues of the National Wool Grower.

Finally the second, third, and fourth quarter issues of SRB has been compared to the April, May, and June issues of The Ayrshire Digest.

After variances in aims of association as well as in frequency and time of publication had been eliminated as far as is feasible, there remained the question of random sampling. Since it has already been established that the publications

in the present study are a representative sample for the purpose of the same, and since the method of selecting the publications was as close to random as deemed possible under this study, it has been determined that the requirement of random sampling for the statistical survey has been fulfilled.

Before the survey was started it was determined that categories with less than eight data should be excluded, which means that the following categories could not be examined: Features, Interviews, Discussion, Questions and Answers, Industry, Crime, Disasters, Religion, Education, Radio, Movies, Comics, Profiles, Society, Human interest and Weather.

Table 2 gives for each of the remaining categories the number of pairs, the degrees of freedom, differences in means, standard deviation of difference means, and finally the computed t-values.

It is interesting to note that there is no statistically significant difference in advertising content between associations⁶ do not carry any advertising at all, thereby bringing the average advertising content of American publications closer to the Swedish average.

If there is no difference in advertising content it is very likely that there be no difference in non-advertising content.

⁶Federation News Letter and The American Farm Bureau Federation's Official News Letter.

Table 2.

Category	No. of pairs	Degrees of freedom	Difference in means Swedish-American	Standard deviation of difference means	t-values
Advertising	24	23	+0.6	5.23	0.117
Non-advertising	24	23	-3.3	4.49	0.735
White space	23	22	+2.8	1.10	2.545
Pictures	24	23	-8.1	1.85	4.378*
Tables	15	14	+2.6	3.51	0.741
Opinion	21	20	+0.1	2.82	0.035
Economics	20	19	+0.4	2.68	0.149
Market reports	12	11	+0.3	0.90	0.333
How to do	16	15	+14.2	6.66	2.132
Science	19	18	+6.4	2.45	2.612
Books	13	12	+0.6	2.66	0.226
Laws	12	11	+0.3	2.17	0.138
Associations	22	21	-8.9	19.98	0.445
Fairs	8	7	-3.6	2.31	1.558
Entertainment	8	7	-1.9	2.41	0.788
Obituaries	12	11	+1.3	0.17	7.647*
Birthdays	8	7	+1.6	0.32	5.000*
Homemaking	8	7	+1.0	1.58	0.633
Standing heads	24	23	-2.7	2.51	1.076

A t-value with no asterisk indicates no significance, one asterisk indicates significance at the 1% level.

⁷George W. Snedecor, Statistical Methods, Fourth Edition. (Iowa State College Press: 1950), p. 65.

Although two publications⁷ have two to three blank pages in each issue, and two other publications⁸ have half-pages blank in several issues, this does not bring out any statistically significant differences at the 1% level in the amount of white space in the association publications of the two countries.

That American publications use pictures to a larger extent than do their Swedish counterparts is in agreement with what the analysis of all magazines in this study brings out.

At the 1% level there is no evidence of any differences in the content devoted to material of a scientific nature.

Notices on deaths and birthdays are more prevalent in Swedish publications than in the American counterparts. A likely reason is that in smaller organizations people get to know each other better. As regards birthday notices which are not found in any of the American association publications in this statistical survey, they are due to a typical Swedish custom. Fifty, sixty, seventy and seventy-five year birthdays are big celebrations in Sweden which result in subscribed gifts and banquets in honor of the person in question. Most newspapers carry a daily column with pictures and short notices on persons having even birthdays that day. As has been indicated in this survey the Swedish magazines follow the same practice.

⁷SRB and Våra Påltdjur.

⁸Svenska Fåravelsföreningens tidskrift and Svenska Svinavelsföreningens tidskrift.

The fact that there is no difference in the content of Tables, Opinion, Economics, Market Reports, How to do, Books, Laws, Associations, Fairs, Entertainment, Homemaking and Standing heads, indicates that the association publications of the two countries follow similar editorial practices and policies regarding these subjects.

It can be concluded that this statistical survey has not brought out any remarkable differences in advertising or editorial content for the year 1951 between the eight American and Swedish association publications studied.

CHAPTER VI

FINDINGS AND CONCLUSIONS

When making a comparison of agricultural publications from two countries, such as this study, the main things to be considered are the differences in size, population occupied in agriculture and farm policies of the two countries.

Sweden is only one twentieth the size of the United States¹ and slightly larger than California. Sweden's population in 1945 was 6,673,749² or about that of Texas. Of this population, 29.7 percent³ was occupied in agriculture.

Of a population in 1945 of 131,976,000⁴ in the United States 23,558,488⁵ or 17.9 percent was occupied in agriculture.

The post-war agricultural policies in Sweden have been aimed at a self sufficiency production. From September 1, 1947 to August 31, 1948 the total income for agriculture

¹Facts about Sweden 1949/50, (Stockholm: 1950), p. 4.

²Statistiska Centralbyrån, Statistisk Årsbok for Sverige 1950, (Stockholm: 1950), p. 7.

³Ibid. p. 33.

⁴U. S. Department of Commerce, Statistical Abstracts of the United States 1946, (Washington: 1946), p. 9.

⁵Bureau of Census U. S. Census of Agriculture 1945, Volume II, (Washington: 1947), p. 280.

was 2,489,300,000⁶ crowns. The 1948 export of agricultural products had a value of 118,000,000 crowns,⁷ which means that 0.5 percent were exported. The corresponding figures for the United States in 1948 were for gross farm income 35,071 million dollars⁸ and for agricultural exports 3,829 million dollars⁹ giving an export percentage of 10.9. Thus is indicated that the farm policy of the United States is to produce not only for self sufficiency but for export.

Although to an increasing extent minimum prices are being established in the United States through the medium of price supports under the Agricultural Act of 1949, the Swedish agricultural policy includes more rigid regulation of agriculture as is shown by the following quot from Facts about Sweden:¹⁰

"The farmers' income level and foodstuff prices are fixed in Government-farmer deliberations over an annual agricultural price calculation."

These things mentioned are some of the most important that have to be considered when studying the results of a comparison like the present.

With this background established, the author is ready to present his findings of differences or similarities in the con-

⁶Statistisk Årsbok för Sverige, p. 98.

⁷Ibid., p. 148.

⁸U. S. Dept. of Agriculture, Agricultural Statistics 1950, (Washington: 1950), p. 636.

⁹Agricultural Statistics 1950, p. 493.

¹⁰Facts about Sweden 1949/50, pp. 27-28. For more complete information, see Even Holmström, "Agricultural Price Policy in Sweden," Journal of Farm Economics, 3 (August 1951), 336.

tent of selected American and Swedish Agricultural publications.

In a competitive free enterprise economy like America's, advertising is due to play an important role. In the present study there is nothing to disprove that fact. Ten American publications carry more than 50 percent advertising while that is the case with only three of the Swedish. However, two American association organs, as has been shown in the preceding chapter,¹¹ do not carry any advertising.

A reason for relatively low advertising content in Swedish publications is offered in a pamphlet prepared by the Economic Cooperation Administration's Special Mission to Sweden:¹²

Advertising in Europe, particularly in Sweden, does not have the scope and extent of advertising in the U. S. This is due partly to old-world prejudices against advertising. It is often felt that a good quality product does not require it, and that only items of dubious quality are advertised. It is also partly because of arrangements between manufacturers as to a division of existing markets, causing advertising to lose much of its value.

In view of this statement it should not occur as surprising to note that the national advertisements of the "good will" type common in America are seldom found in Swedish agricultural publications.

Since the amount of white space is small and does not appreciably influence the amount of non-advertising content, it

¹¹Chapter V, p. 31.

¹²Economic Cooperation Administration, Special Mission to Sweden, Trade with Sweden - a businessman's guide and directory, (Stockholm: 1951), p. 28.

is only natural that the Swedish publications should be leading in space devoted to the latter category. This is evidenced by the fact that 17 Swedish publications contain more than 50 percent non-advertising matter in comparison to 10 American.

Swedish publications are more liberal with white space, not because they have a more artistic layout, but because several run issues with half or whole blank pages.¹³

Even extensive use of white space throughout a publication is to a large extent off-set by frequent use of bleed illustrations. A good example in this respect is The Farm Quarterly.

The following is a detailed survey of the non-advertising content. For each category the average percentage of the content of three issues of each publication has been computed. These averages are used as indications of differences or similarities between the agricultural publications of the two countries.

American agricultural publications use pictures to a larger extent than do the Swedish which is in agreement with the findings in the statistical survey of eight association organs.¹⁴

In The Farm Quarterly pictures make up 50 percent of the non-advertising content. In the contrast, one issue of each of five Swedish publications does not contain any illustrations.¹⁵ This is the case with only one American publication.¹⁶

¹³Chapter V, p. 33.

¹⁴Ibid.

¹⁵Nordisk Lantbruksekonomisk tidskrift, SRB, Svenska Mejeritidningen, Svenska Svinavelsföreningens tidskrift and Svensk Frötidning.

¹⁶Federation News Letter.

Twelve American publications contain more than 20 percent pictures, this being the case with only two Swedish. How many pictures a magazine can use may be a question of economics or production facilities. Since a major part of the Swedish publications is association organs and because of a relatively low advertising content they have to rely more upon membership fees as a source of revenue, it is likely that they are inclined to be economical in their use of halftones and engravings.

Publications which print to a larger extent complete scientific papers, statistics and market reports are liable to contain more tables than those magazines which publish scientific summaries or material of the feature type. As the Swedish publications take a slight lead in both content of scientific material and market reports, it seems natural that they should also be leading in amount of tables. Five Swedish magazines have more than 10 percent tables compared to one American.

Americans tell their opinions in letters to the editor, American editors give their points of view in editorials. As indicated by the findings of this study, opinion in that form is not so prevalent in Swedish publications. Eight Swedish magazines do not contain any opinion matter at all this being the case with only one American. Nine American publications have more than 5 percent opinion matter, compared to seven Swedish.

The category Economics includes both articles on different phases of agricultural economics and features treating the subject matter from an economical point of view. Under this cat-

egory 13 Swedish publications have more than 10 percent material as compared to eight American. The study shows that articles on agricultural economics are more prevalent in Swedish agricultural magazines while the economical feature, "the success story," is favored in American.

Market reports are published by 12 Swedish publications with four of them containing more than 5 percent. Nine American magazines print market reports and three have more than 5 percent. Market reports published as tables have been referred to the category Tables.

Articles of the how to do type are favored by Swedish publications. All but three contain such stories and seven have more than 10 percent. Of the American magazines six do not carry any how to do material and only four have more than 10 percent.

The feature story of neither an economic nor a how to do it nature is used to about the same extent in the agricultural publications of both countries. However, only six of the American and seven of the Swedish magazines contain articles of this kind.

Interviews seem to be favored by the Swedish publications although it is difficult to make any definite statement since only one American and four Swedish magazines contain material under this category.

The Swedes seem to be more inclined to discuss agricultural problems in their publications. Seven Swedish magazines carry this category in comparison to only one American. How-

ever, Americans view their opinion in letters to the editor. In several Swedish publications discussion is a department feature.

Questions and answers is a service offered by eight American publications compared to five of the Swedish. Five of the American magazines contain more than two percent while that is the case with only two Swedish.

Information on new laws and regulations in agriculture is printed by 11 American publications as compared to nine Swedish. However, three Swedish magazines contain from 10 to nearly 30 percent while none of the American have more than five percent.

It has been pointed out previously that a majority or 15 out of 20 Swedish publications are association organs while only eight of the American magazines in this study are published by associations. Therefore it is not surprising to find that 14 Swedish publications have more than 10 percent association material as compared to nine American. Three American and one Swedish magazine do not contain any association news.

Articles about fairs have been found in 13 Swedish publications, none of which contained more than seven percent of that material. However, of the eight American magazines carrying the category, one contains as much as 58 percent. The reason is that the three issues of Hog Breeder are devoted largely to recent sales, which have been referred to the Fairs category.

Articles about industry or industrial operations have mainly been found in American agricultural publications, nine of which

contain such material, while that is the case with only the Swedish Svenska Mejeritidningen. This Swedish magazine for creameries carries 21 percent articles on industry, its American counterpart publishing about 29 percent. The rest of the American publications contain less than seven percent.

The categories, Crime, Disasters, and Religion proved to be matters of little importance in agricultural publications. They were printed by too few magazines to warrant any comment. These subjects were assigned to separate categories since they would otherwise unduly influence the category of Standing heads. As has been stated in chapter III, the latter category also includes "all material not classified into other categories."

Articles treating material under the category Education is found in seven American and seven Swedish publications. There is no important difference between magazines of the two countries in the amount of space devoted to material of this kind.

There does not seem to be any major difference in the publishing of scientific material between magazines of the two countries although four American and two Swedish publications do not contain any such material. Both the agricultural economics publications, Journal of Farm Economics and Nordisk Lantbruksekonomisk tidskrift, stand out among the remaining. Nearly 80 percent of the space in both magazines is devoted to scientific papers or articles.

Book reviews are more prevalent in American publications, 15 out of 20, contain such material. However, only three of them

have more than two percent while of the 12 Swedish magazines carrying book reviews, seven publish more than two percent.

Radio reviews were found in only one publication, the Swedish Jordbrukarnas Föreningsblad.

Movie reviews are published by only three American publications and one Swedish. In the case of two of the American magazines, the reviews are only concerned with movies giving instruction in different phases of agriculture.

More American magazines appeal to their readers with comics. Nine American publications publish comics and cartoons as compared to only four Swedish.

Entertainment in the form of novels, crossword puzzles and the like are also found to a larger extent in American publications, nine magazines publish such material, in comparison to three Swedish.

Eleven of the American publications publish obituaries in contrast to seven Swedish magazines. In the statistical survey there is significance for Swedish association organs devoting more space to obituaries than the American counterparts. There is nothing to contradict that fact in the main study. The three Swedish magazines leading in space devoted to obituaries are association organs and all have more than one percent while all of the American association publications have less than one percent.

As explanation to the frequent occurrence of birthday notices in Swedish publications has already been given in the

statistical survey in Chapter V. Seven of the Swedish magazines publish birthday notices while none of the American print such material.

Personality sketches of the profile type are not common in agricultural publications from either country as indicated by the findings of this study. Only two American magazines have been found to print material of that kind.

If birthday notices are a typical trait of Swedish publications, society, visits and similar news items are a typical trait of American magazines as indicated by the author's findings. Society news is published in five American publications but was not found in any of the Swedish magazines.

Material directed to the farmers' wives and assigned to the category Homemaking in the present study is published by seven American magazines but only three Swedish. One of the Swedish publications is Lanthemmet, wholly directed to farmers' wives. It contains 18 percent of material of homemaking nature. Among the American magazines the Farm Journal, having a special section for farm women, takes the lead with 14 percent. American agricultural publications seem interested in supplying information to the entire farm family.

Human interest stories, common in newspapers and general magazines, do not seem to have any remarkable prevalence in agricultural publications of the two countries. Although published by six American and four Swedish magazines, none of them have more than three percent. Two Swedish magazines have

0.1 percent and four American less than 1.5 percent.

The weather is an important factor in agriculture, but only two American and one Swedish publication print articles on that subject.

There is no evidence of difference between American and Swedish publications in the amount of space devoted to material assigned to the category Standing heads. It is carried by all of the magazines studied. In agreement with these findings is the results of the statistical survey which did not bring out any difference between association organs of the two countries concerning this category.

Finally in three tables the author has compared circulations, subscription prices and the age of the American and Swedish agricultural publications.

It is quite natural that since the United States has a larger population, American magazines have larger circulations than have the Swedish. The leading American magazine in this respect is the Farm Journal with 2,816,603 while Jordbrukarnas Föreningsblad takes the lead among the Swedish publications with 371,700. The author has not been able to obtain figures for five American magazines.

Subscription prices for magazines in this study seem to be slightly lower for the Swedish. This might seem surprising since it is a general opinion in the United States that advertising helps the subscriber pay for his magazine and there is no question about the fact that American publications have more advertising than the Swedish. However, the Swedish publications

carry fewer pages and none of the Swedish magazines in this study use four color. This means a saving in their cost of production compared to the American publications, of which three use four color plates, and 13 of the remaining use single color. It should also be remembered that the subscription prices for the Swedish magazines have been computed on the basis of the rate of exchange between dollars and Swedish crowns during 1951 and this procedure might not correctly reflect the price levels of the two countries.

Of the magazines surveyed in this study the American seem to lead in age. Six of them were founded before 1900. Only two Swedish magazines were founded before 1900 while three were founded in 1950 and one as late as 1951. The latest American magazines in this study seem to have been founded between 1900 and 1920 while most of the Swedish were started between 1920 and 1940.

In addition to the preceding interpretation of his tabulating findings of differences and similarities between American and Swedish agricultural publications, the author would like to give some supplementary findings which have occurred to him during this study.

In this connection the reader is referred to Appendix A containing photographs of cover and one layout of each publication in this study.

Most American agricultural publications are privately

owned enterprises while a majority of the Swedish counterparts are published by an association.

This fact gives rise to the following differences in appearance and editorial policies and practices.

American magazines contain a large amount of advertising. The advertising revenue helps to pay for an extensive use of pictures and in most cases the use of color, especially in publications of large circulation and general appeal. The articles are mostly prepared for easy reading and usually of the "success story" type. Scientific papers are summarized or presented in non-technical language especially in publications of general type and large circulation.

American agricultural magazines of the general type have a variety of material, an attractive layout and a large number of pictures.

Although the price of paper is relatively high in the United States, American publications contain many pages. One reason for many pages is the generally high advertising content.

In most cases American agricultural publications have a larger format than their Swedish counterparts.

Because the Swedish agricultural publications have to rely more heavily on subscription than on advertising, they must be economical in their use of paper, color and pictures.

The favored form of presentation are the agricultural economics and the how to do article. There is no ostensible

effort to present the articles in an easily readable form since most articles apparently have been solicited from contributors and not written by the staff members.

Complete scientific papers are not unusual. Because the Swedish publications in general do not cater to the farm family as a whole, they contain little material of entertainment nature and denote little space to comics, cartoons and homemaking.

Regarding the association organs of the two countries, the statistical survey in Chapter V has indicated no remarkable difference.

In the opinion of the author, some American and Swedish association organs bear easily visible traces of having been produced in his spare time by an organization secretary with little or no formal journalistic training. Proofs to support such a statement are blank pages, a whole issue devoted to nothing but a scientific paper, few or no pictures, and many tables.

The present study has mainly been concerned with a comparison of the content of agricultural publications in the United States of America and in Sweden during the year 1951. The findings show no remarkable differences between eight association organs given a statistical treatment.

However, the tabulations have indicated some differences when the total number of American publications used in this study have been compared to the total number of Swedish publications analyzed. The findings have been discussed on the pre-

ceding pages.

The author does not know of any previous study it is rather elementary and intended to open up the field. There are many problems and questions that remain unsolved.

For instance, it has occurred to the author that a readership survey of agricultural publications from America and Sweden would bring out interesting facts of how well they serve their purpose. Other problems would be comparisons of the size of the staff, the formal training of the staff, the editorial policies of different publications, their economical stability and production facilities. These things are only a few of the many that might be useful and interesting to know for editors of agricultural publications of the two countries.

APPENDIX A

Appendix A contains one photograph of the publications each represented by one cover and one layout. The author has been unable to include a picture of the magazine format of The American National Fur and Market Journal, because the magazine had to be sent back to the University of Wisconsin library before the photographs were taken. The issue shown is the tabloid format borrowed from the University of Oregon library.

In some cases magazines without any counterparts in the other country are found in the same photograph.

The publications are listed below as they occur in the photographs.

Publications	Page
Federations News Letter and Sitidningen	53
Better Farming Methods and Huskällnings- sällskapens tidskrift.	54
American Bee Journal and Jordbrukarnas Förenings- blad	55
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¹The issue photographed is the first with the new name American Poultry Hatchery News.

FEDERATION NEWS LETTER

Executive Committee Meets At Atlantic NEW BEEKEEPER ASSOCIATION Dallas In January

The Executive Committee of the Federation of Beekeepers Associations met in Dallas, Texas, on January 10-11, 1953. The meeting was held at the Hotel Dallas and was attended by representatives from various states. The committee discussed the current state of the beekeeping industry and the challenges it faces. They also reviewed the Federation's activities and plans for the future. The meeting was a success and resulted in several important decisions.

Marketing A Good Example

The marketing of honey is a complex task that requires a great deal of planning and organization. A good example of successful marketing is the use of attractive labels and packaging. This not only makes the product more appealing to consumers but also helps to protect it from damage. The Federation has developed a set of guidelines for honey labeling to ensure that consumers are getting the most quality product.

Leadership

Leadership is a key factor in the success of any organization. In the case of the Federation, it is the responsibility of the Executive Committee to provide strong leadership and guidance to the member associations. This involves setting a clear vision, establishing policies, and ensuring that the organization is well-managed and financially sound.

Honey Labels and Containers

The Federation has issued new guidelines for honey labels and containers to improve the quality and safety of the product. These guidelines cover everything from the size and shape of the label to the materials used for the container. The goal is to ensure that every jar of honey is safe, attractive, and easy to use.

Gift Pack Display

The Federation has developed a new gift pack display for honey. This display is designed to be attractive and easy to use, making it a perfect choice for gift-giving occasions. It includes a variety of honey products and is available in several different sizes and designs.

RESOLUTIONS

The following resolutions were adopted by the Executive Committee at the Dallas meeting:

JURAN BICARDARNA

The Federation has issued a resolution regarding the use of honey in various products. This resolution is intended to ensure that consumers are getting the most quality product and to protect the reputation of the Federation.



Bildningen

August 1953

Better FARMING METHODS

MARCH, 1951
18 PAGES • 18 THRU 2250

Where Do We Go Next In Corn Breeding?
New Vegetable Varieties
Lesson in Judging Hogs

Fourth Annual Husbandry Issue

Missouri County Agents Develop Extension Education Through Radio

By Clark Ketch

Extension education through radio is being developed in Missouri by county agents. The program is being conducted through the use of radio stations in various parts of the state. The program is being conducted through the use of radio stations in various parts of the state. The program is being conducted through the use of radio stations in various parts of the state.

"There goes enough Aluminum to make 242 Farm Roofs!"

ALCOA ALUMINUM ROOFING SHEET

MAIL THIS COUPON TODAY

HUSHÅLLNINGSSÄLLSKAPENS TIDSKRIFT

UTGIVEN AV HUSHÅLLNINGSSÄLLSKAPENS FÖRBUND

Årg. 18 1951 Nr 3

INNEHÅLL:

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3. Hushållningssällskapens förbund 1950-1951 1

RÄDDE - ÄLVSÖRS LÄNS SÖDRA HUSHÅLLNINGSSÄLLSKAPENS FÖRSÖKS- OCH KURSGÅRD

By the editor

The editor of this journal is pleased to announce that the Southern Home Economics Society of Älvsjö is now open for business. The society is now open for business. The society is now open for business.

ALCOA ALUMINUM ROOFING SHEET

MAIL THIS COUPON TODAY

JORDBRUKARNAS FÖRENINGSBLAD

Nr 40 - 444 st. Utgåvan
den 5 oktober 1951

REKONSTRUKTION, FÖRENINGEN, EKONOMISKA FÖRENINGAR, TOTALPRISERNA 370.400 KR

Jordbruksnyheter nu i vardande

Kvalitetsprogram
med många punkter

Den tekniska utvecklingen inom jordbruksmaskinerna har varit en viktig faktor för att öka produktiviteten och för att minska kostnaderna. Detta gäller inte bara maskinerna utan även de olika typerna av jordbruksmark och de olika typerna av jordbruksdjur. Detta innebär att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmark och de olika typerna av jordbruksdjur. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmaskiner och de olika typerna av jordbruksredskap. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmedel och de olika typerna av jordbruksverktyg. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmetoder och de olika typerna av jordbruksprocedurer. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksresultat och de olika typerna av jordbruksutvärdering. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksproblemlösning och de olika typerna av jordbruksrådgivning. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksutbildning och de olika typerna av jordbruksforskning. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksutveckling och de olika typerna av jordbruksframsteg. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksutmaning och de olika typerna av jordbruksutmaning.



En av jordbruksnyheterna

L.A.S. i delning

Det nya regeringsprogrammet för jordbruksutvecklingen i delning. Detta innebär att jordbrukarna får en större roll i att utveckla jordbruket och att de får en större inflyande på de olika typerna av jordbruksutveckling. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutvärdering och de olika typerna av jordbruksproblemlösning. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutbildning och de olika typerna av jordbruksforskning. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutveckling och de olika typerna av jordbruksframsteg. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutmaning och de olika typerna av jordbruksutmaning.

Specialsmöte sälj till Kanada, 3000 ton i ett första avtal

En stor del av den svenska jordbruksproduktionen kommer att säljas till Kanada. Detta innebär att jordbrukarna får en större marknad för sina produkter och att de får en större inflyande på de olika typerna av jordbruksutveckling. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutvärdering och de olika typerna av jordbruksproblemlösning. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutbildning och de olika typerna av jordbruksforskning. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutveckling och de olika typerna av jordbruksframsteg. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutmaning och de olika typerna av jordbruksutmaning.



En av jordbruksnyheterna

SKFB ökar omslutningen

SKFB ökar omslutningen och får en större inflyande på de olika typerna av jordbruksutveckling. Detta innebär att jordbrukarna får en större marknad för sina produkter och att de får en större inflyande på de olika typerna av jordbruksutveckling. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutvärdering och de olika typerna av jordbruksproblemlösning. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutbildning och de olika typerna av jordbruksforskning. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutveckling och de olika typerna av jordbruksframsteg. Detta innebär också att jordbrukarna får en större inflyande på de olika typerna av jordbruksutmaning och de olika typerna av jordbruksutmaning.

Jordbruket och investeringarna

Jordbruket och investeringarna är två viktiga faktorer för att utveckla jordbruket. Detta innebär att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmark och de olika typerna av jordbruksdjur. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmaskiner och de olika typerna av jordbruksredskap. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmedel och de olika typerna av jordbruksverktyg. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksmetoder och de olika typerna av jordbruksprocedurer. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksresultat och de olika typerna av jordbruksutvärdering. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksproblemlösning och de olika typerna av jordbruksrådgivning. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksutbildning och de olika typerna av jordbruksforskning. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksutveckling och de olika typerna av jordbruksframsteg. Detta innebär också att jordbrukarna måste ha en god kunskap om de olika typerna av jordbruksutmaning och de olika typerna av jordbruksutmaning.

Rubbstadd lagar all

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En av jordbruksnyheterna

American Bee Journal

SEPTEMBER, 1951



Volume 8 No. 5

Breeding Improved Honey Bees

II. Heredity and Variation

by William C. Roberts and Otto Muckensen

Part II of the series on the genetics of honey bees, published in the American Bee Journal, September, 1951.

HEREDITY is the transmission of characteristics from parent to offspring. It is the process by which the genetic information is passed on from one generation to the next. This information is contained in the chromosomes, which are the structures that carry the genes. Genes are the units of heredity, and they determine the characteristics of an individual. Variation is the difference in characteristics between individuals of the same species. It is the result of changes in the genetic information, which can occur through mutations or through the recombination of genes during the process of sexual reproduction. Heredity and variation are the two main factors that determine the characteristics of an individual. Heredity determines the potential characteristics of an individual, while variation determines the actual characteristics of an individual. The study of heredity and variation is important for many reasons. It helps us to understand the inheritance of traits, and it helps us to identify the causes of genetic diseases. It also helps us to improve the characteristics of domestic animals and plants, and it helps us to understand the evolution of species.

Breeding Improved Honey Bees

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Dina händer...



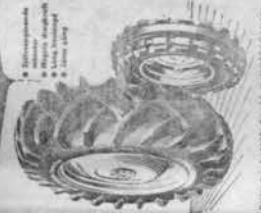
Ditt viktigaste verktyg!

Det bästa greppet på jorden...



GANSS HUSALIA

Det bästa greppet på jorden...



DUNLOP ARABIE CO. S. S. HÖRINGS

Vi på landet

Olja och smör...

Handarbete...

Enkel Barmor...

Handarbete...

Handarbete...

Handarbete...

Handarbete...

Bluss och värme

Möjlycke trika

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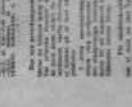
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Val uppbyggt i Hamla



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SMALL STOCK MAGAZINE

America's Most Read Rabbit Magazine



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March 1952

**NATIONAL TRADE JOURNAL
FANCY AND COMMERCIAL RABBIT INDUSTRY**



New Sanitary Saver—All Features
New for 1952...
A. A. GRIFFIN, Inc., 1000 Broadway, New York, N. Y.

RABBITS WANTED
Angora, Giant, Chinchilla
and New Zealand Whites
in all colors and sizes.
We are seeking experienced breeders for our breeding program. Write to: **GRISTEAD FARM**, 1000 Broadway, New York, N. Y.

SPOT CASH for Angora Wool
We are seeking Angora wool for immediate sale. Write to: **AMERICAN ANGORA COMPANY**, 1000 Broadway, New York, N. Y.

AMERICAN ANGORA COMPANY
1000 Broadway, New York, N. Y.
We are seeking Angora wool for immediate sale. Write to: **AMERICAN ANGORA COMPANY**, 1000 Broadway, New York, N. Y.

De YUXIA kammeris nüringsbetov.
By Professor J. A. Oudemans, Lumbach, Holland.
This article discusses the breeding and care of Angora rabbits, focusing on the quality of the wool and the health of the animals.

Utställningar
This section provides information about upcoming rabbit shows and exhibitions, including dates, locations, and contact details for organizers.

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Kaniner till slakt
Svenska Ägghandelsförbundet
Kungälv 1952

Kanin
Svenska Ägghandelsförbundet
Kungälv 1952

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FRÖNT 2
1951
FRÖNT 2

Lanthemmet

VERKSTÄD
27 JUNI 1951

Arbeta mindre — utvärta mer!

Arbetet i den nya fabriken för mekaniska verktyg i Åkersberg har varit ett stort framgångsrikt arbete. Det har varit ett arbete som har varit ett stort framgångsrikt arbete. Det har varit ett arbete som har varit ett stort framgångsrikt arbete.

... (The rest of the text in this column is very faint and difficult to read, appearing to be a continuation of an article or report.)

HÄNT SEN SIST

... (The text in this column continues the article, mentioning various aspects of the work and the factory's progress.)

MARKTÄNKOR I JORD- och SKOG

... (The text in this advertisement is partially obscured but appears to describe the benefits of the tractor and forestry equipment.)

Mekanisk utgåmning — sörmländska system

... (The text in this advertisement describes mechanical systems and their applications in the Småland region.)

... (The text in this advertisement is very faint and difficult to read, appearing to be a continuation of an article or report.)

.. APRIL 1951

the Farmer-Stockman

How to Help Your Cattle, Sheep, Horses, Pigs, Chickens, Rabbits, Ducks, Geese, and Other Farm Animals

Are You Keeping Two Hens of Your Own? See Page 8 for a Cure

Solomon's West Texas Irrigation Equipment Was Wisely Chosen

By Joe H. Hines

What One Texas Grange Did, Yours Can Do

By T. C. Thomas

Example of Old Training and Conservation Change Duff's Farming System

By C. L. Hines

Notre Espoirs: Basting France's Worth in Better Physics

By John Hines

Landtmannen

Swedish Land - Hushåll för Lantmännen

ORDEN FOR
VERKET
LANDTJANS
FORBAND

SH

Nr. 20
1951

En bevarlig potatisjuksdom

Spötdjuksdomen är vanligast i landskommunen 1951

Jordbrukare konstruerar en bra horv

Medlemmar i hushåll

JOURNAL of FARM ECONOMICS

Volume 10, Number 1, 1938

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NORDISK LANTBRUKSEKONOMISK TIDSKRIFT



Administrative Policy in the United States

By J. H. Thompson, University of California, Berkeley

The administrative policy of the United States is a subject of increasing importance to the farmer. The farmer is not only a consumer of government services but also a contributor to the cost of these services. The farmer's interest in the administrative policy of the United States is therefore a natural one. This article discusses the administrative policy of the United States from the point of view of the farmer. It discusses the various agencies of the United States government which are concerned with the farmer, and the policies of these agencies. It also discusses the various methods of financing the administrative policy of the United States, and the effect of these methods on the farmer.

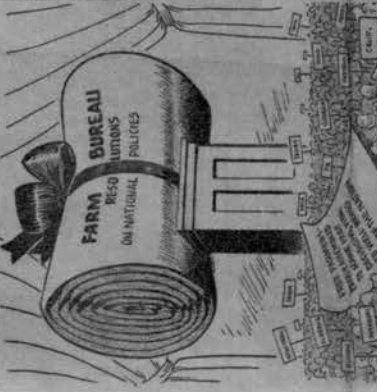
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WHILE THE NATION WATCHES . . .



VOICE OF AGRICULTURE

Here's the first of our "Voice of Agriculture" columns. The "What Makes American Farm" series is a special feature of this issue. It is a series of articles which will be published in the next few issues of the News Letter. The first article in the series is "What Makes American Farm" by Dr. C. C. Young, Director of the Agricultural Experiment Station, University of Illinois. This article is a study of the factors which have made the American farm what it is today. It is a study of the history of the American farm, of the changes which have taken place in the past century, and of the problems which face the American farmer today.



There are many factors which have made the American farm what it is today. One of the most important of these factors is the American farmer's spirit of independence. The American farmer has always been a free man, and he has always been a man who has been able to take care of himself. This spirit of independence has been one of the great strengths of the American farmer, and it has been one of the great reasons why the American farm has been able to survive in the face of so many hardships.

Another factor which has made the American farm what it is today is the American farmer's spirit of cooperation. The American farmer has always been a man who has been able to work with others, and he has always been a man who has been able to help others. This spirit of cooperation has been one of the great strengths of the American farmer, and it has been one of the great reasons why the American farm has been able to survive in the face of so many hardships.

There are many other factors which have made the American farm what it is today. These factors include the American farmer's spirit of hard work, his spirit of innovation, and his spirit of courage. These factors have all been important in making the American farm what it is today, and they will continue to be important in the future.

LET FREEDOM RING!
 The Commission Will Give Our Freedom and Our Independence and Our Ability to Live as We See Fit.
 Separately and in Mutual Cooperation.

Farmers Assemble For Historic Conference

Approximately 100 farmers from all over Illinois gathered at the historic conference of the American Farm Bureau Federation in Chicago, December 9-13. The conference was the first of its kind in the history of the American farm, and it was a landmark event in the history of the American farm. The conference was held at the Waldorf-Astoria Hotel in Chicago, and it was attended by farmers from all over Illinois. The conference was a success, and it was a landmark event in the history of the American farm.

AFBF Membership Rolls to New High—Illinois With 125,500, Top State

The American Farm Bureau Federation has announced that its membership has reached a new high. The total membership of the AFBF is now over 1,000,000. Illinois is the top state in the AFBF, with 125,500 members. This is a record for Illinois, and it is a testament to the success of the American farm. The AFBF is a proud organization, and it is proud to have so many members. The AFBF is a proud organization, and it is proud to have so many members.

RLF-TIDNINGEN
 Nr 49
 Torsdagden den 6 December 1931
 Arkivnr 23



Överdirektör Gösta Nilsson i Vorterboll

Möjligt men dyrbart att bygga ihop två kraftledningar på samma stolpar

Överdirektör Gösta Nilsson i Vorterboll har varit i Stockholm för att undersöka möjligheten att bygga ihop två kraftledningars stolpar på samma ställe. Detta skulle kunna spara mycket pengar, men det skulle också bli mycket dyrbart. Det skulle också bli mycket dyrbart. Det skulle också bli mycket dyrbart.



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Landets minsta kommun jämnar 350 ton socker

Den minsta kommunen i landet, Sjöbo kommun i Skåne, har jämnat 350 ton socker. Detta är en rekord för en så liten kommun. Detta är en rekord för en så liten kommun. Detta är en rekord för en så liten kommun.



Den minsta kommunen i landet, Sjöbo kommun i Skåne, har jämnat 350 ton socker.

Medlingsföring för skogsbrännen i södra Sverige

En medlingsföring har inleddes för att lösa konflikterna mellan skogsägarna och skogsarbetarna i södra Sverige. Detta är en viktig steg mot att lösa konflikterna mellan skogsägarna och skogsarbetarna i södra Sverige.



8. Nej! 9. Ja! 10. Nej! 11. Ja! 12. Nej! 13. Ja!

AMERICAN LABOR UNION PRESIDENTS' Official News Letter

THE PRESIDENTS of the American Labor Union have issued a news letter which is being distributed to all members of the organization. The letter contains a report on the activities of the union during the past year and a list of the names of the presidents of the various unions.

Federal Reserve Crisis

THE FEDERAL RESERVE has been criticized for its handling of the currency situation. It is alleged that the reserve has been unable to maintain the value of the dollar and that it has been forced to print money to meet the demand.

Wages Issue Settled

THE WAGES ISSUE has been settled by the National Labor Relations Board. The board has ruled that employers must pay their employees a minimum wage of \$12 per week.

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FB Opposes Price Curbs On Potatoes

The Federal Bureau of Investigation has opposed the proposed price curbs on potatoes. The bureau believes that such curbs would be detrimental to the potato industry and to the general economy.

Is A 'New Era' at Hand for Hog Producers?

It is believed that a 'new era' is at hand for hog producers. The price of hogs has risen significantly, and it is expected that this trend will continue.

Farm Exports For September Rise in Value

The value of farm exports for September has risen significantly. This is due to an increase in the price of agricultural products and to a rise in the volume of exports.

Booth's News Except

Booth's news except is a collection of news items from various sources. It provides a comprehensive overview of current events.

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Division of Text Sources Is Sought In Study Begins by House Committee

The House Committee has begun a study to determine the sources of text. The committee is interested in identifying the origins of various documents and reports.

State Critics

State critics have expressed their concerns about the proposed legislation. They believe that the legislation would be detrimental to the state's interests.

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Little by little, the people of the South are learning to use the modern methods of agriculture... The use of the tractor and the combine harvester has revolutionized the farming industry...

Guided by The American Turpentine Producers Association the South's specialized hard wood industry is using increasing demands with modern production methods.

Out of the Cracker Barrel

By HUGO F. GEMMEL, JR.

American FORESTS 50 CENTS

MODERN SKOGSKIVNING

En skogsarbetare från Sverige.

Modern forestry methods in Sweden involve the use of specialized machinery and techniques to maximize timber yield while maintaining forest health. The Swedish model is often cited as a benchmark for sustainable forest management.

Skogsarbetarna på de nya maskinerna

The introduction of new machinery in forestry has significantly improved efficiency and safety. Modern saws and logging equipment allow for faster and more precise cuts, reducing the physical strain on workers.

American Skogen

FORDSON MAJOR

Är en afgräddare och skördare för skogen...

FORD MOTOR COMPANY A/S • STOCKHOLMS FERRHAMN

10% DISCOUNT

JUNE, 1951

Sangerdale Dispersal Avgs. \$476; Grosses \$37,665



PRESIDENT OF THE SANGERDALE DISPERSAL SALE, JAMES W. SANGER, ANNOUNCED THAT THE SALE OF 153 PUPIL AYRSHIRE BULLS, WHICH TOOK PLACE AT THE SANGERDALE DISPERSAL SALE, WAS A SUCCESSFUL ONE. THE SALE WAS HELD AT THE SANGERDALE DISPERSAL SALE, WHICH TOOK PLACE AT THE SANGERDALE DISPERSAL SALE.

\$750 Top At St. Lawrence Sale

SALE AT ST. LAWRENCE	
Lot	Price
1	\$750
2	\$600
3	\$500
4	\$400
5	\$300
6	\$200
7	\$150
8	\$100
9	\$80
10	\$60
11	\$50
12	\$40
13	\$30
14	\$20
15	\$15
16	\$10
17	\$8
18	\$6
19	\$5
20	\$4
21	\$3
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98	\$1
99	\$1
100	\$1

ONE OF THE TOP AYRSHIRE BULLS AT THE ST. LAWRENCE DISPERSAL SALE, HELD AT THE ST. LAWRENCE DISPERSAL SALE, WAS A SUCCESSFUL ONE. THE SALE WAS HELD AT THE ST. LAWRENCE DISPERSAL SALE, WHICH TOOK PLACE AT THE ST. LAWRENCE DISPERSAL SALE.

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2	\$600
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6	\$200
7	\$150
8	\$100
9	\$80
10	\$60
11	\$50
12	\$40
13	\$30
14	\$20
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94	\$1
95	\$1
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98	\$1
99	\$1
100	\$1

THE AYRSHIRE BREEDER

National Ayrshire Week Broadcast

PRESIDENT HALL'S WELCOME TO THE NATIONAL AYRSHIRE WEEK BROADCAST, HELD AT THE NATIONAL AYRSHIRE WEEK BROADCAST, WHICH TOOK PLACE AT THE NATIONAL AYRSHIRE WEEK BROADCAST.



CONFEREES TO THE NATIONAL AYRSHIRE WEEK BROADCAST

President Hall's Welcome

PRESIDENT HALL'S WELCOME TO THE NATIONAL AYRSHIRE WEEK BROADCAST, HELD AT THE NATIONAL AYRSHIRE WEEK BROADCAST, WHICH TOOK PLACE AT THE NATIONAL AYRSHIRE WEEK BROADCAST.

THE AYRSHIRE DIGEST
 May 15, 1951
 Published Monthly by
The Ayrshire Breeders' Association
 BRANDON, VERMONT, U.S.A.

SRB
 AVELSFÖRENINGENS FÖR SVENSK RÖD OCH VIT TIDSKRIF
 1951
 INNEHÅLL
 HEDER

SALE AT ST. LAWRENCE

SALE AT ST. LAWRENCE

SALE AT ST. LAWRENCE

HOG BREEDER
How to breed your hogs for profit

GRAND HAYWARDS

WHAT HOGS

15c
 100-15000

**DIFFICULT TO OBTAIN
 HOG CHOLERA
 VACCINE**

ROVAC
 H. H. ROVAC & COMPANY, INC.
 1000 N. W. 10th St., Miami, Fla.

FOR MORE HOG PROFITS
 See the new **PROFIT** program
 HOGS & VEGETABLE CO.

100% LARD BAGS
 HOGS & VEGETABLE CO.

Antibiotic Feeds

The use of antibiotics in feeds for hogs is a new development in hog raising. It has been found that antibiotics can be used to prevent and cure many of the diseases that afflict hogs. This is especially true in the case of hog cholera, which is a highly contagious and often fatal disease. Antibiotic feeds can also be used to improve the health and growth of hogs, and to reduce the amount of medicine that is needed to treat them.

Antibiotic feeds are available in a variety of forms, including pellets, cubes, and liquid concentrates. They can be added to the regular feed ration of hogs, and they will be consumed along with the feed. This makes them very convenient to use, and they are also very effective. Antibiotic feeds are especially useful in the case of hog cholera, which is a disease that can be spread by contact with infected hogs or their secretions. Antibiotic feeds can also be used to prevent and cure other diseases, such as pneumonia, dysentery, and scours.

FATTEN YOUR HOGS WITH FOXBILT
FAST FINISHER

**SAVE MONEY
 SAVE GRAIN
 SAVE WORK**

FAST FINISHER
 (Hog) feeds on BASS, LOBBY, and HOG

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ASK US ABOUT FAST FINISHER
FOXBILT FEEDS

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SVENSKA SVINAVELSFÖRENINGENS TIDSKRIFT

1957

100-15000

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NO HELP NEEDED!
A CLIPPER ONE OPERATOR
JUST 200 LBS. IN
WEIGHT!



CLIPPER Super 69-D

The Clipper Super 69-D is the most powerful and efficient one-man machine ever made. It is the only one-man machine that can be used for all types of mowing, cutting, and edging. It is built for long life and low maintenance. It is the only one-man machine that can be used for all types of mowing, cutting, and edging. It is built for long life and low maintenance.

CLIPPER
MOWER & SHED
AND BARN CLEANERS

A. J. FERRELL & CO.
INCORPORATED

SEED WORLD
LIFT 18
LIFT 18



STUK FROTIDNING

...och ett effektivt
medelsmedel
Panogen

**Kärlens behållning ligger av kliver-
och timmerstäm.**

Återställs

**Rationellt jordbruk
kräver effektiva maskiner...**



CAVENSK FROTIDNING

ORSAK FÖR
FRÖNSKED OCH
FRÖNSKED OCH
FRÖNSKED OCH
FRÖNSKED OCH
FRÖNSKED OCH

Återställs

**Rationellt jordbruk
kräver effektiva maskiner...**



**Golden Harvest Concludes
The Chapter of Vegetables
For American Gardens Abroad**

**Squashes
and
Pumpkins**

By Carolyn Wickham



THE PUMPKIN

The pumpkin is a member of the Cucurbitaceae family, which also includes the squash and melon. It is a very hardy plant and can be grown in a wide range of climates. The pumpkin is a very important vegetable for the American garden abroad. It is a very hardy plant and can be grown in a wide range of climates. The pumpkin is a very important vegetable for the American garden abroad.

KLIVERSTÄM

...och ett effektivt
medelsmedel
Panogen

**Kärlens behållning ligger av kliver-
och timmerstäm.**

Återställs

**Rationellt jordbruk
kräver effektiva maskiner...**



Asterdies
 Redaktion och Kontor
 20. Wijk, Stockholm 10, Sveriges Post 10
 Telefon 100. Best. & Abonnem. 100.
 Tryckeri: Sveriges Posttryckeri AB

Viola

TIDNING FÖR TRÄDGÅRSDODLINGEN I SVERIGE
 (SÖNDAGEN den 20 sept. 1951)

PRENUMERATIONSPRIS
 12 nummer 1.00 krona
 ÅRSABONNEMANGSPRIS
 12 nummer 10.00 kronor
 ANNONSPRIS
 100 ord 1.00 krona
 200 ord 2.00 kronor
 300 ord 3.00 kronor
 400 ord 4.00 kronor
 500 ord 5.00 kronor
 600 ord 6.00 kronor
 700 ord 7.00 kronor
 800 ord 8.00 kronor
 900 ord 9.00 kronor
 1000 ord 10.00 kronor

Mastra, stören och den svenska frukten.
 De svenska frukterna har varit ett av våra största exportvaror sedan länge. De har varit en viktig del av vår näringslivsstruktur och har bidragit till vår ekonomiska utveckling. Men under de senaste åren har vi sett en betydande minskning i exporten av svenska frukter till utlandet. Detta beror på flera olika faktorer, bland annat på ökade tullar och konkurrens från andra länder. Det är därför viktigt att vi som odlare och konsumenter är medvetna om detta och försöker hitta sätt att stärka vår fruktproduktion och marknadsföring.

Skanska Trädgårdsföreningens 75-årsjubileum.
 Skanska Trädgårdsföreningens 75-årsjubileum firas den 20 september. Föreningen har under dessa 75 år varit en viktig del av den svenska trädgårdsodlingen. Den har bidragit till utvecklingen av nya sorter och metoder för odling och skötsel. Jubileet är ett tillfälle att reflektera över föreningens historia och framtid. Det är också ett tillfälle att tacka alla de medlemmar som har bidragit till föreningens utveckling under dessa 75 år.

Met all rim och reson

KÄNSLA KLINGAR GUDEN och KÄRA!
 Du vet väl att du kan få dina växter att blomstra tidigare och längre? Det är möjligt om du använder dig av våra specialiserade produkter. Vi har utvecklat en rad olika produkter som hjälper dig att optimera din odling. Dessa produkter är baserade på naturliga ämnen och är helt säkra för både växterna och miljön. Använd dem redan idag för att se skillnad på dina växter!

JEHOHLSENS ENKE AB
 Trädgårdsmaskiner, sprutmedel, växtskydd

FRUKTSTEGAR
 enkelt att sätta upp
 förklaring 3.25 meter,
 praktiska och solida.

A.-B. HÖRDISKA FROHÄNDEL
 ABTILL. HÖRDISKA FROHÄNDELN
 1000. HÖRDISKA FROHÄNDELN
 1000. HÖRDISKA FROHÄNDELN

Trekölvär
 CHEVROLET KAPRI 1200 CM
 1951 FRENCH MANSION 1200
 1951 FRENCH MANSION 1200
 1951 FRENCH MANSION 1200

Weiballs
 1000. 1000. 1000. 1000. 1000.

Trädgårdstest i storstaden.
 Skanska Trädgårdsföreningens 75-årsjubileum firas den 20 september. Föreningen har under dessa 75 år varit en viktig del av den svenska trädgårdsodlingen. Det är därför viktigt att vi som odlare och konsumenter är medvetna om detta och försöker hitta sätt att stärka vår fruktproduktion och marknadsföring.

För höstlovarnas
 För höstlovarnas...
 För höstlovarnas...
 För höstlovarnas...

Plantkolester
 Kungälvskolan Plantkola
 Kungälvskolan Plantkola
 Kungälvskolan Plantkola

Rotary
 Rotary...
 Rotary...
 Rotary...

VEB - för stora ångbehov
 VEB - för stora ångbehov...
 VEB - för stora ångbehov...
 VEB - för stora ångbehov...

AMTISHOLAGET VÄTTER OCH ÅNG
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FLORISTS HORTICULTURAL TRADE EXCHANGE

Vol. CXVII No. 13 SEPTEMBER 29, 1951 Every Saturday, \$6.00 a year

Are you keeping up?
TRY "GROWER TALKS"

If you find it hard to "keep up" on what's happening in the trade, new species, new plant material, selling ideas, we can help you. GROWER TALKS is a weekly communication in plain, practical, and interesting language. It suggests ways to do things, gives you the latest in growing methods, variety recommendations. It lists new products on hand, wanted and about to appear. You find out what's happening today. It costs \$6.00 a year \$3.00.

SEE OUR ADVERTISEMENT ON PAGE 10

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41-42 1/2" Tulips	\$4.00 - \$5.00
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47-48 1/2" Tulips	\$4.00 - \$5.00
49-50 1/2" Tulips	\$4.00 - \$5.00
51-52 1/2" Tulips	\$4.00 - \$5.00
53-54 1/2" Tulips	\$4.00 - \$5.00
55-56 1/2" Tulips	\$4.00 - \$5.00
57-58 1/2" Tulips	\$4.00 - \$5.00
59-60 1/2" Tulips	\$4.00 - \$5.00
61-62 1/2" Tulips	\$4.00 - \$5.00
63-64 1/2" Tulips	\$4.00 - \$5.00
65-66 1/2" Tulips	\$4.00 - \$5.00
67-68 1/2" Tulips	\$4.00 - \$5.00
69-70 1/2" Tulips	\$4.00 - \$5.00
71-72 1/2" Tulips	\$4.00 - \$5.00
73-74 1/2" Tulips	\$4.00 - \$5.00
75-76 1/2" Tulips	\$4.00 - \$5.00
77-78 1/2" Tulips	\$4.00 - \$5.00
79-80 1/2" Tulips	\$4.00 - \$5.00
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83-84 1/2" Tulips	\$4.00 - \$5.00
85-86 1/2" Tulips	\$4.00 - \$5.00
87-88 1/2" Tulips	\$4.00 - \$5.00
89-90 1/2" Tulips	\$4.00 - \$5.00
91-92 1/2" Tulips	\$4.00 - \$5.00
93-94 1/2" Tulips	\$4.00 - \$5.00
95-96 1/2" Tulips	\$4.00 - \$5.00
97-98 1/2" Tulips	\$4.00 - \$5.00
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Roman J. Irwin
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En mekanisk spade.

 En mekanisk spade, som gör arbetet lättare och snabbare. Den är byggd av stål och har en kraftfull motor. Perfekt för jordbruk och trädgårdsarbete.

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Sådkälla

 Sötliljor, Krukväxter, Krydd-Prunus, Dekorationsmaterial
 Helt Nya, Moderna, Färdiga
 Sötliljor, Krukväxter, Krydd-Prunus, Dekorationsmaterial
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 i Färska Grönsaker
 och
 Rotfrukter
 till de bästa recepterna
A.-B. GUSTAV NILSSON
 KRYDDVÄRME 13
 Färska Grönsaker - till de bästa recepterna

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 Helt Nya, Moderna, Färdiga

The American National FUR & MARKET JOURNAL

Volume 30, Number 11 November 1943



Officers of Club Plan Annual Mink Show At Phillips

Phillips Show Will Be Held November 14-15

The Phillips Show, one of the largest and most important fur shows in the country, will be held at the Phillips Hotel in Philadelphia, Pa., on November 14 and 15. The show is being organized by the Philadelphia Fur Club, which has a long and distinguished record in the fur industry.

Complete Plans For Big Show At Austin, Minn.

Plans for the big fur show to be held in Austin, Minn., are well advanced. The show is being organized by the Minnesota Fur Association and is expected to be one of the most successful in the history of the industry.

COMING EVENTS

WISCONSIN PELT SHOW IN JANUARY
The Wisconsin Pelt Show will be held in January at the Wisconsin State Fairgrounds in Madison, Wis. The show is being organized by the Wisconsin Fur Association and is expected to be one of the most successful in the history of the industry.

Some Indexes For Lakeland

Some indexes for Lakeland are being compiled by the Lakeland Fur Association. These indexes will provide valuable information for the fur industry and are expected to be published in the near future.

County Agent Tells How Shows Help Fur Ranchers of Area

A county agent has explained how fur shows help fur ranchers in the area. He stated that these shows provide a valuable opportunity for ranchers to display their products and to receive valuable feedback from buyers and exhibitors.

Increase in Fur Tax for August

There has been an increase in the fur tax for August. This increase is due to the higher prices of furs and is expected to result in a significant increase in tax revenue for the government.

Våra pälsdjur

Årskrift 1943

Redaktion	Stockholm
Tryckeri	Stockholm
Årskriftens innehåll	Se innehållssida
Pris	10:-



Ormaryds-Pastell

En metod för att förbättra kvaliteten på pälsdjurskroppen. Detta är en viktig faktor för att uppnå en hög kvalitet på pälsdjursprodukter.

NORDISKA PÄLSDJURSFARMEN

En av de största pälsdjursfarmarna i Norden. Vi erbjuder hög kvalitet på pälsdjursprodukter till ett bra pris.

SOMMARPÄLSAD

En av de bästa pälsdjursarterna. Den har en mjuk och silkesglänsande päls som är mycket eftertraktad.

J. G. ULLMAN & Co.

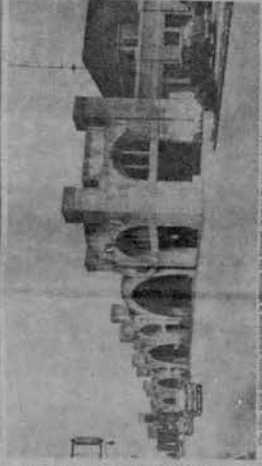
En annons

En viktig annons för pälsdjursindustrin. Den innehåller värdefull information om de senaste utvecklingarna i branschen.

Våra pälsdjur

Fortfalla undersökningar över resultatet vid tillämpning av olika system för parning av mink

En undersökning har genomförts för att utvärdera resultatet av olika parningssystem för mink. Undersökningen visar att vissa system ger bättre resultat än andra, vilket kan vara av stor betydelse för minkuppfödare.



One of the largest feed mills in the country is the one at St. Paul, Minn., owned by the American National Feed & Market Co. It is the largest feed mill in the world, producing 1,000,000 tons of feed annually.

GROWTH is the surest proof of merit

Join the ever-increasing numbers who ship to this unequalled marketing service—right in the far-producing area



While we are proud of the growth of this organization, this is only a reflection of the confidence of the industry from all parts of North America. Our volume is highlighted by the fact that we have shipped more than 1,000,000 tons of feed in the past year. This is a record for any feed organization in the United States.

NEW YORK AUCTION CO. (MINNESOTA)
121 Third St., North Minneapolis
Phone 4-2744

COUNTY AGENCY

The American National Feed & Market Co. is the largest feed mill in the world, producing 1,000,000 tons of feed annually. It is the largest feed mill in the world, producing 1,000,000 tons of feed annually.

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Many Present At Midwest Meeting

The Midwest Feed & Market Association held its annual meeting in St. Paul, Minn., on November 15, 1951. The meeting was attended by representatives from all over the Midwest.

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Veteran Salesman In New Post

John A. Smith, a veteran salesman, has been appointed to a new position at the American National Feed & Market Co. He will be responsible for the sales of feed products in the Midwest.

TOO LATE TO CLASSIFY

The American National Feed & Market Co. has announced that it will be classified as a public utility. This classification will allow the company to raise rates to cover the cost of its operations.

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California Fair Breeders To Exhibit Mink

The California Fair Breeders Association will exhibit mink at the California Fair in San Francisco. The exhibition will show the latest in mink breeding and raising techniques.

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APPENDIX B

BITIDNINGEN

Printed area per page 37.5 square inches

Issue	July		August		September		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	261	24.9	256	28.5	228	25.3	249	26.2
Non-advert.	778	74.1	633	70.3	666	74.0	692	72.8
White space	11	1.0	11	1.2	6	0.7	9	1.0
Total	1050	100.0	900	100.0	900	100.0	950	100.0
No. of pages	28		24		24		25	

Square inches and percentage of non-advertising space devoted to:

Pictures	79	10.2	44	7.0	50	7.5	58	8.4
Tables					4	0.6	1	0.1
Opinion	7	0.9			9	1.4	5	0.7
Economics	88	11.3			153	23.0	80	11.6
Mkt reports					23	3.5	8	1.2
How to do	221	28.4	238	27.5	91	13.7	183	26.5
Features	56	7.2	15	2.4	5	0.7	25	3.6
Interviews								
Discussion	70	9.0	74	11.7	119	17.9	88	12.7
Q. & A.					50	7.5	17	2.5
Laws	44	5.7					15	2.2
Assoc.	114	14.6	131	20.7	84	12.5	110	15.9
Fairs			9	1.4			3	0.4
Industry								
Crime								
Disasters								
Religion								
Education								
Science								
Books	4	0.5					1	0.1
Radio								
Movies								
Comics								
Entertainm.								
Obituaries	18	2.3	25	3.9			14	2.0
Birthdays	11	1.4	8	1.3	15	2.3	11	1.6
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	66	8.5	89	14.1	63	9.4	73	10.5
Total	778	100.0	633	100.0	666	100.0	692	100.0

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HUSHALLNINGSSALLSKAPENS TIDSKRIFT

Printed area per page 52.07 square inches

Issue	No. 3		No. 4		No. 5		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	301	18.1	301	20.6	299	20.5	300	19.7
Non-advert.	1166	70.9	1041	71.4	1050	72.0	1086	71.1
White space	199	11.9 ¹	116	8.0	109	7.5	141	9.2
Total	1666	100.0	1458	100.0	1458	100.0	1527	100.0
No. of pages	32		28		28		29	

Square inches and percentage of non-advertising space devoted to:

Pictures	81	6.9	80	7.7	87	8.3	83	7.6
Tables	103	8.8	87	8.4			63	5.8
Opinion								
Economics	191	16.4	65	6.2	53	5.0	103	9.5
Mkt reports								
How to do								
Features								
Interviews								
Discussion								
Q. & A.								
Laws	223	19.1	291	28.0	450	42.9	321	29.6
Assoc.	210	18.0	306	29.3	13	1.2	177	16.3
Fairs			3	0.3	225	21.4	76	7.0
Industry								
Crime								
Disasters								
Religion								
Education	156	13.4	147	14.1	178	17.0	160	14.7
Science	155	13.3					52	4.8
Books	3	0.3	12	1.2			5	0.5
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	44	3.8	50	4.8	44	4.2	46	4.2
Total	1166	100.0	1041	100.0	1050	100.0	1086	100.0

¹Spaciously set article on contest.

"

JORDBRUKARNAS FORENINGSBLAD

Printed area per page 201.25 square inches

Issue	October 6		October 13		October 20		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	1321	41.0	1209	37.5	1265	39.3	1265	39.3
Non-advert.	1809	56.2	1898	59.0	1865	57.9	1857	57.7
White space	90	2.8	113	3.5	90	2.8	98	3.0
Total	3220	100.0	3220	100.0	3220	100.0	3220	100.0
No. of pages	16		16		16		16	

Square inches and percentage of non-advertising space devoted to:

Pictures	154	8.5	173	9.1	136	7.3	154	8.3
Tables			8	0.4			3	0.2
Opinion	162	9.0	223	11.7	200	10.7	195	10.5
Economics	217	12.0	246	13.0	341	18.3	269	14.4
Mkt reports	251	13.8	261	13.8	233	12.5	248	13.3
How to do			21	1.1			7	0.4
Features					21	1.1	7	0.4
Interviews	85	4.7					28	1.5
Discussion								
Q. & A.			14	0.7			5	0.3
Laws	25	1.4	9	0.5	9	0.5	14	0.8
Assoc.	328	18.1	273	14.4	289	15.6	297	15.9
Fairs	28	1.5			46	2.5	25	1.3
Industry								
Crime					12	0.6	4	0.2
Disasters								
Religion								
Education	41	2.3	103	5.4	54	2.9	66	3.6
Science	12	0.7	43	2.3			18	1.0
Books	87	4.8	87	4.6	76	4.1	83	4.5
Radio			36	1.9			12	0.6
Movies					55	2.9	18	1.0
Comics	28	1.5	46	2.4	30	1.6	35	1.9
Entertainm.	115	6.4	91	4.8	114	6.1	107	5.8
Obituaries					10	0.5	3	0.2
Birthdays								
Profiles								
Society								
Homemaking	68	3.8	52	2.7	31	1.7	50	2.7
Human int.								
Weather								
Std. heads	208	11.5	212	11.2	208	11.1	209	11.2
Total	1809	100.0	1898	100.0	1865	100.0	1857	100.0

"

KANINUPPFODAREN

Printed area per page 44 square inches

Issue	Feb.		March		April		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	32	9.1	37	7.0	54	10.2	41	8.7
Non-advert.	296	84.1	474	89.8	473	89.6	414	88.3
White space	24	6.8	17	3.2	1	0.2	14	3.0
Total	352	100.0	528	100.0	528	100.0	469	100.0
No. of pages	8		12		12		11	

Square inches and percentage of non-advertising space devoted to:

Pictures	37	12.5	9	1.9	15	3.1	20	4.8
Tables	6	2.0					2	0.5
Opinion								
Economics								
Mkt reports					111	23.5	37	8.9
How to do			74	15.6			25	6.0
Features								
Interviews								
Discussion			53	11.2			18	4.3
Q. & A.								
Laws								
Assoc.	82	27.8	212	44.7	293	62.0 ²	195	47.2
Fairs	30	10.1	10	2.1			13	3.1
Industry								
Crime								
Disasters								
Religion								
Education								
Science	100	33.8 ³	29	6.1			43	10.4
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries			8	1.7			3	0.7
Birthdays	9	3.0	19	4.0			9	2.2
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	32	10.8	60	12.7	54	11.4	49	11.9
Total	296	100.0	474	100.0	473	100.0	414	100.0

²Nearly seven pages devoted to association news.

³Scientific paper.

LADUGÅRDEN

Printed area per page 44 square inches

Issue	April		May		June		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	208	14.8	153	10.9	289	20.5	217	15.4
Non-advert.	1143	81.2	1166	82.8	1026	72.9	1111	78.9
White space	32	4.0	89	6.3	93	6.6	80	5.7
Total	1408	100.0	1408	100.0	1408	100.0	1408	100.0
No. of pages	32		32		32		32	

Square inches and percentage of non-advertising space devoted to:

Pictures	73	6.4	150	12.9	106	10.3	110	9.9
Tables	11	1.0	66	5.7	28	2.7	35	3.2
Opinion	83	7.3	182	15.6	154	15.0	139	12.5
Economics	43	3.8	314	26.9	186	18.2	181	16.3
Mkt reports	102	8.9					34	3.1
How to do	484	42.3	223	19.1	325	31.7	344	31.0
Features								
Interviews								
Discussion	232	20.3	36	3.1			89	8.0
Q. & A.	22	1.9	39	3.3			20	1.8
Assoc.					31	3.0	10	0.9
Laws								
Fairs	12	1.0	36	3.1			16	1.4
Industry								
Crime								
Disasters								
Religion								
Education								
Science	10	0.9	27	2.3	112	10.9	50	4.5
Books	30	2.6			56	5.5	29	2.6
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.			6	0.5			2	0.1
Weather								
Std. heads	41	3.6	87	7.5	28	2.7	52	4.7
Total	1143	100.0	1166	100.0	1026	100.0	1111	100.0

LANTHEMIET

Printed area per page 74.31 square inches

Issue	January 27		February 10		February 24		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	285	13.7	266	9.9	338	16.2	297	13.0
Non-advert.	1592	76.5	2170	81.1	1597	76.8	1786	78.4
White space	204	9.8	239	9.0	146	7.0	196	8.6
Total	2081	100.0	2675	100.0	2081	100.0	2279	100.0
No. of pages	28		36		28		32	

Square inches and percentage of non-advertising space devoted to:

Pictures	344	21.7	706	32.6	493	30.8	514	28.8
Tables								
Opinion	98	6.2	99	4.6	85	5.3	94	5.3
Economics			72	3.3			24	1.3
Mkt reports								
How to do								
Features	93	5.8	215	9.9	101	6.3	136	7.6
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.			40	1.8			13	0.7
Fairs			11	0.5			4	0.2
Industry								
Crime								
Disasters								
Religion	16	1.0					5	0.3
Education	150	9.4	229	10.6			126	7.1
Science								
Books	93	5.8	16	0.7	36	2.3	48	2.7
Radio								
Movies								
Comics								
Entertainm.	265	16.6	206	9.5	282	17.7	251	14.1
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking	256	16.1	289	13.3	418	26.2	322	18.0
Human int.								
Weather								
Std. heads	277	17.4	287	13.2	182	11.4	249	13.9
Total	1592	100.0	2170	100.0	1597	100.0	1786	100.0

LANTMANN EN

Printed area per page 68.88 square inches

Issue	May 5		May 12		May 19		Average	
	Sq.ins	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	324	23.5	339	20.5	322	19.5	328	21.0
Non-advert.	1008	73.2	1256	76.0	1259	76.2	1174	75.2
White space	46	3.3	58	3.5	72	4.3	59	3.8
Total	1378	100.0	1653	100.0	1653	100.0	1561	100.0
No. of pages	20		24		24		23	

Square inches and percentage of non-advertising space devoted to:

Pictures	102	10.1	156	12.4	189	15.0	149	12.7
Tables	98	9.7	160	12.7	140	11.1	133	11.3
Opinion								
Economics	139	13.8	197	15.7	92	7.3	143	12.2
Mkt reports	50	5.0	196	15.6	43	3.4	96	8.2
How to do	233	23.1	146	11.6	64	5.1	148	12.6
Features	35	3.5	45	3.6	74	5.9	51	4.3
Interviews					79	6.3	26	2.2
Discussion			89	7.1			30	2.6
Q. & A.	59	5.9			56	4.4	38	3.2
Laws								
Assoc.	90	8.9	101	8.0	299	23.7 ⁴	163	13.9
Fairs					24	1.9	8	0.7
Industry								
Crime								
Disasters								
Religion								
Education	86	8.5	49	3.9	5	0.4	47	4.0
Science					63	5.0	21	1.8
Books	2	0.2	1	0.1	8	0.6	4	0.3
Radio								
Movies								
Comics								
Entertainm.								
Obituaries			12	1.0	10	0.8	6	0.5
Birthdays			30	2.4			10	0.9
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	114	11.3	74	5.9	113	9.1	101	8.6
Total	1008	100.0	1256	100.0	1259	100.0	1174	100.0

⁴Includes the annual report from the National Federation of Swedish Farmers Cooperative Associations.

MASKINTEKNIK I JORD OCH SKOG

Printed area per page 56.25 square inches

Issue	No. 1		No. 2		No. 3		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	941	32.2	718	24.5	914	31.3	858	29.3
Non-advert.	1840	62.9	1985	67.9	1844	63.0	1889	64.6
White space	144	4.9	222	7.6	167	5.7	178	6.1
Total	2925	100.0	2925	100.0	2925	100.0	2925	100.0
No. of pages	52		52		52		52	

Square inches and percentage of non-advertising space devoted to:

Pictures	618	33.6	678	34.1	651	35.3	649	34.3
Tables					15	0.8	5	0.3
Opinion	77	4.2	68	3.4	56	3.0	67	3.5
Economic	339	18.4	45	2.3	362	19.6	249	13.2
Mkt. reports								
How to do	550	29.9	582	29.3	350	19.0	494	26.2
Features								
Interviews								
Discussion								
Q. & A.					20	1.1	6	0.3
Laws								
Assoc.								
Fairs			87	4.4			29	1.5
Industry								
Crime								
Disasters								
Religion								
Education	77	4.2					26	1.4
Science	105	5.7	377	19.0	326	17.7	269	14.2
Books								
Radio								
Movies								
Comics			8	0.4			3	0.2
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	74	4.0	140	7.1	64	3.5	92	4.9
Total	1840	100.0	1985	100.0	1844	100.0	1889	100.0

NORDISK LANTBRUKSEKONOMISK TIDSKRIFT

Printed area per page 37.5 square inches

Issue	1st quarter		2nd quarter		3rd quarter		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	Sq.ins.	%
Advertising	225	11.5	188	10.5	188	9.6	200	10.5
Non-advert.	1638	84.0	1509	83.8	1688	86.6	1612	84.9
White space	87	4.5	103	5.7	74	3.8	88	4.6
Total	1950	100.0	1800	100.0	1950	100.0	1900	100.0
No. of pages	52		48		52		51	

Square inches and percentage of non-advertising space devoted to:

Pictures	35	2.1					12	0.7
Tables	107	6.5	66	4.4	91	5.3	88	5.5
Opinion								
Economics								
Mkt reports								
How to do								
Feature								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.	59	3.6					20	1.2
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science	1132	69.2	1283	85.0	1449	86.0	1288	79.9
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. Heads	305	18.6	160	10.6	148	8.7	204	12.7
Total	1638	100.0	1509	100.0	1688	100.0	1612	100.0

RLF-TIDNINGEN

Printed area per page 130.63 square inches

Issue	Nov. 29		Dec. 6		Dec. 13		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	575	27.5	621	29.7	682	32.6	626	30.0
Non-advert.	1434	68.6	1383	66.2	1320	63.2	1379	66.0
White space	81	3.9	86	4.1	88	4.2	85	4.0
Total	2090	100.0	2090	100.0	2090	100.0	2090	100.0
No. of pages	16		16		16		16	

Square inches and percentage of non-advertising space devoted to:

Pictures	143	10.0	153	11.1	216	16.5	171	12.4
Tables	68	4.7					23	1.7
Opinion	385	26.8	399	28.9	446	33.8	410	29.7
Economics	244	17.0	233	16.8	166	12.6	214	15.5
Mkt reports	21	1.5	20	1.4			14	1.0
How to do			100	7.2			33	2.4
Features					91	6.9	30	2.2
Interviews								
Discussion								
Q. & A.								
Laws	60	4.2					20	1.5
Assoc.	111	7.7	101	7.3	32	2.4	81	5.9
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education	53	3.7					18	1.3
Science	24	1.7	29	2.1	65	4.9	39	2.8
Books	13	0.9	43	3.1	32	2.4	29	2.1
Radio								
Movies								
Comics	37	2.6	27	2.0	28	2.1	31	2.2
Entertainm.	71	5.0	96	6.9	69	5.2	79	5.7
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking	82	5.7	88	6.4	85	6.4	85	6.2
Human int.								
Weather								
Std. heads	122	8.5	94	6.8	90	6.8	102	7.4
Total	1434	100.0	1383	100.0	1320	100.0	1379	100.0

SKOGEN

Printed area per page 70 square inches

Issue	August		September		October		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	573	40.9	563	40.2	655	46.8	597	42.6
Non-advert.	820	58.6	832	59.4	737	52.6	796	56.9
White space	7	0.5	5	0.4	8	0.6	7	0.5
Total	1400	100.0	1400	100.0	1400	100.0	1400	100.0
No. of pages	20		20		20		20	

Square inches and percentage of non-advertising space devoted to:

Pictures	97	11.8	96	11.5	68	9.2	87	10.9
Tables								
Opinion								
Economics	126	15.4	97	11.7	73	9.9	99	12.4
Mkt reports								
How to do	70	8.5	48	5.8	97	13.2	72	9.0
Features	95	11.6	71	8.5			55	6.9
Interviews			67	8.1			22	2.8
Discussion					136	18.5	45	5.7
Q. & A.								
Laws	36	4.4	36	4.3	182	24.7 ⁵	85	10.7
Assoc.	118	14.4	145	17.4			88	11.1
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science	42	5.1	57	6.9	8	1.1	36	4.5
Books					43	5.8	14	1.8
Radio								
Movies								
Comics								
Entertainm.								
Obituaries	23	2.8	5	0.6	6	0.8	11	1.4
Birthdays	11	1.3	9	1.1	7	0.9	9	1.1
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	202	24.7	201	24.1	117	15.9	173	21.7
Total	820	100.0	832	100.0	737	100.0	796	100.0

⁵ Almost three pages devoted to proposed laws concerning forestry.

SRB

Printed area per page 32.63 square inches

Issue	2nd quarter		3rd quarter		4th quarter		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	115	2.2	98	4.7	98	5.8	104	3.5
Non-advert.	4467 ⁶	85.6	1709 ⁷	81.8	1317 ⁸	77.6	2497	83.1
White space	639	12.2	281	13.5	282	16.6	401	13.4
Total	5221	100.0	2088	100.0	1697	100.0	3002	100.0
No. of pages	160		64		52		92	

Square inches and percentage of non-advertising space devoted to:

Pictures	87	1.9			316	24.0	134	5.4
Tables	64	1.4	1024	59.9	102	7.7	396	15.9
Opinion								
Economics	210	4.7	501	29.3	258	19.6	323	12.9
Mkt reports								
How to do	97	2.2					32	1.3
Features								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.	3903	87.4 ⁹			116	8.8	1339	53.6
Fairs					164	12.5	55	2.2
Industry								
Crime								
Disasters								
Religion								
Education								
Science			78	4.6	218	16.6	99	4.0
Books					32	2.4	11	0.4
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.					5	0.4	2	0.1
Weather								
Std. heads	106	2.4	106	6.2	106	8.0	106	4.2
Total	4467	100.0	1709	100.0	1317	100.0	2497	100.0

6 Three blank pages

7 Two blank pages

8 Three blank pages

9 Includes 1951 directory of members of the SRB association.

SVENSKA FÄRVELSFÖRENINGENS TIDSKRIFT

Printed area per page 31.5 square inches

Issue	No. 3		No. 4		No. 5		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	111	11.0	73	6.4	150	11.9	111	9.8
Non-advert.	871	86.4	979	86.4	1060	84.1	970	85.5
White space	26	2.6	82	7.2 ¹⁰	50	4.0	53	4.7
Total	1008	100.0	1134	100.0	1260	100.0	1134	100.0
No. of pages	32		36		40		36	

Square inches and percentage of non-advertising space devoted to:

Pictures	58	6.7	61	6.2	104	9.8	74	7.6
Tables	141	16.2	443	45.2	165	15.6	250	25.7
Opinion								
Economics			105	10.7	255	24.1	120	12.4
Mkt reports	38	4.4	64	6.5			34	3.5
How to do			88	9.0			29	3.0
Features								
Interviews								
Discussion					77	7.3	26	2.7
Q. & A.								
Laws								
Assoc.	204	23.4	108	11.0	276	26.0	197	20.3
Fairs					80	7.5	27	2.8
Industry								
Crime								
Disasters								
Religion								
Education								
Science	325	37.3 ¹¹					108	11.1
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries			44	4.5	20	1.9	21	2.2
Birthdays	10	1.1					3	0.3
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	95	10.9	66	6.7	83	7.8	81	8.4
Total	871	100.0	979	100.0	1060	100.0	970	100.0

¹⁰ Large number of tables not taking up the entire page
¹¹ Fifteen pages out of 32 devoted to a scientific paper.

SVENSKA LANTARBETSGIVAREFORENINGARNAS TIDSKRIFT

Printed area per page 63.38 square inches

Issue	May-June		July-August		September		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	384	43.6	649	42.7	593	33.4	710	40.0
Non-advert.	1051	51.8	785	51.6	1069	60.2	968	54.5
White space	93	4.6	87	5.7	113	6.4	97	5.5
Total	2028	100.0	1521	100.0	1775	100.0	1775	100.0
No. of pages	32		24		28			

Square inches and percentage of non-advertising space devoted to:

Pictures	165	15.7	67	8.5	274	25.6	168	17.4
Tables	81	7.7			38	3.6	40	4.1
Opinion					96	9.0	32	3.3
Economics	190	18.0	160	20.4	75	7.0	142	14.7
Mkt reports								
How to do	227	21.6	36	4.6	198	18.5	154	15.9
Features								
Interviews								
Discussion								
Q. & A.								
Laws	44	4.2	31	3.9 ¹²			25	2.6
Assoc.	214	20.4	380	48.4	86	8.0	226	23.3
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science	87	8.3	76	9.7	107	10.0	90	9.3
Books					157	14.7	52	5.4
Radio								
Movies								
Comics								
Obituaries	8	0.8					3	0.3
Entertainm.								
Birthdays								
Profiles								
Society								
Homenaking								
Human int.								
Weather								
Std. heads	35	3.3	35	4.5	38	3.6	36	3.7
Total	1051	100.0	785	100.0	1069	100.0	968	100.0

¹²Four pages devoted to association news.

SVENSKA MEJERITIDNINGEN

Printed area per page 51.7 square inches

Issue	Sept. 8		Sept. 15		Sept. 22		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	424	41.0	447	43.2	550	53.1	474	45.8
Non-advert.	590	57.0	556	53.7	460	44.4	535	51.7
White space	21	2.0	32	3.1	25	2.5	26	2.5
Total	1035	100.0	1035	100.0	1035	100.0	1035	100.0
No. of pages	20		20		20		20	

Square inches and percentage of non-advertising space devoted to:

Pictures	30	5.1	50	9.0			27	5.0
Tables	59	10.0	77	13.8 ¹³	70	15.2	68	12.8
Opinion	17	2.9	70	12.6 ¹³			29	5.4
Economics	13	2.2	7	1.3	6	1.3	9	1.7
Mkt reports	23	3.9			9	2.0	11	2.1
How to do	33	5.6	39	7.0			24	4.5
Features								
Interviews								
Discussion								
Q. & A.								
Laws					4	0.9	1	0.2
Assoc.	72	12.2	12	2.2	70	15.2	51	9.5
Fairs	94	15.9					31	5.8
Industry	158	26.8	128	23.0	52	11.3	113	21.1
Crime								
Disasters								
Religion								
Education			82	14.7			27	5.0
Science					158	34.3 ¹⁴	53	9.9
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	91	15.4	91	16.4	91	19.8	91	17.0
Total	590	100.0	556	100.0	460	100.0	535	100.0

¹³One and a half page devoted to opinion

¹⁴Almost four pages devoted to a scientific paper

SVENSKA SVINAVELSFÖRENINGENS TIDSKRIFT

Printed area per page 34.44 square inches

Issue	No. 10		No. 11		No. 12		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	52	9.4	34	6.2	33	6.0	40	7.3
Non-advert.	483	87.7	440	79.8	487	88.4	470	85.3
White space	16	2.9	77	14.0 ¹⁵	31	5.6	41	7.4
Total	551	100.0	551	100.0	551	100.0	551	100.0
No. of pages	16		16		16		16	

Square inches and percentage of non-advertising space devoted to:

Pictures	70	14.5	58	13.2	43	9.1
Tables	53	10.9	221	50.2 ¹⁵	33	6.8
Opinion					8	1.7
Economics			141	32.0	156	32.0
Mkt reports					75	15.4
How to do					25	5.3
Features						
Interviews						
Discussion						
Q. & A.						
Laws						
Assoc.	192	39.8 ¹⁶			64	13.6
Fairs						
Industry						
Crime						
Disasters						
Religion						
Education						
Science	138	28.6 ¹⁷			128	26.3
Books					89	18.9
Radio						
Movies						
Comics						
Entertainm.						
Obituaries						
Birthdays						
Profiles						
Society						
Homemaking						
Human int.						
Weather						
Std. heads	30	6.2	20	4.6	72	14.8 ¹⁸
Total	483	100.0	440	100.0	487	100.0

¹⁵Large number of tables not taking up the entire page

¹⁶Seven pages devoted to an association study trip.

¹⁷Scientific paper of four pages.

¹⁸Two pages of tables of content for the entire year.

SVENSK FRÖTIDNING

Printed area per page 46.75 square inches

Issue	August		September		October		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	495	52.9	379	50.7	357	47.7	410	50.6
Non-advert.	426	45.6	351	46.9	381	51.0	386	47.7
White space	14	1.5	18	2.4	10	1.3	14	1.7
Total	935	100.0	748	100.0	748	100.0	810	100.0
No. of pages	20		16		16		17	

Square inches and percentage of non-advertising space devoted to:

Pictures	96	22.5	28	8.0			41	10.6
Tables	39	9.1	6	1.7	6	1.6	17	4.4
Opinion								
Economics	120	28.2			131	34.4	83	21.4
Mkt reports			24	6.8			8	2.1
How to do			75	21.4			25	6.5
Features								
Interviews								
Discussion								
Q. & A.								
Laws	66	15.5	149	42.5			72	18.7
Assoc.	54	12.7			163	42.8	72	18.7
Fairs					44	11.5	15	3.9
Industry								
Crime								
Disasters								
Religion								
Education								
Science			32	9.1			11	2.8
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	51	12.0	37	10.5	37	9.7	42	10.9
Total	426	100.0	351	100.0	381	100.0	386	100.0

SVERIGES FJADERFAVELSFÖRENINGENS TIDSKRIFT

Printed area per page 44 square inches

Issue	January		February		March		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	940	66.8	1057	60.0	749	53.2	915	60.0
Non-advert.	462	32.8	675	38.4	653	46.4	597	39.1
White space	6	0.4	28	1.6	6	0.4	13	0.9
Total	1408	100.0	1760	100.0	1408	100.0	1525	100.0
No. of pages	32		40		32		35	

Square inches and percentage of non-advertising space devoted to:

Pictures	22	4.8	48	7.1	14	2.1	28	4.7
Tables	13	3.8	12	1.8	21	3.2	15	2.5
Opinion	28	6.1	25	3.7	85	13.0	46	7.7
Economics	83	18.0	80	11.9	63	9.7	75	12.6
Mkt reports	14	3.0	15	2.2	14	2.1	14	2.3
How to do	88	19.0	175	25.9	78	11.9	114	19.1
Features								
Interviews								
Discussion					36	5.6	12	2.0
Q. & A.								
Laws								
Assoc.	58	12.5	156	23.1	113	17.3	110	18.4
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science	102	22.1	133	19.7			78	13.1
Books					188	28.8 ¹⁹	63	10.6
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	54	11.7	31	4.6	41	6.3	42	7.0
Total	462	100.0	675	100.0	653	100.0	597	100.0

19A little over four pages devoted to book reviews.

VIOLA

Printed area per page 298.38 square inches.

Issue	Sept. 19		Sept. 26		Oct. 3		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	1982	83.0	1910	80.0	1808	75.7	1900	79.7
Non-advert.	398	16.7	474	19.9	576	24.2	483	20.2
White space	7	0.3	3	0.1	3	0.1	4	0.1
Total	2387	100.0	2387	100.0	2387	100.0	2387	100.0
No. of pages	8		8		8		8	

Square inches and percentage of non-advertising space devoted to:

Pictures	66	16.6	76	16.0	57	19.9	66	13.7
Tables								
Opinion			39	8.2	69	22.0	36	7.5
Economics			24	5.1			8	1.7
Mkt reports	36	9.0	42	8.8	33	5.7	37	7.7
How to do	66	16.6			8	1.4	25	5.2
Features					89	15.5	30	6.2
Interviews								
Discussion								
Q. & A.								
Laws			2	0.4			1	0.2
Assoc.	168	42.2	172	36.3	89	15.5	143	29.5
Fairs	10	2.5					3	0.6
Industry								
Crime								
Disasters								
Religion								
Education					16	2.8	5	1.0
Science			26	5.5	16	2.8	14	2.9
Books					44	7.6	15	3.1
Radio								
Movies								
Comics								
Entertainm.								
Obituaries					15	2.6	5	1.0
Birthdays	11	2.8	60	12.7	32	5.6	34	7.0
Profiles								
Society								
Homemaking								
Human int.					43	7.3	14	2.9
Weather					23	4.0	8	1.7
Std. heads	41	10.3	33	7.0	42	7.3	39	8.1
Total	398	100.0	474	100.0	576	100.0	483	100.0

VÅRA PÅLSDJUR

Printed area per page 40 square inches

Issue	July		August		September		Average	
	sq.ins.	%	sq.ins.	%	sq.ins.	%	sq.ins.	%
Advertising	240	21.4	240	21.4	358	24.9	279	22.7
Non-advert.	747	66.7	717	64.0	986	68.5	817	66.6
White space	133	11.9 ²⁰	163	14.6 ²⁰	96	6.6	131	10.7
Total	1120	100.0	1120	100.0	1440	100.0	1227	100.0
No. of pages	28		28		36		31	

Square inches and percentage of non-advertising space devoted to:

Pictures	55	7.4	79	11.0	125	12.7	86	10.5
Tables								
Opinion			36	5.0	22	2.2	19	2.3
Economics								
Mkt reports	40	5.4	15	2.1	31	3.1	29	3.5
How to do	514	68.8	326	45.5	58	5.9	300	36.7
Features								
Interviews					79	8.0	26	3.2
Discussion								
Q. & A.								
Laws								
Assoc.	60	8.0			436	44.3 ²¹	166	20.3
Pairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science			87	12.1	138	14.0	75	9.2
Books								
Radio								
Movies								
Comics					11	1.1	4	0.5
Entertainm.								
Obituaries								
Birthdays			25	3.5			8	1.0
Profiles								
Society								
Homemaking								
Human int.	9	1.2					3	0.4
Weather								
Std. heads	69	9.2	149	20.8	86	8.7	101	12.4
Total	747	100.0	717	100.0	986	100.0	817	100.0

²⁰Two blank pages

²¹Seven pages containing the annual report of the association.

FEDERATION NEWS LETTER

Printed area per page 57.17 square inches

Issue	June-July		Aug.-Sept.-Oct.		Nov.-Dec.		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising								
Non-advert.	331	96.5	222	96.9	223	97.4	259	97.0
White space	12	3.5	7	3.1	6	2.6	8	3.0
Total	<u>343</u>	<u>100.0</u>	<u>229</u>	<u>100.0</u>	<u>229</u>	<u>100.0</u>	<u>267</u>	<u>100.0</u>
No. of pages	6		4		4		5	

Square inches and percentage of non-advertising space devoted to:

Pictures	42	12.7	14	6.3			19	7.3
Tables								
Opinion	87	26.3	14	6.3	27	12.1	43	16.7
Economics	15	4.5			49	22.0	21	8.1
Mkt reports								
How to do								
Features								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.	173	52.3	182	82.0	133	59.6	163	62.9
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science								
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	14	4.2	12	5.4	14	6.3	13	5.0
Total	<u>331</u>	<u>100.0</u>	<u>222</u>	<u>100.0</u>	<u>223</u>	<u>100.0</u>	<u>259</u>	<u>100.0</u>

AMERICAN BEE JOURNAL

Printed area per page 64.13 square inches

Issue	July		August		September		Average	
	Sp.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	766	27.1	762	27.0	653	23.1	727	25.8
Non-advert.	2010	71.2	1972	69.9	2076	73.6	2019	71.5
White space	46	1.7	88	3.1	93	3.3	76	2.7
Total	<u>2822</u>	<u>100.0</u>	<u>2822</u>	<u>100.0</u>	<u>2822</u>	<u>100.0</u>	<u>2822</u>	<u>100.0</u>
No. of pages	44		44		44		44	

Square inches and percentage of
non-advertising space devoted to:

Pictures	328	16.4	507	25.6	408	19.6	414	20.5
Tables			17	0.9	10	0.5	9	0.4
Opinion	303	15.1	278	14.1	238	11.0	269	13.4
Economics	286	14.2	134	6.8	117	5.6	179	8.9
Mkt reports	59	2.9	61	3.1	62	3.0	61	3.0
How to do	102	5.1	71	3.6	144	6.9	106	5.3
Features	110	5.5					37	1.8
Interviews								
Discussion								
Q. & A.	55	2.7	53	2.7	53	2.6	54	2.7
Laws	30	1.5					10	0.5
Assoc.	128	6.4	80	4.1	130	6.3	113	5.6
Fairs								
Industry	55	2.7	318	11.1	53	2.6	109	5.4
Crime								
Disasters								
Religion								
Education					57	2.7	19	0.9
Science	268	13.3	321	16.2	338	18.7	325	16.2
Books					41	2.0	14	0.7
Radio								
Movies								
Comics	16	0.8					5	0.2
Entertainm.								
Obituaries			15	0.8	53	1.6	16	0.8
Birthdays								
Profiles								
Society								
Homemaking	8	0.4			62	3.0	23	1.1
Human int.	25	1.2	53	2.8	44	2.1	41	2.0
Weather								
Std. heads	237	11.8	162	8.2	246	11.8	215	10.6
Total	<u>2010</u>	<u>100.0</u>	<u>1972</u>	<u>100.0</u>	<u>2076</u>	<u>100.0</u>	<u>2019</u>	<u>100.0</u>

BETTER FARMING METHODS

Printed area per page 76.88 square inches

Issue	March		April		May		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	4022	52.3	2976	56.9	3586	55.6	3528	54.6
Non-advert.	3342	43.5	2150	41.1	2663	41.2	2718	42.1
White space	324	4.2	102	2.0	209	3.2	212	3.3
Total	7688	100.0	5228	100.0	6458	100.0	6458	100.0
No. of pages	100		68		84		84	

Square inches and percentage of non-advertising space devoted to:

Pictures	896	26.9	509	23.6	551	20.7	652	24.0
Tables	34	1.0	99	4.6	61	2.3	65	2.4
Opinion	156	4.7	171	8.0	171	6.4	166	6.1
Economics	278	8.3	148	6.9	195	7.3	207	7.6
Mkt. reports								
How to do	182	5.4	13	0.6	21	0.8	72	2.6
Features	58	1.7	27	1.3			28	1.0
Interviews								
Discussion								
Q. & A.								
Laws			47	2.2	20	0.8	22	0.8
Assoc.	192	5.7	208	9.7	145	5.4	182	6.7
Fairs								
Industry			48	2.2	17	0.6	22	0.8
Crime								
Disasters								
Religion								
Education	74	2.2	252	11.7	420	15.8	249	9.2
Science	770	23.1	105	4.9	299	11.2	391	14.4
Books	23	0.7			53	2.0	25	0.9
Radio								
Movies ²²	54	1.6	57	2.7	74	2.8	62	2.3
Comics	56	1.7	17	0.8	61	2.3	45	1.7
Entertainm.	27	0.8	53	2.5	53	2.0	44	1.6
Obituaries							8	0.3
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	542	16.2	596	18.3	497	18.7	478	17.6
Total	3342	100.0	2150	100.0	2663	100.0	2718	100.0

²²Movies giving instructions in different fields of agriculture.

SMALL STOCK MAGAZINE

Printed area per page 84 square inches

Issue	Feb.		March		April		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising	2046	60.6	2094	62.0	2271	67.3	2137	63.3
Non-advert.	1302	38.6	1249	37.0	1058	31.3	1203	35.6
White space	27	0.8	32	1.0	46	1.4	35	1.1
Total	<u>3375</u>	<u>100.0</u>	<u>3375</u>	<u>100.0</u>	<u>3375</u>	<u>100.0</u>	<u>3375</u>	<u>100.0</u>
No. of pages	40		40		40		40	

Square inches and percentage of
non-advertising space devoted to:

Pictures	106	8.1	47	3.8	56	5.3	69	5.7
Tables	16	1.2	31	2.5			16	1.3
Opinion	197	15.1	269	21.5	303	28.6	256	21.3
Economics	279	21.5	41	3.3			107	8.9
Mkt reports								
How to do	24	1.8	188	15.1	108	10.2	107	8.9
Features								
Interviews								
Discussion								
Q. & A.	50	3.8	44	3.5	46	4.3	47	3.9
Laws								
Assoc.	360	27.7	412	32.9	383	36.2	385	32.0
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science								
Books			24	1.9			8	0.7
Radio								
Movies								
Comics								
Entertainm.								
Obituaries	3	0.2	16	1.3	3	0.3	7	0.6
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	267 ²³	20.6	177	14.2	159	15.1	201	16.7
Total	<u>1302</u>	<u>100.0</u>	<u>1249</u>	<u>100.0</u>	<u>1058</u>	<u>100.0</u>	<u>1203</u>	<u>100.0</u>

²³ Full page advertisement for own publication.

HOARD'S DAIRYMAN

Printed area per page 117 square inches

Issue	May 10		May 25		June 10		Average	
	Sq.ins.	%	Sq.ins.	%	Sq. ins.	%	Sq.ins.	%
Advertising	2209	36.3	2374	56.4	1984	47.1	2189	45.3
Non-advert.	3565	58.6	1691	40.1	2040	48.4	2432	50.3
White space	310	5.1	147	3.5	188	4.5	215	4.4
Total	6084	100.0	4212	100.0	4212	100.0	4836	100.0
No. of pages	52		36		36		41	

Square inches and percentage of
non-advertising space devoted to:

Pictures	882	24.7	418	24.7	484	23.7	594	24.4
Tables	50	1.4	30	1.8	48	2.4	43	1.8
Opinion	253	7.1	150	8.9	241	11.8	215	8.8
Economics	393	11.0	91	5.4	458	22.5	314	12.9
Mkt reports	9	0.3	4	0.2			4	0.2
How to do	681	19.1	199	11.7	174	8.5	351	14.4
Features								
Interviews								
Discussion								
Q. & A.	54	1.5	39	2.3	69	3.4	54	2.2
Laws	52	1.5	84	5.0	13	0.6	50	2.1
Assoc.	162	4.5	3	0.2	50	2.5	72	3.0
Fairs	21	0.6	2	0.1	28	1.4	17	0.7
Industry								
Crime								
Disasters								
Religion								
Education								
Science	515	14.4	356	21.0	237	11.6	369	15.2
Books	81	2.3					27	1.1
Radio								
Movies								
Comics	11	0.3	4	0.2	17	0.8	11	0.5
Entertainm.	20	0.6	25	1.5			15	0.6
Obituaries								
Birthdays								
Profiles								
Society	5	0.1	11	0.7			5	0.2
Homemaking	213	6.0	152	9.0	112	5.5	159	6.5
Human int.								
Weather								
Std. heads	163	4.6	123	7.3	109	5.3	132	5.4
Total	3565	100.0	1691	100.0	2040	100.0	2432	100.0

FARMER-STOCKMAN

Printed area per page 128.25 square inches

Issue	April		May		June		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	5503	59.6	5504	63.0	2909	47.3	4639	57.7
Non-advert.	3436	37.2	3054	35.0	3054	49.6	3181	39.6
White space	295	3.2	163	2.0	193	3.1	217	2.7
Total	9234	100.0	8721	100.0	6156	100.0	8037	100.0
No. of pages	72		68		48		63	

Square inches and percentage of
non-advertising space devoted to:

Pictures	905	26.4	646	21.1	714	23.5	755	23.8
Tables	23	0.7	36	1.2	29	0.9	29	0.9
Opinion	443	12.9	522	17.1	630	20.6	532	16.8
Economics	557	16.3	407	13.3	24	0.8	329	10.4
Mkt reports								
How to do	404	11.8	286	9.4	235	7.7	308	9.7
Features								
Interviews								
Discussion								
Q. & A.	29	0.8	23	0.8	37	1.2	30	0.9
Laws	63	1.8			6	0.2	23	0.7
Assoc.	155	4.5	319	10.4	428	14.0	301	9.5
Fairs	31	0.9					10	0.3
Industry								
Crime			61	2.0			20	0.6
Disasters								
Religion	24	0.7	20	0.7	24	0.8	23	0.7
Education	17	0.5					6	0.2
Science			91	3.0	102	3.3	64	2.0
Books	34	1.0	120	3.9			51	1.6
Radio								
Movies								
Comics	63	1.8	92	3.0	87	2.8	81	2.5
Entertainm.	255	7.4	75	2.5	228	7.5	186	5.8
Obituaries								
Birthdays								
Profiles								
Society			59	1.9			20	0.6
Homemaking	146	4.2	98	3.2	179	5.9	141	4.4
Human int.	66	1.9	77	2.5	37	1.2	60	1.9
Weather	15	0.4	11	0.4	13	0.4	13	0.4
Std. heads	206	6.0	172	5.6	220	7.2	199	6.3
Total	3436	100.0	3054	100.0	3054	100.0	3181	100.0

FARM JOURNAL

Printed area per page 73.09 square inches

Issue	April		May		June		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	8277	60.2	6876	56.0	6558	57.5	7237	58.0
Non-advert.	4433	32.3	4346	35.4	3967	34.8	4249	34.1
White space	1031	7.5	1057	8.6	877	7.7	988	7.9
Total	13741	100.0	12279	100.0	11402	100.0	12474	100.0
No. of pages	188		168		156		171	

Square inches and percentage of
non-advertising space devoted to:

Pictures	1614	36.4	1656	38.0	1674	42.1	1648	38.8
Tables	4	0.1					1	0.0
Opinion	343	7.7	245	5.6	294	7.4	294	6.9
Economics	223	5.0	190	4.4	226	5.7	213	5.0
Mkt reports	54	1.2	60	1.4	56	1.4	57	1.3
How to do	369	8.3	490	11.3	384	9.7	414	9.7
Features	149	3.4					50	1.2
Interviews			119	2.7	93	2.3	71	1.7
Discussion								
Q. & A.	22	0.5	73	1.7	22	0.6	39	0.9
Laws								
Assoc.								
Fairs								
Industry								
Crime			7	0.2			2	0.0
Disasters	149	3.4					50	1.2
Religion								
Education								
Science	147	3.3	242	5.6	258	6.5	216	5.1
Books	22	0.5					7	0.2
Radio								
Movies	22	0.5	33	0.8	22	0.6	26	0.6
Comics	101	2.3	100	2.3	88	2.2	96	2.3
Entertainm.	325	7.3	401	9.2	248	6.3	325	7.6
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking	824	18.6	444	10.2	481	12.1	583	13.8
Human int.			168	3.9			56	1.3
Weather								
Std. heads	65	1.5	118	2.7	121	3.1	101	2.4
	4433	100.0	4346	100.0	3967	100.0	4249	100.0

MAIN QUARTERLY

Printed area per page 90 square inches

Issue	1st quarter		2nd quarter		3rd quarter		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	4914	36.9	6072	45.6	5208	41.3	5398	41.3
Non-advert.	7796	58.5	6865	51.5	7161	56.8	7274	56.6
White space	610	4.6	333	2.9	231	1.9	408	3.1
Total	13320	100.0	13320	100.0	12600	100.0	13080	100.0
No. of pages	148		148		140		145	

Square inches and percentage of non-advertising space devoted to:

Pictures	3984	51.1	3556	51.8	3372	47.1	3637	50.0
Tables	133	1.7	36	0.5	27	0.4	65	0.9
Opinion	65	0.8	49	0.7	46	0.6	53	0.7
Economics	1124	14.4	1025	14.9	1729	24.1	1293	17.9
Mkt reports								
How to do	1719	22.1	1146	16.8	743	10.4	1203	16.6
Features	346	4.4	50	0.7	724	10.1	373	5.1
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.								
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science	152	1.9	771	11.2 ²⁴	245	3.4	389	5.3
Books	43	0.6	21	0.3	55	0.8	40	0.5
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	230	3.0	211	3.1	220	3.1	221	3.0
Total	7796	100.0	6865	100.0	7161	100.0	7274	100.0

²⁴ Scientific article on corn.

JOURNAL OF FARM ECONOMICS

Printed area per page 33.75 square inches

Issue	1st quarter		2nd quarter		3rd quarter		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising	169	3.1	203	4.6	189	3.9	180	3.4
Non-advert.	5333	94.4	4096	91.9	5412	93.3	4912	93.5
White space	152	2.5	156	3.5	224	3.9	175	3.3
Total	5535	100.0	4455	100.0	5805	100.0	5265	100.0
No. of pages	164		132		172		156	

Square inches and percentage of
non-advertising space devoted to:

Pictures	264	5.0	29	0.7	90	1.7	128	2.6
Tables	520	9.9	77	1.9	350	6.5	316	6.4
Opinion								
Economics								
Ext reports								
How to do								
Feature								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.								
Fairs								
Industry								
Crime								
Disasters								
Religion								
Education								
Science	3368	74.0	3369	82.2	4134	76.3	3790	77.2
Books	115	3.0	421	10.3	553	10.2	376	7.7
Radio								
Movies								
Comics								
Intertainm.								
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	421	8.1	200	4.9	235	5.3	302	6.1
Total	5228	100.0	4096	100.0	5412	100.0	4912	100.0

AMERICAN FARM BUREAU FEDERATION'S OFFICIAL NEWS LETTER

Printed area per page 160 square inches

Issue	Nov. 26		Dec. 3		Dec. 10		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising								
Non-advert.	629	98.5	627	98.0	628	98.1	628	98.1
White space	11	1.7	13	2.0	12	1.9	12	1.9
Total	640	100.0	640	100.0	640	100.0	640	100.0
No. of pages	4		4		4		4	

Square inches and percentage of non-advertising space devoted to:

Pictures	92	14.6	73	11.6	235	37.4 ²⁵	153	21.2
Tables								
Opinion	32	5.1			34	5.4	22	3.5
Economics	280	44.5	166	26.6			149	23.7
Mkt reports								
How to do								
Features								
Interviews								
Discussion								
Q. & A.								
Laws	44	7.0	28	4.5			24	3.8
Assoc.	125	19.9	275	43.9	256	37.6	212	33.7
Fairs								
Industry	9	1.4	21	3.3			10	1.6
Crime								
Disasters								
Religion					29	4.6	10	1.6
Education								
Science					4	0.6	1	0.2
Books								
Radio								
Movies								
Comics	20	3.2	20	3.2	45	7.2	28	4.5
Entertainm.	4	0.6	4	0.6	19	3.0	9	1.4
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	23	3.7	56	5.7	50	4.8	30	4.8
Total	629	100.0	627	100.0	628	100.0	628	100.0

²⁵ Large number of pictures from the annual convention.

AMERICAN FORESTS

Printed area per page 70 square inches

Issue	August		September		October		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising	872	24.0	1197	32.9	2333	43.9	1467	34.9
Non-advert.	2609	71.7	2281	62.7	2803	52.7	2565	61.1
White space	159	4.3	162	4.4	184	3.4	168	4.0
Total	3640	100.0	3640	100.0	5320	100.0	4200	100.0
No. of pages	52		52		76		60	

Square inches and percentage of non-advertising space devoted to:

Pictures	565	21.7	793	34.8	992	55.4	783	50.5
Tables								
Opinion	70	2.7	79	3.5	64	2.3	71	2.8
Economics	196	7.5			124	4.4	107	4.2
Mkt reports								
How to do	251	9.6	614	26.9	497	17.7	455	17.8
Features	264	10.1					83	3.4
Interviews								
Discussion								
Q. & A.								
Laws	178	6.8	74	3.2	66	2.4	106	4.1
Assoc.	179	6.9	189	8.3	390	13.9 ²⁶	253	9.9
Fairs								
Industry								
Crime								
Disasters					168	6.0	56	2.2
Religion								
Education								
Science					79	2.8	26	1.0
Books	133	5.1	115	5.0	23	0.8	90	3.5
Radio								
Movies								
Comics								
Entertainm.	407	15.6	120	5.3	102	3.6	210	8.2
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking	79	3.0			78	2.8	52	2.0
Human int.			80	3.5	14	0.5	31	1.2
Weather								
Std. heads	287	11.0	217	9.5	206	7.4	237	9.2
	2609	100.0	2281	100.0	2803	100.0	2565	100.0

²⁶ Reports from the annual convention.

THE AYRSHIRE DIGEST

Printed area per page 70 square inches

Issue	April		May		June		Average	
	Sq. inch.	%	Sq. inch.	%	Sq. inch.	%	Sq. inch.	%
Advertising	3005	59.6	2153	54.9	2637	58.9	2598	58.0
Non-advert.	1985	39.4	1701	43.4	1771	39.5	1819	40.6
White space	50	1.0	66	1.7	72	1.6	63	1.4
	<u>5040</u>	<u>100.0</u>	<u>3920</u>	<u>100.0</u>	<u>4480</u>	<u>100.0</u>	<u>4480</u>	<u>100.0</u>
No. of pages	72		56		64		64	

Square inches and percentage of
non-advertising space devoted to:

Pictures	245	12.3	179	10.5	290	16.4	238	13.1
Tables	658	33.1	676	39.7	300	16.9	545	30.0
Opinion	41	2.1	31	1.8	27	1.5	33	1.8
Economics	279	14.1	203	11.9			161	8.9
Mkt reports								
How to do	55	2.8					18	1.0
Features								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.	176	8.9	236	13.9	335	18.9	249	13.7
Fairs	98	4.9	219	12.9	450	25.4	256	14.1
Industry								
Crime								
Disasters								
Religion								
Education								
Science								
Books								
Radio								
Movies								
Comics								
Entertainm.								
Obituaries								
Birthdays					9	0.5	3	0.2
Profiles								
Society	33	1.7	47	2.8	65	3.7	48	2.6
Homemaking								
Human int.								
Weather								
Std. heads	400	20.1	110	6.5	295	16.7	268	14.6
Total	<u>1985</u>	<u>100.0</u>	<u>1701</u>	<u>100.0</u>	<u>1771</u>	<u>100.0</u>	<u>1819</u>	<u>100.0</u>

SEED WORLD

Printed area per page 70 square inches

Issue	August		September		October		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	2139	56.6	1895	50.1	1794	49.3	1942	52.0
Non-advert.	1497	39.6	1702	45.0	1658	45.5	1619	43.4
White space	144	3.8	183	4.9	188	5.2	172	4.6
Total	3780	100.0	3780	100.0	3640	100.0	3733	100.0
No. of pages	54		54		52		53	

Square inches and percentage of
non-advertising space devoted to:

Pictures	219	14.6	392	23.0	359	21.7	323	20.0
Tables								
Opinion	109	7.3	122	7.2	75	4.5	102	6.3
Economics	478	31.9	403	23.8	198	11.9	360	22.3
Mkt reports	179	12.0	26	1.5	102	6.2	102	6.3
How to do	6	0.4			65	3.9	24	1.5
Features	70	4.7					23	1.4
Interviews								
Discussion								
Q. & A.								
Laws			11	0.6	9	0.5	7	0.4
Assoc.	86	5.7	129	7.6	215	13.0	143	8.8
Fairs			11	0.6			4	0.2
Industry	48	3.2	167	9.8	116	7.0	110	6.8
Crime								
Disasters	36	2.4					12	0.7
Religion								
Education	36	2.4	48	2.8	58	3.5	47	2.9
Science	72	4.8	205	12.1	264	15.9	180	11.2
Books			50	2.9	21	1.3	24	1.5
Radio								
Movies								
Comics								
Entertainm.								
Obituaries	2	0.1	15	0.9	6	0.4	8	0.5
Birthdays								
Profiles	45	3.0					15	0.9
Society								
Homemaking								
Human int.	23	1.5			22	1.3	15	0.9
Weather								
Std. heads	88	5.9	123	7.2	148	8.9	120	7.4
Total	1497	100.0	1702	100.0	1658	100.0	1619	100.0

THE NATIONAL WOOL GROWER

Printed area per page 77.5 square inches

Issue	April		June		September		Average	
	Sq.inch	%	Sq.inch	%	Sq.inch	%	Sq.inch	%
Advertising	799	23.4	852	23.9	1314	26.5	988	24.5
Non-advert	2528	74.1	2302	75.3	3602	72.6	2978	73.9
White space	85	2.5	66	1.8	44	0.9	64	1.6
Total	3410	100.0	3720	100.0	4960	100.0	4030	100.0
No. of pages	44		48		64		52	

Square inches and percentage of non-advertising space devoted to:

Pictures	438	17.3	476	17.0	739	21.3	561	18.8
Tables	34	1.3	81	2.9	696	19.3	270	9.1
Opinion	276	11.0	200	7.1	291	8.1	256	8.6
Economics	304	8.1	283	10.1	334	9.4	274	9.2
Mkt reports	211	8.3	275	9.8	120	3.3	202	6.8
How to do	277	11.0	58	1.4			105	3.5
Features								
Interviews								
Discussion								
Q. & A.	58	2.3	16	0.6	98	2.7	57	1.9
Laws	78	3.1	155	5.5	76	2.1	103	3.5
Assoc.	423	16.7	667	25.8	519	14.4	537	18.1
Pairs			30	1.1	63	1.7	31	1.0
Industry								
Crime								
Disasters								
Religion								
Education					83	2.3	28	0.9
Science					133	4.7	55	1.8
Books			25	0.9			8	0.3
Radio								
Movies								
Comics	18	0.7	34	1.2	15	0.4	22	0.7
Entertainm.								
Obituaries	63	2.5					21	0.7
Birthdays								
Profiles	58	2.3	31	1.1			30	1.0
Society								
Homemaking	11	0.4	100	3.5	40	1.1	50	1.7
Human int.								
Weather	8	0.3					3	0.1
Std. heads	371	14.7	391	14.0	332	9.2	365	12.3
Total	2528	100.0	2302	100.0	3602	100.0	2978	100.0

MILK PLANT MONTHLY

Printed area per page 70 square inches

Issue	August		September		October		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising	3157	44.2	2662	36.0	3714	49.1	3177	43.9
Non-advert.	3648	51.1	3956	56.5	3635	48.1	3746	51.8
White space	335	4.7	382	5.5	211	2.8	309	4.3
Total	7140	100.0	7000	100.0	7560	100.0	7252	100.0
No. of pages	102		100		108		103	

Square inches and percentage of non-advertising space devoted to:

Pictures	721	19.9	643	16.3	635	17.5	666	17.8
Tables	198	5.4	187	4.7	166	4.6	184	4.9
Opinion	38	1.0	43	1.1	120	3.3	67	1.8
Economics								
Mkt reports	30	0.8	32	0.8	30	0.8	31	0.8
How to do								
Feature								
Interviews								
Discussion								
Q. & A.	92	2.5	90	2.3	65	1.8	82	2.2
Laws	195	5.3	26	0.7	23	0.6	81	2.2
Assoc.	519	14.2	326	8.2	693	19.1	513	13.7
Fairs								
Industry	903	24.9	1279	32.5	960	26.4	1047	27.8
Crime								
Disasters								
Religion								
Education	38	1.0	115	2.9	23	0.6	59	1.6
Science	319	8.7	679	17.2	329	9.1	442	11.8
Radio								
Books	157	3.8	130	3.5	117	3.2	138	3.4
Movies ²⁷	27	0.7	25	0.6			17	0.5
Comics								
Entertainm.	59	1.6	73	1.9	56	1.5	63	1.7
Obituaries	32	0.9			67	1.8	33	0.9
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	340	9.3	308	7.8	351	9.7	335	8.9
Total	3648	100.0	3956	100.0	3635	100.0	3746	100.0

²⁷Movies giving instructions on milk plant operations and dairying.

HOG BREEDER

Printed area per page 67.5 square inches

Issue	October		November		December		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	5138	61.6	895	47.4	656	40.5	2290	56.5
Non-advert.	3108	36.0	964	51.0	910	56.2	1660	41.0
White space	214	2.4	31	1.6	54	3.3	100	2.5
Total	8640	100.0	1890	100.0	1620	100.0	4050	100.0
No. of pages	128		28		24		60	

Square inches and percentage of
non-advertising space devoted to:

Pictures	850	27.3	62	6.4	245	26.9	385	23.2
Tables								
Opinion	56	1.8	46	4.8	52	5.7	51	3.1
Economics	15	0.5	10	1.0	29	3.2	18	1.1
Mkt reports								
How to do								
Features								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.			7	0.7			2	0.1
Fairs	1845	59.4	600	62.3	457	50.2	967	58.2
Industry								
Crime								
Disasters								
Religion								
Education								
Science	184	5.9	112	11.6	56	4.0	111	6.7
Books								
Radio								
Movies								
Comics	59	1.9	17	1.8	5	0.5	27	1.6
Entertainm.								
Obituaries			2	0.2			1	0.1
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	99	3.2	108	11.2	85	9.5	98	5.9
Total	3108	100.0	964	100.0	910	100.0	1660	100.0

IBCA NEWS

Printed area per page 113.31 square inches

Issue	January		February		March		Average	
	Inches	%	Inches	%	Inches	%	Inches	%
Advertising	1051	53.0	1106	48.8	1243	54.9	1133	53.6
Non-advert.	753	41.5	1147	50.6	1013	44.7	971	45.9
White space	9	0.5	13	0.6	10	0.4	11	0.5
Total	1813	100.0	2266	100.0	2266	100.0	2115	100.0
No. of pages	16		20		20		19	

Square inches and percentage of non-advertising space devoted to:

Pictures	96	13.7	171	14.9	139	13.7	135	13.9
Tables	5	0.7	3	0.3	34	3.4	14	1.4
Opinion	79	10.5			38	3.8	59	4.0
Economics	122	16.2	121	10.5	139	13.6	127	13.1
Mkt reports								
How to do			14	1.2	49	4.6	21	2.2
Features								
Interviews								
Discussion			12	1.1			4	0.4
Q. & A.								
Laws			5	0.4 ²⁸			2	0.2
Assoc.	233	31.6	470	41.0 ²⁸	219	21.6	309	31.8
Fairs								
Industry	72	9.6	14	1.2	10	1.0	32	3.3
Crime								
Disasters								
Religion								
Education								
Science	18	2.4	14	1.2	23	2.3	20	2.1
Books					5	0.5	2	0.2
Radio								
Movies								
Comics								
Entertainm.								
Obituaries			7	0.6	4	0.4	4	0.4
Birthdays								
Profiles								
Society								
Homemaking								
Human int.								
Weather								
Std. heads	125	16.3	316	27.6	348	34.4	262	27.0
Total	753	100.0	1147	100.0	1013	100.0	971	100.0

²⁸ Almost three pages of association news.

POLLERS' EDITION

Printed area per page 74.31 square inches

Issue	January		February		March		Average	
	Sq. ins.	%	Sq. ins.	%	Sq. ins.	%	Sq. ins.	%
Advertising	3532	59.4	4025	56.4	3929	59.0	3495	57.8
Non-advert.	2341	39.4	2965	41.6	2035	40.3	2447	40.5
White space	72	1.2	144	2.0	69	1.7	102	1.7
Total	5945	100.0	7134	100.0	5033	100.0	6044	100.0
No. of pages	80		96		68		81	

Square inches and percentage of
non-advertising space devoted to:

Pictures	785	33.6	952	31.5	666	32.7	794	32.5
Tables	57	1.6	115	3.9	39	1.9	64	2.6
Opinion	62	2.6	157	5.3	145	7.0	121	4.9
Economics	300	12.8	525	17.8	75	5.7	300	12.2
Mkt reports	31	1.3	22	0.7	46	2.3	33	1.3
How to do	270	11.5	339	11.4	341	16.8	317	13.0
Features								
Interviews								
Discussion								
Q. & A.	43	1.8	66	2.2	42	2.1	50	2.0
Laws								
Assoc.	46	2.0	145	4.9	117	5.7	103	4.2
Fairs								
Industry	99	4.2					33	1.3
Crime								
Disasters								
Religion								
Education								
Science	99	4.2	42	1.4	105	5.2	62	3.4
Books			13	0.4			4	0.2
Radio								
Movies								
Comics	62	2.6	62	2.1			41	1.7
Entertainm.	14	0.6					5	0.2
Obituaries								
Birthdays								
Profiles								
Society								
Homemaking	128	5.5	146	4.9	123	6.0	132	5.4
Human int.								
Weather								
Std. heads	365	15.7	401	13.5	352	16.6	368	15.1
Total	2341	100.0	2965	100.0	2035	100.0	2447	100.0

FLORIST'S EXCHANGE & HORTICULTURAL TRADE WORLD

Printed area per page 105.75 square inches

Issue	Sept. 22		Sept. 29		Oct. 6		Average	
	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%	Sq.ins.	%
Advertising	3892	70.8	3790	68.9	4054	68.4	3912	69.4
Non-advert.	1564	28.4	1626	29.6	1739	29.4	1643	29.1
White space	43	0.8	83	1.5	129	2.2	85	1.5
Total	5499	100.0	5499	100.0	5922	100.0	5640	100.0
No. of pages	52		52		56		53	

Square inches and percentage of
non-advertising space devoted to:

Pictures	6	0.4	16	1.0	51	2.9	24	1.5
Tables	4	0.3	5	0.3	4	0.2	4	0.2
Opinion	56	3.6	57	3.5	94	5.4	69	4.2
Economics								
Mkt reports	397	25.4	449	27.6	415	23.9	421	25.6
How to do	69	4.4	35	2.2	236	13.6	113	6.9
Features								
Interviews								
Discussion								
Q. & A.								
Laws								
Assoc.	379	24.2	216	13.3	253	14.5	283	17.3
Fairs	30	5.1	173	10.6	32	1.8	95	5.8
Industry			16	1.0			5	0.3
Crime								
Disasters								
Religion								
Education	80	5.1	132	8.1	68	3.9	93	5.7
Science								
Books	14	0.9			6	0.3	7	0.4
Radio								
Movies								
Comics								
Entertainm.								
Obituaries	61	3.9	44	2.7	85	4.9	63	3.8
Birthdays								
Profiles								
Society	202	12.9	268	16.5	285	16.5	252	15.3
Homemaking								
Human int.								
Weather								
Std. heads	216	13.8	215	13.2	210	12.1	214	13.0
Total	1564	100.0	1626	100.0	1739	100.0	1643	100.0

THE AMERICAN NATIONAL FUR & MARKET JOURNAL

Printed area per page 72.5 square inches

Issue	July		August		September		Average	
	Sq.inch	%	Sq.inch	%	Sq.inch	%	Sq.inch	%
Advertising	545	19.8	501	20.8	1095	45.2	580	30.4
Non-advert.	1320	75.9	1114	76.8	1356	53.5	1263	66.2
White space	75	4.3	35	2.4	84	3.3	65	3.4
Total	1740	100.0	1450	100.0	2535	100.0	1908	100.0
No. of pages	24		20		16		20	

Square inches and percentage of
non-advertising space devoted to:

Pictures	299	22.7	104	9.3	462	34.0	288	22.9
Tables	11	0.8					4	0.3
Opinion	42	3.2	30	2.7	49	3.6	40	3.2
Economics	150	11.4	178	16.0	71	5.2	133	10.5
Mkt reports	53	4.0	71	6.4			41	3.2
How to do								
Features								
Interviews								
Discussion								
Q. & A.								
Laws	9	0.7			57	4.2	22	1.7
Assoc.	161	12.2	285	25.6	68	5.0	172	13.6
Fairs			28	2.5	24	1.8	17	1.5
Industry			7	0.6			2	0.2
Crime			41	3.7			14	1.1
Disasters								
Religion								
Education								
Science	101	7.7	25	2.2	206	15.2	111	8.8
Books								
Radio								
Movies								
Comics								
Entertainm.	20	1.5	21	1.9			14	1.1
Obituaries	7	0.5	26	2.3			11	0.9
Birthdays								
Profiles								
Society	9	0.7	5	0.4	20	1.5	11	0.9
Homemaking								
Human int.	5	0.2			9	0.7	4	0.3
Weather								
Std. heads ²⁹	455	34.4	293	26.4	390	29.8	379	30.0
Total	1320	100.0	1114	100.0	1356	100.0	1263	100.0

²⁹ Extensive advertising for own publication and association.

APPENDIX C

ADVERTISING

Average no. of sq. ins. and percentage of total space

American	Sq. ins.	%	Swedish	Sq. ins.	%
Florist's Exchange and Hort. Trade World	3912	69.4	Viola	1900	79.7
Small Stock Magazine	2137	63.3	Sveriges Fjäderfä- avelsfören. Tidskr.	915	60.0
Farm Journal	7237	58.0	Svensk Frötidning	410	50.6
The Ayrshire Digest	2598	58.0	Svenska Mejeritidn.	474	45.8
Poultry Tribune	3495	57.8	Skogen	597	42.6
The Farmer-Stockman	4639	57.7	Sy. Lantarbetgivare- foreningarnas Tidskr.	710	40.0
Hog Breeder	2290	56.5	Jordbr. Fören.blad	1265	39.3
Better Farming Meth.	3528	54.6	RIF-tidningen	626	30.0
IBCA News	1133	53.6	Maskintekn. i Jord och Skog	858	29.3
Seed World	1942	52.0	Bitidningen	249	26.2
Hoard's Dairyman	2189	45.3	Våra Fälsdjur	279	22.7
Milk Plant Monthly	3177	43.9	Lantmannen	328	21.0
The Farm Quarterly	5398	41.3	Hushållningssälls- skapens tidskrift	300	19.7
American Forests	1467	34.9	Ladugården	217	15.4
The Amer. Natl. Fur & Market Journal	580	30.4	Lanthenmet	297	13.0
American Bee Journal	727	25.8	Nordisk Lantbruks- ekonomisk tidskrift	200	10.5
The Natl. Wool Grower	998	24.5	Svenska Fåravels- foreningens tidskr.	111	9.8
Journ. of Farm Econ.	180	3.4	Kaninuppfodaren	41	8.7
Amer. Farm Bureau Federation Official News Letter	-	-	Svenska Svinavels- foreningens tidskr.	40	7.3
Federation News Letter	-	-	SRB	104	3.5

NON-ADVERTISING

Average no. of sq.ins. and percentage of total space

American	Sq.ins.	%	Swedish	Sq.ins.	%
Amer. Farm Bureau Federation Official News Letter	628	98.1	Kaninuppfo ^o daren	414	88.3
Feder. News Letter	259	97.0	Svenska Faravelsforeningens tidskr.	970	85.5
Journ. of Farm Econ.	4912	93.3	Svenska Svinavelsforeningens tidskr.	470	85.3
The Natl. Wool Grow.	2978	73.9	Nordisk Lantbruks-ekonomisk tidskr.	1612	84.9
American Bee Journal	2019	71.5	SRB	2497	83.1
The American Natl. Fur & Market Journal	1263	66.2	Ledugården	1111	78.9
American Forests	2565	61.1	Lanthenmet	1786	78.4
The Farm Quarterly	7274	55.6	Lantmannen	1174	75.2
Milk Plant Monthly	3746	51.8	Bitidningen	692	72.8
Hoard's Dairyman	2432	50.3	Hushållningssällskapens tidskrift	1086	71.1
IBCA News	971	45.9	Våra Palsdjur	817	66.6
Seed World	1619	43.4	RIF-tidningen	1379	66.0
Better Farming Meth.	2718	42.1	Maskinteknik i Jord och Skog	1889	64.6
Hog Breeder	1660	41.0	Jordbrukarnas För- eningsblad	1847	57.7
The Ayrshire Digest	1819	40.6	Skogen	796	56.9
Poultry Tribune	2447	40.5	Svenska Lantarbetsgivarforen. tidskr.	986	54.5
The Farmer-Stockman	3181	39.6	Svenska Mejeritidn.	535	51.7
Small Stock Magazine	1203	35.6	Svensk Frötidning	386	47.7
Farm Journal	4249	34.1	Sveriges Fjäderfä-avelsforen. tidskr.	597	39.1
Florist's Exchange and Hort. Trade World	1643	29.1	Viola	483	20.2

WHITE SPACE

Average no. of sq.ins. and percentage of total space

American	Sq.ins.	%	Swedish	Sq.ins.	%
Farm Journal	983	7.9	SRB	401	13.4
Seed World	172	4.6	Våra Palsdjur	131	10.7
Hoard's Dairyman	215	4.4	Hushållningssäll-		
Milk Plant Monthly	309	4.3	skapens tidskrift	141	9.2
American Forests	168	4.0	Lanthenmet	196	8.6
The American Natl. Fur & Mkt. Journal	65	3.4	Svenska Svinavels-	41	7.4
Better Farming Meth.	212	3.3	foreningens tidskr.		
Journ. of Farm Econ.	173	3.3	Maskinteknik i		
The Farm Quarterly	408	3.1	Jord och Skog	178	6.1
Federat. News Letter	8	3.0	Ladugården	80	5.7
The Farmer-Stockman	217	2.7	Svenska Lantarbets-		
American Bee Journal	76	2.7	givarefören. tidskr.	97	5.5
Hog Breeder	100	2.5	Svenska Fåravels-	53	4.7
Amer. Farm Bureau Federation Official News Letter	12	1.9	foreningens tidskr.		
Poultry Tribune	102	1.7	Nordisk Lantbruks-	88	4.6
The Natl. Wool Grower	64	1.6	ekonomisk tidskrift	85	4.0
Florist's Exchange and Hort. Trade World	85	1.5	RIF-tidningen		
The Ayrshire Digest	63	1.4	Lantmannen	59	3.8
Small Stock Magazine	35	1.1	Jordbr. Fören.blad	98	3.0
IBCA News	11	0.5	Kaninuppfödaren	14	3.0
			Svenska Mejeritidn.	26	2.5
			Svensk Frötidning	14	1.7
			Bitidningen	9	1.0
			Sveriges Fjäderfä-		
			avelsfören. tidskr.	13	0.9
			Skogen	7	0.5
			Viola	4	0.1

PICTURES

Average no. of sq. ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Farm Quarterly	3637	50.0	Maskinteknik i Jord och Skog	649	34.3
Farm Journal	1648	38.8	Lanthemmet	514	28.8
Poultry Tribune	794	32.5	Svenska "Lettarbets- givareforen. tidskr	168	17.4
American Forests	783	30.5	Viola	66	13.7
Hoard's Dairyman	594	24.4	Lantmannen	149	12.7
Better Farming Meth.	652	24.0	RIF-tidningen	171	12.4
The Farmer-Stockman	755	23.8	Skogen	87	10.9
Hog Breeder	385	23.2	Svensk Frotidning	41	10.6
The Amer. Natl. Fur & Market Journal	288	22.9	Våra Palsdjur	86	10.5
Amer. Farm Bureau Federation's Official News Letter	133	21.2	Ladugården	110	9.9
American Bee Journal	414	20.5	Svenska Svinavels- foreningens tidskr.	43	9.1
Seed World	323	20.0	Bitidningen	58	8.4
The Natl. Wool Grower	561	18.8	Jordbr. "Foren.blad	154	8.3
Milk Plant Monthly	666	17.8	Hushållningssall- skapens tidskrift	83	7.6
IBCA News	135	13.9	Svenska Fåravels- foreningens tidskr.	74	7.6
The Ayrshire Digest	238	13.1	SRB	134	5.4
Federat. News Letter	19	7.3	Svenska Mejeritidn.	27	5.0
Small Stock Magazine	69	5.7	Kaninuppfödaren	20	4.8
Journ. of Farm Econ.	128	2.6	Sveriggs Fjäderfa- avelforen. tidskr.	28	4.7
Florist's Exchange and Hort. Trade World	24	1.5	Nordisk Lantbruks- ekonomisk tidskrift	12	0.7

TABLES

Average no. of sq. ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Ayrshire Digest	545	30.0	Svensk Fåravels- föreningens tidskr.	250	25.7
The Nat. Wool Grower	270	9.1	Svenska Svinavels- föreningens tidskr.	102	21.7
Journ. of Farm Econ.	316	6.4	SRB	396	15.9
Milk Plant Monthly	184	4.9	Svenska Mejeritidn	68	12.8
Poultry Tribune	64	2.6	Lantmannen	133	11.3
Better Farming Methods	65	2.4	Hushållninssall- skapens tidskrift	63	5.8
Hoard's Dairymen	43	1.8	Nordisk Lantbruks- ekonomisk tidskrift	88	5.5
IBCA News	14	1.4	Svensk Frotidning	17	4.4
Small Stock Magazine	16	1.3	Svenska Lantarbets- givarefören. tidskr.	40	4.1
The Farm Quarterly	65	0.9	Ledugården	35	3.2
The Farmer-Stockman	29	0.9	Sveriges Fjäderfä- avelsfören. tidskr.	15	2.5
American Bee Journal	9	0.4	RIF-tidningen	23	1.7
The Amer. Natl. Fur & Market Journal	4	0.3	Kaninuppfödaren	2	0.5
Florist's Exchange and Hort. Trade World	4	0.2	Maskinteknik i Jord och Skog	5	0.3
Amer. Farm Bureau Federation's Official News Letter	-	-	Jordbr. Fören.blad	3	0.2
American Forests	-	-	Bitidningen	1	0.1
Farm Journal	-	-	Lenthenmet	-	-
Federat. News Letter	-	-	Skogen	-	-
Hog Breeder	-	-	Viola	-	-
Seed World	-	-	Våra Palsdjur	-	-

OPINION

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Small Stock Magazine	256	21.3	RLF-tidningen	410	29.7
The Farmer-Stockman	532	16.8	Ladugården	139	12.5
Federat. News Letter	43	16.7	Jordbr. Fören.blad	195	10.5
American Bee Journal	269	13.4	Sveriges Fjäderfa- avelsfören. tidskr.	46	7.7
Hoard's Dairyman	215	8.8	Viola	36	7.5
The Natl. Wool Grower	256	8.6	Svenska Mejeritidn.	29	5.4
Farm Journal	294	6.9	Lanthenmet	94	5.3
Seed World	102	6.3	Maskinteknik i Jord och Skog	67	3.5
Better Farming Meth.	166	6.1	Svenska Lantarbets- givarefören. tidskr.	32	3.3
Poultry Tribune	121	4.9	Våra Palsdjur	19	2.3
Journ. of Farm Econ.	-	-	Svenska Svinavels- fören. tidskrift	8	1.7
Florist's Exchange and Hort. Trade World	69	4.2	Bitidningen	5	0.7
IBCA News	39	4.0	Hushållningssäll- skapens tidskrift	-	-
Amer. Farm Bureau			Kaninuppfödaren	-	-
Federation's Official News Letter	22	3.5	Lantmannen	-	-
The Amer. Natl. Fur & Market Journal	40	3.2	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Hog Breeder	51	3.1	Skogen	-	-
American Forests	71	2.8	SRB	-	-
Milk Plant Monthly	67	1.8	Svensk Frötidning	-	-
The Ayrshire Digest	33	1.8	Svenska Fåravels- fören. tidskrift	-	-
The Farm Quarterly	53	0.7			

ECONOMICS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Amer. Farm Bureau Federation's Official News Letter	149	23.7	Svensk Frotidning	83	21.4
Seed World	360	22.3	Svenska Svinavelsforen. tidskrift	99	21.2
The Farm Quarterly	1293	17.9	Ledugården	181	16.3
IBCA News	127	13.1	RIF-tidningen	214	15.5
Hoard's Dairyman	314	12.9	Svenska Lantarbetsgivareforen. tidskr.	142	14.7
Poultry Tribune	300	12.2	Jordbr. Foren. blad	269	14.4
The Amer. Natl. Fur & Market Journal	133	10.5	Maskinteknik i Jord och Skog	249	13.2
The Farmer-Stockman	329	10.4	SRB	323	12.9
The Natl. Wool Grower	274	9.2	Sveriges Fjäderfäavelsoforen. tidskr.	75	12.6
American Bee Journal	179	8.9	Svenska Fåravelsforen. tidskrift	120	12.4
The Ayrshire Digest	161	8.9	Skogen	99	12.4
Small Stock Magazine	107	8.9	Lantmannen	143	12.2
Federat. News Letter	21	8.1	Bitidningen	80	11.6
Better Farming Meth.	207	7.6	Hushållningssällskapens tidskrift	103	9.5
Farm Journal	213	5.0	Svenska Mejeritidn.	9	1.7
American Forests	107	4.2	Viola	8	1.7
Hog Breeder	18	1.1	Lanthenmet	24	1.3
Florist's Exchange and Hort. Trade World	-	-	Kaninuppfödaren	-	-
Journ. of Farm Econ.	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
Milk Plant Monthly	-	-	Våra Pältdjur	-	-

MARKET REPORTS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Florist's Exchange and Hort. Trade World	421	25.6	Jordbr. Fören.blad	248	13.3
The Natl. Wool Grower	202	6.8	Kaninuppfödaren	37	8.9
Seed World	102	6.3	Lantmannen	96	8.2
The Amer. Natl. Fur & Market Journal	41	3.2	Svenska Fåravelsfören. tidskrift	34	3.5
American Bee Journal	61	3.0	Våra Palsdjur	29	3.5
Farm Journal	57	1.3	Ladugården	34	3.1
Poultry Tribune	33	1.3	Sveriges Fjäderfåavelsfören. tidskr.	14	2.3
Milk Plant Monthly	31	0.8	Svenska Mejeritidn.	11	2.1
Hoard's Dairyman	4	0.2	Svensk Frötidning	8	2.1
Amer. Farm Bureau Federation's Official News Letter	-	-	Bitidningen	8	1.2
American Forests	-	-	RIF-tidningen	14	1.0
Better Farming Methods	-	-	Hushållningssällskapens tidskrift	-	-
Federat. News Letter	-	-			
Hog Breeder	-	-	Skogen	-	-
IBCA News	-	-	SRB	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbetsgivarefören. tidskr.	-	-
Small Stock Magazine	-	-	Svenska Svinavelsfören. tidskrift	-	-
The Ayrshire Digest	-	-			
The Farmer-Stockman	-	-	Maskinteknik i Jord och Skog	-	-
The Farm Quarterly	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-

HOW TO DO

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Forests	455	17.8	Våra Pål s djur	300	36.7
The Farm Quarterly	1203	16.6	Ladugården	344	31.0
Hoard's Dairyman	351	14.4	Bitidningen	183	26.5
Poultry Tribune	317	13.0	Maskinteknik i Jord och Skog	494	26.2
Farm Journal	414	9.7	Sveriges Fjäderfä- givarefören. tidskr.	114	19.1
The Farmer-Stockman	308	9.7	Svenska Lantarbets- givarefören. tidskr.	154	15.9
Small Stock Magazine	107	8.9	Lantmannen	148	12.6
Florist's Exchange and Hort. Trade World	113	6.9	Skogen	72	9.0
American Bee Journal	106	5.3	Svensk Frötidning	25	6.5
The Natl. Wool Grower	105	3.5	Kaninuppfödaren	25	6.0
Better Farming Meth.	72	2.6	Svenska Svinavels- fören. tidskrift	25	5.3
IBCA News	21	2.2	Viola	25	5.2
Seed World	24	1.5	Svenska Mejeritidn.	24	4.5
The Ayrshire Digest	18	1.0	Svenska Fåravels- fören. tidskrift	29	3.0
Amer. Farm Bureau Federation's Official News Letter	-	-	RLF-tidningen	33	2.4
Federat. News Letter	-	-	SRB	32	1.3
Hog Breeder	-	-	Jordbr. Fören.blad	7	0.4
Journ. of Farm Econ.	-	-	Hushållningssäll- skapens tidskrift	-	-
Milk Plant Monthly	-	-	Lanthenmet	-	-
The Amer. Natl. Fur & Market Journal	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-

FEATURES

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Farm Quarterly	373	5.1	Lanthenmet	136	7.6
American Forests	88	3.4	Skogen	55	6.9
American Bee Journal	37	1.8	Viola	30	6.2
Seed World	23	1.4	Lantmannen	51	4.3
Farm Journal	50	1.2	Bitidningen	25	3.6
Better Farming Meth.	28	1.0	RIF-tidningen	30	2.2
Amer. Farm Bureau Federation's Official News Letter	-	-	Jordbr. Fören.blad o Hushallingssäll- skapens tidskrift	7	0.4
Federat. News Letter	-	-	o Ladugarden	-	-
Florist's Exchange and Hort. Trade World	-	-	Maskinteknik i Jord och Skog	-	-
Hoard's Dairyman	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Hog Breeder	-	-	SRB	-	-
IBCA News	-	-	o Svenska Faravels- fören. tidskrift	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Milk Plant Monthly	-	-	Svenska Mejeritidn.	-	-
Poultry Tribune	-	-	Svenska Svinavels- fören. tidskrift	-	-
Small Stock Magazine	-	-	Svensk Frötidning	-	-
The Amer. Natl. Fur and Market Journal	-	-	Sveriges Fjäderfä- avelsfören. tidskrift	-	-
The Ayrshire Digest	-	-	Kaninuppfödaren	-	-
The Farmer-Stockman	-	-	o Vara Pälsdjur	-	-
The Natl. Wool Grower	-	-		-	-

INTERVIEWS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Farm Journal	71	1.7	Våra PÅlsdjur	26	3.2
American Bee Journal	-	-	Skogen	22	2.8
Amer. Farm Bureau Federation's Official News Letter	-	-	Lantmannen	26	2.2
American Forests	-	-	Jordbr. Fören.blad	28	1.5
Better Farming Methods	-	-	Bitidningen	-	-
Federat. News Letter	-	-	Hushållningssäll- skapens tidskrift	-	-
Florist's Exchange and Hort. Trade World	-	-	Lanthenmet	-	-
Hoard's Dairyman	-	-	Maskinteknik i Jord och Skog	-	-
Hog Breeder	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
IBCA News	-	-	RIF-tidningen	-	-
Journ. of Farm Econ.	-	-	SRB	-	-
Milk Plant Monthly	-	-	Svenska Fåravels- fören. tidskrift	-	-
Poultry Tribune	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Seed World	-	-	Svenska Mejeritidn.	-	-
Small Stock Magazine	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Amer. Natl. Fur and Market Journal	-	-	Svensk Frötidning	-	-
The Ayrshire Digest	-	-	Sveriges Fjäderfå- avelsfören. tidskr.	-	-
The Farmer-Stockman	-	-	Viola	-	-
The Farm Quarterly	-	-	Kaninuppfödaren	-	-
The Natl. Wool Grower	-	-	Ladugården	-	-

DISCUSSION

Average no. of sq. ins. and percentage of non-advertising space.

American	Sq. ins.	%	Swedish	Sq. ins.	%
IBCA News	4	0.4	Bitidningen	88	12.7
American Bee Journal	-	-	Ladugården	89	8.0
Amer. Farm Bureau Federation's Official News Letter	-	-	Skogen	45	5.7
American Forests	-	-	Kaninuppfödaren	18	4.3
Better Farming Methods	-	-	Svenska Fåravels- fören. tidskrift	26	2.7
Farm Journal	-	-	Lantmannen	30	2.6
Federat. News Letter	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	12	2.0
Florist's Exchange and Hort. Trade World	-	-	Hushållningssäll- skapens tidskrift	-	-
Hoard's Dairyman	-	-	Jordbr. Fören. blad	-	-
Hog Breeder	-	-	Lanthenmet	-	-
Journ. of Farm Econ.	-	-	Maskinteknik i Jord och Skog	-	-
Milk Plant Monthly	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Poultry Tribune	-	-	RLF-tidningen	-	-
Seed World	-	-	SRB	-	-
Small Stock Magazine	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
The Amer. Natl. Fur and Market Journal	-	-	Svenska Mejeritidn.	-	-
The Ayrshire Digest	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Farmer-Stockman	-	-	Svensk Frötidning	-	-
The Farm Quarterly	-	-	Viola	-	-
The Natl. Wool Grower	-	-	Våra Pälsdjur	-	-

QUESTIONS AND ANSWERS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Small Stock Magazine	47	3.9	Lantmannen	38	3.2
American Bee Journal	54	2.7	Bitidningen	17	2.5
Milk Plant Monthly	82	2.2	Ladugården	20	1.8
Hoard's Dairyman	54	2.2	Maskinteknik i Jord och Skog	6	0.3
Poultry Tribune	50	2.0	Jordbr. Fören. blad	5	0.3
The Natl. Wool Grower	57	1.9	Hushållningssäll- skapens tidskrift	-	-
Farm Journal	39	0.9	Kaninuppfödaren	-	-
The Farmer-Stockman	30	0.9	Lanthemmet	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
American Forests	-	-	RIF-tidningen	-	-
Better Farming Methods	-	-	SRB	-	-
Federat. News Letter	-	-	Svenska Fåravels- fören. tidskrift	-	-
Florist's Exchange and Hort. Trade World	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Hog Breeder	-	-	Svenska Mejeritidn.	-	-
IBCA News	-	-	Svenska Svinavels- fören. tidskrift	-	-
Journ. of Farm Econ.	-	-	Svensk Frötidning	-	-
Seed World	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Amer. Natl. Fur and Market Journal	-	-	Viola	-	-
The Ayrshire Digest	-	-	Skogen	-	-
The Farm Quarterly	-	-	Vara Pälsdjur	-	-

LAWS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Forests	106	4.1	Hushållningssäll- skapens tidskrift	321	29.6
Amer. Farm Bureau Federation's Official News Letter	24	3.8	Svensk Frötidning	72	18.7
The Natl. Wool Grower	1103	3.5	Skogen	85	10.7
Milk Plant Monthly	81	2.2	Svenska Lantarbets- givarefören. tidskr.	25	2.6
Hoard's Dairyman	50	2.1	Bitidningen	15	2.2
The Amer. Natl. Fur and Market Journal	22	1.7	RIF-tidningen	20	1.5
Better Farming Methods	22	0.8	Jordbr. Fören. blad	14	0.8
The Farmer-Stockman	23	0.7	Svenska Mejeritidn.	1	0.2
American Bee Journal	10	0.5	Viola	1	0.2
Seed World	7	0.4	Kaninuppfödaren	-	-
IBCA News	2	0.2	Ladugården	-	-
Farm Journal	-	-	Lanthemmet	-	-
Federat. News Letter	-	-	Lantmannen	-	-
Florist's Exchange and Hort. Trade World	-	-	Maskinteknik i Jord och Skog	-	-
Hog Breeder	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Journ. of Farm Econ.	-	-	SRB	-	-
Poultry Tribune	-	-	Svenska Fåravels- fören. tidskrift	-	-
Small Stock Magazine	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Ayrshire Digest	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Farm Quarterly	-	-	Våra Palsdjur	-	-

ASSOCIATIONS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Federat. News Letter	163	62.9	SRB	1339	53.6
Amer. Farm Bureau Federation's Official News Letter	212	33.7	Kaninuppfödaren	195	47.2
Small Stock Magazine	385	32.0	Viola	143	29.5
IBCA News	309	31.8	Svenska Lantarbets- givarefören. tidskr.	226	23.3
The Natl. Wool Grower	537	18.1	Svenska Fåravels- fören. tidskrift	197	20.3
Florist's Exchange and Hort. Trade World	283	17.3	Vara Pälldjur	166	20.3
Milk Plant Monthly	513	13.7	Svensk Frötidning	72	18.7
The Ayrshire Digest	249	13.7	Sveriges Fjäderfä- avelgfören. tidskr.	110	18.4
The Amer. Natl. Fur and Market Journal	172	13.6	Hushållningssäll- skapens tidskrift	177	16.3
American Forests	253	9.9	Jordbr. Fören. blad	297	15.9
The Farmer-Stockman	301	9.5	Bitidningen	110	15.9
Seed World	143	8.8	Lantmannen	163	13.9
Better Farming Meth.	182	6.7	Svenska Svinavels- fören. tidskrift	64	13.6
American Bee Journal	113	5.6	Skogen	88	11.1
Poultry Tribune	103	4.2	Svenska Mejeritidn.	51	9.5
Hoard's Dairyman	72	3.0	RLF-tidningen	81	5.9
Hog Breeder	2	0.1	Nordisk Lantbruks- ekonomisk tidskrift	20	1.2
Farm Journal	-	-	Ladugården	10	0.9
Journ. of Farm Econ.	-	-	Lanthemmet	13	0.7
The Farm Quarterly	-	-	Maskinteknik i Jord och Skog	-	-

FAIRS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Hog Breeder	967	58.2	Hushållningssäll- skapens tidskrift	76	7.0
The Ayrshire Digest	256	14.1	Svenska Mejeritidn.	31	5.8
Florist's Exchange and Hort. Trade World	95	5.8	Svensk Frötidning	15	3.9
The Amer. Natl. Fur and Market Journal	17	1.3	Kaninuppfödaren	13	3.1
The Natl. Wool Grower	31	1.0	Svenska Fåravels- fören. tidskrift	27	2.8
Hoard's Dairyman	17	0.7	SRB	55	2.2
The Farmer-Stockman	10	0.3	Maskinteknik i Jord och Skog	29	1.5
Seed World	4	0.2	Ladugården	16	1.4
American Bee Journal	-	-	Jordbr. Fören. blad	25	1.3
Amer. Farm Bureau Federation's Official News Letter	-	-	Lantmannen	8	0.7
American Forests	-	-	Viola	3	0.6
Better Farming Methods	-	-	Bitidningen	3	0.4
Farm Journal	-	-	Lanthenmet	4	0.2
Federat. News Letter	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
IBCA News	-	-	Skogen	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Milk Plant Monthly	-	-	Svenska Svinavels- fören. tidskrift	-	-
Poultry Tribune	-	-	Sveriges Fjäderfä- avelfören. tidskr.	-	-
Small Stock Magazine	-	-		-	-
The Farm Quarterly	-	-	Våra PÅlsdjur	-	-

INDUSTRY

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Milk Plant Monthly	1047	27.8	Svenska Mejeritidn.	113	21.1
Seed World	110	6.8	Bitidningen	-	-
American Bee Journal	109	5.4	Hushållningssäll- skapens tidskrift	-	-
IBCA News	32	3.3	Jordbr. Fören. blad	-	-
Amer. Farm Bureau			Kaninuppfödaren	-	-
Federation's Official					
News Letter	10	1.6	Ladugården ^o	-	-
Poultry Tribune	33	1.3			
Better Framing Methods	22	0.8	Lanthemmet	-	-
Florist's Exchange and Hort. Trade World	5	0.3	Lantmännen	-	-
The Amer. Natl. Fur and Market Journal	2	0.2	Maskinteknik i Jord och Skog		
American Forests	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
The Farm Quarterly	-	-	RIF-tidningen	-	-
Federat. News Letter	-	-	Svenska Färelvs- fören. tidskrift		
Hoard's Dairyman	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Hog Breeder	-	-	Svenska Svinavels- fören. tidskrift	-	-
Journ. of Farm Econ.	-	-			
Small Stock Magazine	-	-	Svensk Frötidning	-	-
The Ayrshire Digest	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
the Farmer-Stockman	-	-	Skogen	-	-
The Farm Quarterly	-	-	Svenska Färelvs- fören. tidskrift	-	-
The Natl. Wool Grower	-	-	Viola	-	-
			Vara Pälldjur ^o	-	-

CRIME

Average no. of sq. ins. and percentage of non-advertising space

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Amer. Natl. Fur & Market Journal	14	1.1	Jordbr. Fören.blad	4	0.2
the Farmer-Stockman	20	0.6	Bitidningen	-	-
Farm Journal	2	0.0	Hushållningssällskapens tidskrift	-	-
American Bee Journal	-	-	Kaninuppfodaren	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Ladugården	-	-
American Forests	-	-	Lanthemmet	-	-
Better Farming Methods	-	-	Lantmannen	-	-
Federat. News Letter	-	-	Maskinteknik i Jord och Skog	-	-
Florist's Exchange and Hort. Trade World	-	-	RIF-tidningen	-	-
Hoard's Dairyman	-	-	Skogen	-	-
Hog Breeder	-	-	SRB	-	-
IBCA News	-	-	Svenska Fåravelsfören. tidskrift	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbetsgivarefören. tidskr.	-	-
Milk Plant Monthly	-	-	Svenska Mejeritidn.	-	-
Poultry Tribune	-	-	Svenska Svinavelsfören. tidskrift	-	-
Seed World	-	-	Svensk Frötidning	-	-
Small Stock Magazine	-	-	Sveriges Fjäderfäavelsfören. tidskr.	-	-
The Ayrshire Digest	-	-	Viola	-	-
The Farm Quarterly	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
The Natl. Wool Grower	-	-	Vara Pälstdjur	-	-

DISASTERS

Average no. of sq. ins. and percentage of non-advertising space

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Forests	56	2.2	Bitidningen	-	-
Farm Journal	50	1.2	Hushållningssäll- skapens tidskrift	-	-
Seed World	12	0.7	Jordbr. Fören. blad	-	-
American Bee Journal	-	-	Kaninuppfödaren	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Ladugården	-	-
Better Farming Methods	-	-	Lanthemmet	-	-
Federat. News Letter	-	-	Lantmannen	-	-
			Nordisk Lantbruks- ekonomisk tidskrift	-	-
Florist's Exchange and Hort. Trade World	-	-	RLF-tidningen	-	-
Hoard's	-	-	Skogen	-	-
Hoard's Dairyman	-	-	SRB	-	-
H og Breeder	-	-	Svenska Fåravels- fören. tidskrift	-	-
IBCA News	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Journ. of Farm Econ.	-	-	Svenska Mejeritidn.	-	-
Milk Plant Monthly	-	-	Svenska Svinavels- fören. tidskrift	-	-
Poultry Tribune	-	-	Svensk Frötidning	-	-
Small Stock Magazine	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Amer. Natl. Fur & Market Journal	-	-	Viola	-	-
The Ayrshire Digest	-	-			
the Farmer-Stockman	-	-	Maskinteknik i Jord och Skog	-	-
The Farm Quarterly	-	-	Våra Pältdjur	-	-
The Natl. Wool Grower	-	-			

RELIGION

Average no. of sq. ins. and percentage of non-advertising space

American	Sq.ins.	%	Swedish	Sq.ins.	%
Amer. Farm Bureau Federation's Official News Letter	10	1.6	Lanthemmet	5	0.3
the Farmer-Stockman	23	0.7	Bitidningen	-	-
American Bee Journal	-	-	Hushållningssällskapens tidskrift	-	-
American Forests	-	-	Jordbr. Fören.blad	-	-
Better Farming Methods	-	-	Kaninuppfödaren	-	-
Farm Journal	-	-	Ladugården	-	-
			Lantmannen	-	-
Federat. News Letter	-	-	Maskinteknik i Jord och Skog	-	-
Florist's Exchange and Hort. Trade World	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
Hoard's Dairyman	-	-	RIF-tidningen	-	-
Hog Breeder	-	-	Skogen	-	-
IBCA News	-	-	SRB	-	-
Journ. of Farm Econ.	-	-	Svenska Faravelsfören. tidskrift	-	-
Milk Plant Monthly	-	-	Svenska Lantarbetsgivarefören. tidskr.	-	-
Poultry Tribune	-	-	Svenska Mejeritidn.	-	-
Seed World	-	-	Svenska Svinavelsfören. tidskrift	-	-
Small Stock Magazine	-	-	Svensk Frötidning	-	-
The Amer. Natl. Fur & Market Journal	-	-	Sveriges Fjäderfä-avelsfören. tidskr.	-	-
The Ayrshire Digest	-	-	Viola	-	-
the Farm Quarterly	-	-			
The Natl. Wool Grower	-	-	o Vara Pilsdjur	-	-

EDUCATION

Average no. of sq.ins. and percentage of non-advertising space

American	Sq.ins.	%	Swedish	Sq.ins.	%
Better Farming Meth.	249	9.2	Hushållningssäll- skapens tidskrift	160	14.7
			Lanthenmet	126	7.1
Florist's Exchange and Hort. Trade World	93	5.7			
Seed World	47	2.9	Lantmannen	47	4.0
Milk Plant Monthly	59	1.6	Jordbr. Fören.blad	66	3.6
The Natl. Wool Grower	28	0.9	Maskinteknik i Jord och Skog	26	1.4
American Bee Journal	19	0.9	RLF-tidningen	18	1.3
the Farmer-Stockman	6	0.2	Viola	5	1.0
Amer. Farm Bureau Federation's Official News Letter	-	-	Bitidningen	-	-
American Forests	-	-	Kaninuppfödaren	-	-
Farm Journal	-	-	Ladugården	-	-
Federat. News Letter	-	-	Skogen	-	-
Hoard's Dairyman	-	-	SRB	-	-
Hog Breeder	-	-	Svenska Faravels- fören. tidskrift	-	-
IBCA News	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Journ. of Farm. Econ.	-	-	Svenska Mejeritidn.	-	-
Poultry Tribune	-	-	Svenska Svinavels- fören. tidskrift	-	-
Small Stock Magazine	-	-	Svensk Frötidning	-	-
The Amer. Natl. Fur & Market Journal	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Ayrshire Digest	-	-	Våra Pälstdjur	-	-
The Farm Quarterly	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-

SCIENCE

Average no. of sq. ins. and percentage of non-advertising space

American	Sq. ins.	%	Swedish	Sq. ins.	%
Journal of Farm Econ.	3790	77.2	Nordisk Lantbruks-ekonomisk tidskrift	1288	79.9
American Bee Journal	325	16.2	Svenska Svinavelsfören. tidskrift	89	18.9
Hoard's Dairyman	369	15.2			
Better Farming Meth.	391	14.4	Maskinteknik i Jord och Skog	269	14.2
Milk Plant Monthly	442	11.8	Sveriges Fjäderfä-avelsfören. tidskr.	78	13.1
Seed World	180	11.2	Svenska Fåravelsfören. tidskrift	108	11.1
The Amer. Natl. Fur & Market Journal	111	8.8	Kaninuppfödaren	43	10.4
Hog Breeder	111	6.7	Svenska Mejeritidn.	53	9.9
The Farm Quarterly	389	5.3	Svenska Lantarbetsgivarefören. tidskr.	90	9.3
Farm Journal	216	5.1	Våra PÅlsdjur	75	9.2
Poultry Tribune	82	3.4	Hushållningssällskapens tidskrift	52	4.8
IBCA News	20	2.1	Ladugården	50	4.5
the Farmer-Stockman	64	2.0	Skogen	36	4.5
The Natl. Wool Grower	55	1.8	SRB	99	4.0
American Forests	26	1.0	Viola	14	2.9
Amer. Farm Bureau Federation's Official News Letter	1	0.2	RLF-tidningen	39	2.8
Federat. News. Letter	-	-	Svensk Frötidning	11	2.8
			Lantmannen	21	1.8
Florist's Exchange and Hort. Trade World	-	-	Jordbr. Fören. blad	18	1.0
Small Stock Magazine	-	-	Bitidningen	-	-
The Ayrshire Digest	-	-	Lanthenmet	-	-

BOOKS

Average no. of sq. ins. and percentage of non-advertising space

American	Sq. ins.	%	Swedish	Sq. ins.	%
Journ. of Farm Econ.	376	7.7	Sveriges Fjäderfä- avelsfören. tidskr.	63	10.6
American Forests	90	3.5	Svenska Lantarbets- givarefören. tidskr.	52	5.4
Milk Plant Monthly	128	3.4	Jordbr. Fören. blad	83	4.5
the Farmer -Stockman	51	1.6	Viola	15	3.1
Seed World	24	1.5	Lanthemmet	48	2.7
Hoard's Dairyman	27	1.1	Ladugården	29	2.6
Better Farming Meth.	25	0.9	RIF-tidningen	29	2.1
American Bee Journal	14	0.7	Stogen	14	1.8
Small Stock Magazine	8	0.7	Hushållningssäll- skapens tidskrift	5	0.5
The Farm Quarterly	40	0.5	SRB	11	0.4
Florist's Exchange and Hort. Trade World	7	0.4	Lantmannen	4	0.3
The Natl. Wool Grower	8	0.3	Bitidningen	1	0.1
Farm Journal	7	0.2	Kaninuppfödaren	-	-
Poultry Tribune	4	0.2	Maskinteknik i Jord och Skog	-	-
IBCA News	2	0.2	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Svenska Faravels- fören. tidskrift	-	-
Federat. News Letter	-	-	Svenska Mejeritidn.	-	-
Hog Breeder	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Amer. Natl. Fur & Market Journal	-	-	Svensk Frötidning	-	-
The Ayrshire Digest	-	-	Våra Palsdjur	-	-

RADIO

Average no. of sq. ins. and percentage of non-advertising space

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Bee Journal	-	-	Jordbr.-Fören. blad	12	0.6
Amer. Farm Bureau Federation's Official News Letter	-	-	Bitidningen	-	-
American Forests	-	-	Hushållningssällskapens tidskrift	-	-
Better Farming Methods	-	-	Kaninuppfödaren	-	-
Farm Journal	-	-	Ledugården	-	-
Federat. News Letter	-	-	Lanthemmet	-	-
Florist's Exchange and Hort. Trade World	-	-	Lantmannen	-	-
Hoard's Dairyman	-	-	Maskinteknik i Jord och Skog	-	-
Hog Breeder	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
IBCA News	-	-	RIF-tidningen	-	-
Journ. of Farm Econ.	-	-	Skogen	-	-
Milk Plant Monthly	-	-	SRB	-	-
Poultry Tribune	-	-	Svenska Fåravelsfören. tidskrift	-	-
Seed World	-	-	Svenska Lantarbetsgivarefören. tidskr.	-	-
Small Stock Magazine	-	-	Svenska Svinavelsföreningens tidskrift	-	-
The Amer. Natl. Fur and Market Journal	-	-	Sveriges Fjäderfäavelsfören. tidskr.	-	-
The Ayrshire Digest	-	-	Viola	-	-
The Farmer-Stockman	-	-			
The Farm Quarterly	-	-			
The Natl. Wool Grower	-	-	Våra Pälsdjur	-	-

MOVIES

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Better Farming Meth.	62	2.3	Jordbr. Fören. blad	18	1.0
Farm Journal	26	0.6	Bitidningen	-	-
Milk Plant Monthly	17	0.5	Hushållningssäll- skapens tidskrift	-	-
American Bee Journal	-	-	Kaninuppfödaren	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Ladugården	-	-
American Forests	-	-	Lanthemmet	-	-
Federat. News Letter	-	-	Lantmannen	-	-
Florist's Exchange and Hort. Trade World	-	-	Maskinteknik i Jord och Skog	-	-
Hoard's Dairyman	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Hog Breeder	-	-	RIF-tidningen	-	-
IBCA NEWS	-	-	Skogen	-	-
Journ. of Farm Econ.	-	-	SNB	-	-
Poultry Tribune	-	-	Svenska Färelvs- fören. tidskrift	-	-
Seed World	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Small Stock Magazine	-	-	Svenska Mejeritidn.	-	-
The Amer. Natl. Fur & Market Journal	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Ayshire Digest	-	-	Svensk Frötidning	-	-
the Farmer-Stockman	-	-	Viola	-	-
The Farm Quarterly	-	-	Vara Palsdjur	-	-
The Natl. Wool Grower	-	-		-	-

COMICS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	% Swedish	Sq.ins.	%	
Amer. Farm Bureau Federation's Official News Letter	28	4.5	RIF-tidningen	31	2.2
The Farmer-Stockman	81	2.5	Jordbr. Fören. blad	35	1.9
Farm Journal	96	2.3	Våra Pålådjur	4	0.5
Better Farming Meth.	45	1.7	Maskinteknik i Jord och Skog	3	0.2
Poultry Tribune	41	1.7	Bitidningen	-	-
Hog Breeder	27	1.6	Hushållningssällskapens tidskrift	-	-
The Natl. Wool Grower	22	0.7	Kaninuppfödaren	-	-
Hoard's Dairyman	11	0.5	Ladugården	-	-
American Bee Journal	5	0.2	Lantheomet	-	-
American Forests	-	-	Lantmannen	-	-
Federat. News Letter	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
Florist's Exchange and Hort. Trade World	-	-	Skogen	-	-
IBCA News	-	-	SRB	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbetsgivarefören. tidskr.	-	-
Milk Plant Monthly	-	-	Svenska Fåravelsfören. tidskrift	-	-
Seed World	-	-	Svenska Mejeritidn	-	-
Small Stock Magazine	-	-	Svenska Svinavelsfören. tidskrift	-	-
The Amer. Natl. Fur and Market Journal	-	-	Svensk Frötidning	-	-
The Ayrshire Digest	-	-	Sveriges Fjäderfä-avelsfören. tidskr.	-	-
The Farm Quarterly	-	-	Viola	-	-

ENTERTAINMENT

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Forests	210	8.2	Lanthenmet	251	14.1
Farm Journal	325	7.6	Jordbr. Fören. blad	107	5.8
The Farmer-Stockman	186	5.8	RIF-tidningen	79	5.7
Milk Plant Monthly	63	1.7	Bitidningen	-	-
Better Farming Meth.	44	1.6	Hushållningssäll- skapens tidskrift	-	-
Amer. Farm Bureau Federation's Official News Letter	9	1.4	Ladugården Kaninuppfödaren Lantmannen	-	-
The Amer. Natl. Fur and Market Journal	14	1.1	Maskinteknik i Jord och Skog	-	-
Hoard's Dairyman	15	0.6	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Poultry Tribune	5	0.2	Skogen	-	-
American Bee Journal	-	-	SRB	-	-
Federat. News Letter	-	-	Svenska Fåravels- fören. tidskrift	-	-
Florist's Exchange and Hort. Trade World	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Hog Breeder	-	-	Svenska Mejeritidn.	-	-
IBCA News	-	-	Svenska Svinavels- fören. tidskrift	-	-
Journal of Farm Econ.	-	-	Svensk Frötidning	-	-
Seed World	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
Small Stock Magazine	-	-	Viola	-	-
The Ayrshire Digest	-	-	Våra Pälsdjur	-	-
The Farm Quarterly	-	-			
The Natl. Wool Grower	-	-			

OBITUARIES

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Florist's Exchange and Hort. Trade World	63	3.8	Svenska Fåravelsfören. tidskrift	21	2.2
Milk Plant Monthly	33	0.9	Bitidningen	14	2.0
The Amer. Natl. Fur and Market Journal	11	0.9	Skogen	11	1.4
American Bee Journal	16	0.8	Viola	5	1.0
The Natl. Wool Grower	21	0.7	Kaninuppfödaren	3	0.7
Small Stock Magazine	7	0.6	Lantmannen	6	0.5
Seed World	8	0.5	Svenska Lantarbetsgivarefören. tidskr.	3	0.3
IBCA News	4	0.4	Jordbr. Fören. blad	-	-
Better Farming Methods	8	0.3	Hushållningssällskapens tidskrift	-	-
The Ayrshire Digest	3	0.2	Ladugården	-	-
Hog Breeder	1	0.1	Lanthenmet	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Maskinteknik i Jord och Skog	-	-
American Forests	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
Farm Journal	-	-	RIF-tidningen	-	-
Federat. News Letter	-	-	SRB	-	-
Hoard's Dairyman	-	-	Svensk Frötidning	-	-
Journ. of Farm Econ.	-	-	Svenska Mejeritidn.	-	-
Poultry Tribune	-	-	Svenska Svinavelsfören. tidskrift	-	-
The Farmer-Stockman	-	-	Sveriges Fjäderfäavelsfören. tidskr	-	-
The Farm Quarterly	-	-	Våra Pälsdjur	-	-

BIRTHDAYS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Bee Journal	-	-	Viola	34	7.0
Amer. Farm Bureau Federation's Official News Letter	-	-	Kaninuppfödaren	9	2.2
American Forests	-	-	Bitidningen	11	1.6
Better Farming Methods	-	-	Skogen	9	1.1
Farm Quarterly	-	-	Våra Pälsdjur	8	1.0
Federat. News Letter	-	-	Lantmannen	10	0.9
Florist's Exchange and Hort. Trade World	-	-	Svenska Fåravels- fören. tidskrift	3	0.3
Hoard's Dairyman	-	-	Hushållningssäll- skapens tidskrift	-	-
Hog Breeder	-	-	Jordbr. Fören. blad	-	-
IBCA News	-	-	Ladugården	-	-
Journ. of Farm Econ.	-	-	Maskinteknik i Jord och Skog	-	-
Milk Plant Monthly	-	-	RIF-tidningen	-	-
Poultry Tribune	-	-	SRB	-	-
Seed World	-	-	Svenska Lantarbets- givarefören. tidskrift	-	-
Small Stock Magazine	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
The Amer. Natl. Fur and Market Journal	-	-	Svenska Mejeritidn.	-	-
The Ayrshire Digest	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Farmer-Stockman	-	-	Svensk Frötidning	-	-
The Farm Journal	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Natl. Wool Grower	-	-			

PROFILES

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Natl. Wool Grower	30	1.0	Bitidningen	-	-
Seed World	15	0.9	Hushållningssäll- skapens tidskrift	-	-
American Bee Journal	-	-	Jordbr. Fören. blad	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Kaninuppfödaren	-	-
American Forests	-	-	Ladugården	-	-
Better Farming Methods	-	-	Lanthenmet	-	-
Farm Quarterly	-	-	Lantmannen	-	-
Federat. News Letter	-	-	Maskinteknik i Jord och Skog	-	-
Florist's Exchange and Hort. Trade World	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Hoard's Dairyman	-	-	RIF-tidningen	-	-
Hog Breeder	-	-	Skogen	-	-
IBCA News	-	-	SRB	-	-
Journ. of Farm Econ.	-	-	Svenska Fåravels- fören. tidskrift	-	-
Milk Plant Monthly	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Poultry Tribune	-	-	Svenska Mejeritidn.	-	-
Small Stock Magazine	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Amer. Natl. Fur and Market Journal	-	-	Svensk Frötidning	-	-
The Ayrshire Digest	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Farmer-Stockman	-	-	Viola	-	-
The Farm Journal	-	-	Våra Pälsdjur	-	-

SOCIETY

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Florist's Exchange and Hort. Trade World	252	15.3	Bitidningen	-	-
The Ayrshire Digest	48	2.6	Hushållningssällskapens tidskrift	-	-
The Amer. Natl. Fur and Market Journal	11	0.9	Jordbr. Fören. blad	-	-
The Farmer-Stockman	20	0.6	Kaninuppfödaren	-	-
Hoard's Dairyman	5	0.2	Ladugården	-	-
American Bee Journal	-	-	Lanthenmet	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Lantmannen	-	-
American Forests	-	-	Maskinteknik i Jord och Skog	-	-
Better Farming Methods	-	-	Nordisk Lantbruks-ekonomisk tidskrift	-	-
Farm Journal	-	-	RIF-tidningen	-	-
Federat. News Letter	-	-	Skogen	-	-
Hog Breeder	-	-	SRB	-	-
IBCA News	-	-	Svenska Fåravelsfören. tidskrift	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbetsgivarefören. tidskr.	-	-
Milk Plant Monthly	-	-	Svenska Mejeritidn.	-	-
Poultry Tribune	-	-	Svenska Svinavelsfören. tidskrift	-	-
Seed World	-	-	Svensk Frötidning	-	-
Small Stock Magazine	-	-	Sveriges Fjäderfä-avelsfören. tidskr.	-	-
The Farm Quarterly	-	-	Viola	-	-
The Natl. Wool Grower	-	-	Våra Pälsdjur	-	-

HOMEMAKING

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
Farm Journal	583	13.8	Lanthemmet	322	18.0
Hoard's Dairyman	159	6.5	RIF-tidningen	85	6.2
Poultry Tribune	132	5.4	Jordbr. Fören. blad	50	2.7
The Farmer-Stockman	141	4.4	Bitidningen	-	-
American Forests	52	2.0	Hushållningssäll- skapens tidskrift	-	-
The Natl. Wool Grower	50	1.7	Kaninuppfödaren	-	-
American Bee Journal	23	1.1	Ladugården	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Lantmannen	-	-
Better Farming Methods	-	-	Maskinteknik i Jord och Skog	-	-
Federat. News Letter	-	-	Nordisk Lantbruks- ekonomisk tidskrift Skogen	-	-
Florist's Exchange and Hort. Trade World	-	-	SRB	-	-
Hog Breeder	-	-			
IBCA News	-	-	Svenska Fåravels- fören. tidskrift	-	-
Journ. of Farm Econ.	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Milk Plant Monthly	-	-	Svenska Mejeritidn.	-	-
Seed World	-	-	Svenska Svinavels- fören. tidskrift	-	-
Small Stock Magazine	-	-	Svensk Frötidning	-	-
The Amer. Natl. Fur and Market Journal	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-
The Ayrshire Digest	-	-	Viola	-	-
The Farm Quarterly	-	-	Våra Pälldjur	-	-

HUMAN INTEREST

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
American Bee Journal	41	2.0	Viola	14	2.9
The Farmer-Stockman	60	1.9	Våra PÅlsdjur	3	0.4
Farm Journal	56	1.3	Ladugården	2	0.1
American Forests	31	1.2	SRB	2	0.1
Seed World	15	0.9	Bitidningen	-	-
The Amer. Natl. Fur and Market Journal	4	0.3	Hushållningssäll- skapens tidskrift	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Jordbr. Fören. blad	-	-
Better Farming Methods	-	-	Kaninuppfödaren	-	-
Federat. News Letter	-	-	Lanthemmet	-	-
Florist's Exchange and Hort. Trade World	-	-	Lantmannen	-	-
Hoard's Dairyman	-	-	Maskinteknik i Jord och Skog	-	-
Hog Breeder	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
IBCA News	-	-	RIF-tidningen	-	-
Journ. of Farm Econ.	-	-	Skogen	-	-
Milk Plant Monthly	-	-	Svenska Fåravels- fören. tidskrift	-	-
Poultry Tribune	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Small Stock Magazine	-	-	Svenska Mejeritidn.	-	-
The Ayrshire Digest	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Farm Quarterly	-	-	Svensk Frötidning	-	-
The Natl. Wool Grower	-	-	Sveriges Fjäderfä- avelsfören. tidskr.	-	-

WEATHER

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Farmer-Stockman	13	0.4	Viola	8	1.7
The Natl. Wool Grower	3	0.1	Bitidningen	-	-
American Bee Journal	-	-	Hushållningssäll- skapens tidskrift	-	-
Amer. Farm Bureau Federation's Official News Letter	-	-	Jordbr. Fören. blad	-	-
American Forests	-	-	Kaninuppfödaren	-	-
Better Farming Methods	-	-	Ladugården	-	-
Farm Journal	-	-	Lanthenmet	-	-
Federat. News Letter	-	-	Lantmannen	-	-
Florist's Exchange and Hort. Trade World	-	-	Maskinteknik i Jord och Skog	-	-
Hoard's Dairyman	-	-	Nordisk Lantbruks- ekonomisk tidskrift	-	-
Hog Breeder	-	-	RIF-tidningen	-	-
IBCA News	-	-	Skogen	-	-
Journ. of Farm Econ.	-	-	SRB	-	-
Milk Plant Monthly	-	-	Svenska Fåravels- fören. tidskrift	-	-
Poultry Tribune	-	-	Svenska Lantarbets- givarefören. tidskr.	-	-
Seed World	-	-	Svenska Mejeritidn.	-	-
Small Stock Magazine	-	-	Svenska Svinavels- fören. tidskrift	-	-
The Amer. Natl. Fur and Market Journal	-	-	Svensk Frötidning	-	-
The Ayrshire Digest	-	-	Sveriges Fjäderfä- avelsfören. tidskr	-	-
The Farm Quarterly	-	-	Våra Pälldjur	-	-

STANDING HEADS

Average no. of sq.ins. and percentage of non-advertising space.

American	Sq.ins.	%	Swedish	Sq.ins.	%
The Amer. Natl. Fur and Market Journal	379	30.0	Skogen	173	21.7
IBCA News	262	27.0	Svenska Mejeritidn.	91	17.0
Better Farming Meth.	478	17.6	Lanthenmet	249	13.9
Small Stock Magazine	201	16.7	Nordisk Lantbruks-ekonomisk tidskrift	204	12.7
Poultry Tribune	368	15.1	Våra Påltdjur	101	12.4
The Ayrshire Digest	268	14.6	Kaninuppfödaren	49	11.9
Florist's Exchange and Hort. Trade World	214	13.0	Jordbr. Fören. blad	209	11.2
The Natl. Wool Grower	365	12.3	Svensk Frötidning	42	10.9
American Bee Journal	215	10.6	Bitidningen	73	10.5
American Forests	237	9.2	Lantmannen	101	8.6
Milk Plant Monthly	333	8.9	Svenska Svinavelsfören. tidskrift	40	8.5
Seed World	120	7.4	Svenska Fåravelsfören. tidskrift	81	8.4
The Farmer-Stockman	199	6.3	Viola	39	8.1
Journ. of Farm Econ.	302	6.1	RIF-tidningen	102	7.4
Hog Breeder	98	5.9	Sveriges Fjäderfä-avelsfören. tidskr.	42	7.0
Hoard's Dairyman	132	5.4	Maskinteknik i Jord och Skog	92	4.9
Federat. News Letter	13	5.0	Ladugården	52	4.7
Amer. Farm Bureau Federation's Official News Letter	30	4.8	SRB	106	4.2
The Farm Quarterly	221	3.0	Hushållningssällskapens tidskrift	46	4.2
Farm Journal	101	2.4	Svenska Lantarbetstgivarfören. tidskr.	36	3.7

CIRCULATION

American		Swedish	
Farm Journal	2,816,603	Jordbr. Fören. blad	371,700
Poultry Tribune	479,636	RIF-tidningen	186,000
Hoard's Dairyman	334,723	Sveriges Fjäderfä- ävelsfören. tidskr.	45,000
The Farmer-Stockman	288,146	Bitidningen	33,500
The Farm Quarterly	145,381	Ladugården	16,200
American Forests	25,214	Lanthenmet	15,300
Small Stock Magazine	23,500	Lantmannen	13,700
Better Farming Methods	20,862	Skogen	10,700
Hog Breeder	10,800	Viola	10,000
Florist's Exchange and Hort. Trade World	10,100	Svenska Lantarbets- givarefören. tidskr.	9,300
Milk Plant Monthly	8,156	SRB	7,000
The Natl. Wool Grower	7,827	Svensk Frötidning	5,100
The Ayrshire Digest	5,000	Svenska Svinavels- fören. tidskrift	3,500
Seed World	4,700	Hushållningssäll- skapens tidskrift	3,200
Amer. Natl. Fur and Market Journal	1,800	Maskinteknik i Jord och Skog	3,000
American Bee Journal	-	Svenska Mejeritidn.	1,800
Federation News Letter	-	Våra Pälsdjur	1,800
Amer. Farm Bureau Federation's Official News Letter	-	Kaninuppfödaren	1,300
IBCA News	-	Nordisk Lantbruks- ekonomisk tidskrift	1,200
Journ. of Farm Econ.	-	Svenska Fåravels- fören. tidskrift	1,100

SUBSCRIPTION PRICE (YEAR)

American		Swedish	
American Forests	\$5	Svenska Lantarbets- givarefören. tidskr.	\$4.63
Florist's Exchange and Hort. Trade World	\$5	Våra Pälldjur	\$3.86
Journ. of Farm Econ.	\$5	Lantmannen	\$3.47
The Natl. Wool Grower	\$5	Maskinteknik i Jord och Skog	\$3.47
Seed World	\$3	Lanthenmet	\$2.90
Better Farming Methods	\$2	Svenska Mejeritidn.	\$2.90
The Farm Quarterly	\$2	Bitidningen	\$1.93
Hog Breeder	\$2	Ladugården	\$1.93
Milk Plant Monthly	\$2	Skogen	(\$1.06)\$1.83
The Amer. Natl. Fur and Market Journal	\$2	Jordbr. Fören. blad	(\$.82)\$1.64
The Ayrshire Digest	\$2	Nordisk Lantbruks- ekonomisk tidskrift	\$1.54
American Bee Journal	\$1.50	Kaninuppfödaren	\$1.35
Small Stock Magazine	\$1.50	Svenska Fåravels- fören. tidskrift	\$1.22
Farm Journal	\$1	Hushållningssäll- skapens tidskrift	\$1.16
Hoard's Dairyman	\$1	Sveriges Fjäderfä- avelsfören. tidskr.	\$1.16
Amer. Farm Bureau Federation's Official News Letter	\$1.50	Viola	\$1.16
Poultry Tribune	\$.50	RIF-tidningen	\$.97
The Farmer-Stockman	\$.35	Svenska Svinavels- fören. tidskrift	\$.97
Federation News Letter	-	Svensk Frötidning	\$.97
IBCA News	-	SRB	-

YEAR FOUNDED

American		Swedish	
American Bee Journal	1861	Lantmannen	1890
Farm Journal	1877	Viola	1895
Hoard's Dairyman	1885	Bitidningen	1902
Florist's Exchange and Hort. Trade World	1888	Svenska Mejeritidn.	1908
American Forests	1890	Sveriges Fjäderfä- avelsfören. tidskrift	1908
Poultry Tribune	1895	Svenska Lantarbets- givarefören. tidskr.	1910
The Farmer-Stockman	1911	Svenska Svinavels- fören. tidskrift	1911
The Natl. Wool Grower	1911	Skogen	1913
Milk Plant Monthly	1912	Svenska Fåravels- fören. tidskrift	1921
Seed World	1915	Kaninuppfödaren	1922
The Ayrshire Digest	1915	SRB	1928
Small Stock Magazine	1917	RIF-tidningen	1929
Journ. of Farm Econ.	1919	Jordbr. Fören. blad	1930
Amer. Farm Bureau Federation's Official News Letter	1922	Våra Pälldjur	1930
The Amer. Natl. Fur and Market Journal	1924	Svensk Frötidning	1932
Hog Breeder	1925	Hushållningssäll- skapens tidskrift	1933
IBCA News	1925	Ladugården	1950
Better Farming Methods	1928	Maskinteknik i Jord och Skog	1950
Federation News Letter	1943	Nordisk Lantbruks- ekonomisk tidskrift	1950
The Farm Quarterly	1946	Lanthenmet	1951

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VITA

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Biographical and Other Items:

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Undergraduate Study: The Royal Agricultural College,
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Graduate Study: Oklahoma Agricultural and Mechanical
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Experiences: Two years work on farms in Sweden, obli-
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agriculture during one week in 1948, French agri-
culture during three weeks in 1950. Worked two
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THESIS TITLE: A Comparative Content Analysis of Selected American and Swedish Agricultural Publications.

AUTHOR: Carl-Olof Janér

THESIS ADVISER: Claron Burnett

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.

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