

Date: May 23, 1951

Name: Cecil Vick Lindley Jr.

Position: Graduate fellow

Institution: Oklahoma A. & M. College

Location: Stillwater, Oklahoma

Title of Study: An Inquiry Into the Adequacy of Information Concerning Agriculture Reaching Industrial Populations Through the Medium of U. S. Metropolitan Newspapers.

Number of Pages in Study: 99

Under Direction of What Department: Technical Journalism

Scope of Study: It was desired to know if those parts of the American population in business or professions or employed in industrial or financial enterprises are able, through reading their daily newspapers, to keep up with the problems and achievements of American agriculture. The rise during the last century of a dominant industrial class, replacing the previously dominant agricultural population, is believed to have created new problems for the farm dwellers, now in the minority.

Findings and Conclusions: Fifty-five (55) metropolitan daily newspapers were examined for agricultural content. It was found that those in heavily industrialized areas generally use less than one percent of their non-advertising space for items pertaining to agriculture. In communities surrounded by substantial agricultural areas, this tends to rise to between one and two percent. West of the Mississippi, in recently industrialized cities still largely dependent on agricultural economy, the percentage is often between two and three percent or even higher. Editors in industrial areas were found to prefer stories with nostalgic touch picturing the farm as a refuge from the ills of the city, and to shy away from realistic information concerning the modern farmer as a business man with many of the same problems that confront the industrialist.

ADVISER'S APPROVAL

Claron Burnett

AN INQUIRY INTO THE ADEQUACY OF INFORMATION CONCERNING AGRICULTURE  
REACHING INDUSTRIAL POPULATIONS THROUGH THE MEDIUM  
OF UNITED STATES METROPOLITAN NEWSPAPERS

By

CECIL VICK LINDLEY JR.

Bachelor of Arts

Agricultural and Mechanical College of Texas

College Station, Texas

1949

Submitted to the Faculty of the Graduate School of  
the Oklahoma Agricultural and Mechanical College  
in Partial Fulfillment of the Requirements

for the Degree of

MASTER OF SCIENCE

1951

OKLAHOMA  
AGRICULTURAL & MECHANICAL COLLEGE  
LIBRARY  
JUL 26 1951

AN INQUIRY INTO THE ADEQUACY OF INFORMATION CONCERNING AGRICULTURE  
REACHING INDUSTRIAL POPULATIONS THROUGH THE MEDIUM  
OF UNITED STATES METROPOLITAN NEWSPAPERS

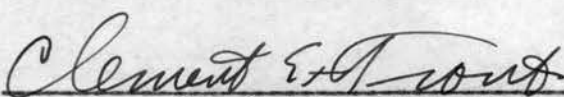
CECIL VICK LINDLEY JR.


MASTER OF SCIENCE

1951

THESIS AND ABSTRACT APPROVED:

  
\_\_\_\_\_  
Thesis Adviser

  
\_\_\_\_\_  
Faculty Representative

  
\_\_\_\_\_  
Dean of the Graduate School

278047

## PREFACE

The writer is greatly indebted to Professor Clement E. Trout, head, department of technical journalism at Oklahoma A. and M. College, for suggesting this area of investigation, and to Claron Burnett, assistant professor, for advice and encouragement.

A survey of this scope could not have been carried through without the help given by undergraduate students Robert Eugene Lee, Edwin Wiley, and Peter Silvia, who aided in the measurement of the newspapers, and my wife Louise, who totaled the measurements on machines made available by the School of Intensive Business Training.



## CONTENTS

Chapter	Page
I. THE PROBLEM AS PROJECTED. . . . .	1
Definition of "Industrial Populations" . . . . .	1
II. CLASSIFICATION OF CONTENT . . . . .	3
The decimal system . . . . .	3
Definition of categories. . . . .	4
III. PROCEDURE AND MEASUREMENT . . . . .	6
Reading of figures . . . . .	6
IV. VALIDATION OF NEWSPAPER SAMPLE . . . . .	8
Empirical validation. . . . .	8
Validation for time . . . . .	9
V. FINDINGS AND CONCLUSIONS. . . . .	10
Market news . . . . .	11
Morning versus evening . . . . .	12
Soils convention. . . . .	12
"The Funnies" . . . . .	13
Sunday supplements . . . . .	14
Conclusions . . . . .	15
Recommendations . . . . .	15
APPENDICES . . . . .	17
Group A - List of newspapers surveyed . . . . .	18
Scattergram . . . . .	22
U. S. map showing results . . . . .	23
Tabulation of results . . . . .	24
Summaries for each newspaper . . . . .	27

## CONTENTS (Cont'd)

Chapter	Page
Summaries for supplements . . . . .	84
Group B - Comparison with 1949, 1950. . . . .	92
Second check for error . . . . .	95
Morning versus evening. . . . .	96
BIBLIOGRAPHY . . . . .	97

## CHAPTER I

## THE PROBLEM AS PROJECTED

It was desired to find out if those parts of the American population in business or professions or employed in industrial or financial enterprises--in other words, all non-agricultural people--are able, through reading their daily newspapers, to keep up with the problems and achievements of American agriculture.

The rise during the last century of a now-dominant industrial class, replacing the previously dominant agricultural population, has created new problems for farm dwellers, now in the minority.

A hundred years ago, in 1850, there was a rural population of approximately 20 million in a nation that numbered only 23 million inhabitants. By 1900 the rural population, at 40 million, was little more than half the total population of 75 million. And in 1945, out of a population of 140 million, only 50 million, or a little more than one third were living in rural areas.<sup>1</sup> Of these, only half were actually farm dwellers, the other 25 million living in small rural communities.

There is considerable question whether this group of 90 million people in urban areas--usually from one to three generations removed from the farm--understands the role of the farmer in modern society. They might easily think of agriculture solely in terms suitable to their grandparents.

#### Definition of Industrial Populations

Some of the words in the title of this thesis require explanation. What would constitute "adequate" coverage of agriculture, so far as city dwellers

---

<sup>1</sup> Bureau of Census, U.S. Census of Agriculture, 1945. Vol. II, p. 279.



are concerned? The word was chosen to indicate the goal, but decision as to the results must be made by each reader. The figures show "what is," and the reader must interpret.

"Industrial populations" is a short term used here to mean that broad segment of population, neither in agriculture nor immediately dependent upon agriculture. This means not only industrial workers in factories and clerks in financial institutions, but all the professional, business and trades people who serve this group.

In certain areas, it is difficult to draw the line. Des Moines, Kansas City, Oklahoma City, and Fort Worth are examples of cities containing important financial or industrial enterprises, yet still dependent in large part upon agriculture as a business. In the tabulations, these cities are seen to form a group apart.

The information reaching industrial populations with which this report is concerned is material showing a true picture of the American farmer of today, conducting a productive business in a business-like manner, with heavy investments in land, equipment and improvements, facing economic problems as complex as those faced by industrialists, producing 40 percent more food with fewer workers than he did a mere 10 years ago.<sup>2</sup> Opposed to this is the still-persistent image of the old one-mule subsistence farmer of stage, story and cartoon.

---

<sup>2</sup> Oil Industry Information Committee, advertisement quoting U.S. Department of Commerce. Life, Vol. 30, No. 16, (April 16, 1951) p. 70.



CHAPTER II  
CLASSIFICATION OF CONTENT

In setting up the categories for analysis of content of the newspapers examined, the present researcher has followed the recommendations of the Joint Study Group from Emory University, Kansas State College, the University of Oregon and the University of Wisconsin.<sup>1</sup> The category of agriculture has been designated here as 2.32.2, as recommended by the committee.

The Decimal System

The committee asks for adoption of a decimal system for classification of content. 1.0 is advertising matter, 2.0 non-advertising matter. We are here concerned only with the 2.0 section, which is further broken down into 2.1, pictorial; 2.2, opinion matter, non-pictorial; and 2.3, news and feature matter.

The committee assigns the sub-designation 2.32 for economic activity, with 2.32.2 described as,

Agriculture and forestry, farm organizations except those purely social. Gardening notes. Farming as a business. Land, equipment and other tools of farming. Business meetings of 4-H and FFA groups.<sup>2</sup>

For purposes of this study, this further sub-division has been made:

- 2.32.21. Economics of agriculture.
- 2.32.21A Market quotations and reports in agriculture.
- 2.32.22. Husbandry - techniques of agriculture.
- 2.32.23. Rural life
- 2.32.24. Rural domestic science.

This is an elaboration of Ward's agricultural content analysis.<sup>3</sup>

---

<sup>1</sup> Four Co-operating Colleges. Supplement to Content of Selected U.S. Dailies. pp. 2-3.

<sup>2</sup> Ibid. loc. cit.

<sup>3</sup> William B. Ward, A Source Survey of Agricultural News in the Daily Press. p. 8.

The odd items are the ones sought by this survey, being of value in informing the final consumer.

The even items are addressed to the agricultural producer and though of great importance to the producer are of only incidental interest to the consumer.

Rural domestic science was dropped from the worksheet when not found at all in the first seven newspapers checked. Common in rural weeklies or small dailies, it seems to have no place in metropolitan papers.

Following the committee's recommendations, classifications 2.12.2 for pictorial and 2.22.2 for opinion matter were set up, with 2.12.2A being added for comic strips with agricultural background, of which there are quite a few.

#### Definition of Categories

For this survey, agriculture is taken to be the "art or science of cultivating the ground, production of crops and livestock"<sup>4</sup> for the purpose of providing food, shelter and clothing, not only for agricultural populations but for all others as well.

However, forestry is to be included only when trees are raised as part of an all-around farm operation. The same is true of fish ponds. Fur farms, raising animals for pelts, are included but trappers who do not raise animals are not.

All raising of livestock for dairy products, meat, hides or wool is included, as is raising of work animals for use on farms. Race animals are not included, but show animals are included if the shows are for the purpose of improving the breed of meat, dairy, wool or work animals.

All raising of plants (other than trees) for food, shelter or clothing is included in this survey, but the raising of flowers (floriculture) is excluded

---

<sup>4</sup> Webster's Collegiate Dictionary, fifth edition, p. 22.

except as pertaining to rural life or rural domestic science.

Grain or grass raised for feeding animals or poultry is considered as though it were for direct human consumption.

2.32.21, economics, is considered to cover all operations of farming and ranching as a business. This is the principal interest of this survey.

2.32.21A, market quotations or reports of fluctuations in market prices, which would normally be included in the "economics" category, is prepared for those people dealing regularly in sale or purchase of farm products in whole-sale amounts; is read mostly by that special audience; and it is doubtful if many general readers see it. Therefore a special category was set up so as not to confuse market items with stories of more general interest. It was subsequently found that the market reports are at such length that they would indeed have hidden or masked the general articles.

2.32.22, husbandry, includes all how-to-do-it material, directed to the farmer or ranchman, especially such material as issue by the land-grant college extension services or by the U.S. Department of Agriculture, directly.

2.32.23, rural life, includes interpretative material on farm life today, including 4-H, FFA, HD club events not classified under economic or how-to-do-it.

2.12.2, pictorial, includes photographs and editorial cartoons. 2.12.2A is comic strips or panels. 2.22.2 is composed of editorials, signed columns, and letters to editor.



## CHAPTER III

## PROCEDURE AND MEASUREMENT

An unusual device was used to measure advertising in the newspapers, a knotted string, each knot marking off one column, with enough column-knots to cover one page. Different strings were prepared for different page sizes. News items were measured by ruler, as were the inches on the string between knots. All measurements were rounded off to the nearest inch.

It was recognized that such measurement was approximate rather than exact, so one paper was double-checked by a different person, using a printer's rule and reading to the nearest pica (1/6th inch.) Comparison is tabulated in the appendices.

Final figures in this survey are used to classify newspapers as containing (a) little, or less than one percent; (b) fair, or between one and two percent; and (c) excellent, or more than two percent. On the recheck, the original or coarse check resulted in a final figure of .93 of 1 percent; the second or fine check produced a corrected figure of .97 of 1 percent. It would seem from this check that the method of measuring was accurate enough for the purpose of this survey, except in borderline cases, where a difference of .05 of 1 percent might change classification.

#### Reading of Figures

Because of these rounded measurements, the tenth-percentages or inches are to be read as "on the order of. . .", i.e., .2 of 1 percent might really be .3 or .1, but there is almost no chance of its being 1 percent or .02 of 1 percent.

A worksheet was made out for each issue during the week of each of the newspapers being checked. A sample is included in the appendices. These figures,





detailed enough that it was possible to check on any entered item, were then entered on the summary sheets which form the bulk of the appendices.

After the survey was well under way, it was realized that it would be impossible in the allotted time to measure the non-advertising space in every issue. Examination of reports on the first seven papers showed that Tuesday was a typical day for non-advertising space for most newspapers. Thereafter, only Tuesday was measured for non-advertising inchage.

Tuesday news items were not so dependable; in fact it was evident that taken alone they would give invalid results. Therefore the news items were averaged, and that average divided by Tuesday available space, to get the final percentage figures.

## CHAPTER IV

## VALIDATION OF NEWSPAPER SAMPLE

There is an overlap of more than 50 percent between the 55 newspapers selected for this survey and the 56 metropolitan (class C) newspapers selected in two subsamples by Coats and Mulkey in their survey for the U. S. Army.<sup>1</sup>

Coats and Mulkey found a remarkably high correlation of .995 between totals of military news and pictures in proportion to total space between the two subsamples. They found a correlation of .972 between their two subsamples in amount of critical opinion on military affairs.<sup>2</sup>

The nature of the present problem ruled out use of the Coats and Mulkey sample as such. Seeking statistics as to information reaching industrial populations, it was necessary to load the survey list more heavily with papers published in industrial areas.

Also it was desired to compare coverage given by morning papers to agriculture with that given by evening papers in the same community. This made it necessary to "double up" where Coats & Mulkey used only one paper.

#### Empirical Validation

Therefore this survey relies upon empirical validation, in that these newspapers circulate either in areas largely financial and industrial, or where finance, industry and agriculture are all significant. Furthermore, a check of Editor and Publisher Yearbook for the cities involved indicates that approximately half of the newspapers in which we are interested are on the survey

---

<sup>1</sup> Wendell J. Coats and Steve W. Mulkey. The Selection and Validation of a Representative Sample of U. S. Daily Newspapers. p. 14.

<sup>2</sup> Ibid. p. 2.



list.<sup>3</sup>

Since there is a large overlap with the Coats and Mulkey list, and since the sample is about half of the "universe" involved, these results should have validity far above either a small or random sample.

#### Validation for Time

To validate the survey in regard to time, the issues of the Chicago Daily News, Chicago Sun Times and New Orleans Times-Picayune were checked against issues of those same publications for a similar week in February 1949 for the News and Times-Picayune, February 1950 for the Sun-Times. It was found that there had been a considerable but consistent decrease both in inches and percentage, in amount of agricultural news, in all three newspapers. These figures are tabulated in an appendix.

---

<sup>3</sup> Editor & Publisher International Year Book, 1951. See entries for each city, also advertisements.



## CHAPTER V

## FINDINGS AND CONCLUSIONS

Metropolitan newspapers in the United States may be separated into three classifications so far as amount and type of agricultural information is concerned.

Newspapers in cities that are metropolises of large industrial areas use less than one percent of their news space for items concerning agriculture.

Items carried by such newspapers may be roughly classified as follows:

a. Nostalgic articles about farm and rural life, generally but not necessarily looking backward in time. These articles, editorials, columns, cartoons and even poetry picture the farm as a Utopia, a place of escape from all the woes that beset the city dweller. Sometimes they are written by "gentlemen farmers," newspaper columnists who "have a place in the country to get away from it all."

b. Editorials, editorial cartoons or columns blasting the national farm policies of the U.S. Department of Agriculture, as unfair to industrial areas. The farmer, pitchfork in hand and a straw hat on his head, is shown threatening John Q. Public.

This does not indicate a deep-seated anti-farmer policy, however. Labor and big business often get the same treatment, and one cartoon examined in this survey shows all three ganging up on John Public, about to push him off a cliff. It was an anti-high-prices cartoon. As for national farm policies and subsidies, it should be remembered that they have also been bitterly criticized by some farm groups.

c. Announcements of shortages or price increases on farm-produced goods. These newspapers, broadly speaking, are in the industrial areas of New England and the Middle States, in the Chicago Milwaukee area, St. Louis, San Francisco, the Texas Gulf Coast.

The second group of newspapers, generally found in industrial cities surrounded by agricultural districts, uses between one and two percent of its non-advertising space for agricultural information. Some of these papers have farm editors. Geographically, they are scattered. In addition to material carried by the first group, these newspapers have some specific accounts of agricultural activity in their own territory.

The third group, generally west of the Mississippi, consists of newspapers in cities recently industrialized but still economically dependent upon agriculture. They use two percent or more of their space for agricultural news. However, much of this material is aimed directly at the agricultural producer and is of doubtful interest to the consumer. Many of these papers have farm editors, and often a farm page, especially in Sunday editions.

City editions were used wherever possible in this study. It is possible that proportions might run considerably higher in state editions.

#### Market News

Almost all metropolitan newspapers use appreciable space for market reports, including grain, wool and livestock quotations. The Cotton Exchange was "frozen" by government order during the week of this survey. In some cases the market report takes more space than all other agricultural items together. Generally, however, newspapers which gave the most space to news of agriculture also gave longest market reports.

How-to-do-it material, such as issued by agricultural extension services of land-grant colleges, is given little space even by the third groups of newspapers. Only in farm pages or farm sections is such of it found. This is in contrast to the small daily or weekly.<sup>1</sup>

---

<sup>1</sup> Ward, op. cit. Table I, no page mark.

### Morning Versus Evening

A check of morning versus evening newspapers leads to the belief that general policy of the paper and the economic basis of the area in which it is published are more important in determining agricultural content than time of day of publication.

In several instances where different editions were received, it appeared that earlier or state editions usually carried more agricultural news than later or city editions. However, these were on different dates, so the evidence is not conclusive.

Tabloids usually have low agricultural content, but not much lower than full-size papers in the same city.

### Soils Convention

An interesting complication was furnished by the fact that the National Soils Conservation Service was holding a national convention in Oklahoma City during the week of the survey. This boosted the percentage figure of the Daily Oklahoman--a high percentage anyway--to a figure so high that it was compensated for by eliminating all stories on the convention from a "corrected" percentage figures.

Among newspapers which sent staff members to cover the meeting were the New York Times, the Fort Worth Star-Telegram, and the Denver Post. Stories sent out by Associated Press and United Press were also found, but most newspapers did not carry a line.

Discussions about sending wheat to India and about the British peanut (groundnut) fiasco in Africa were given heavy play during the week, but these were seldom counted on the ground that the controversies were political rather than agriculture. A few stories stressed agricultural significance and were counted.

Another story given wide play was the crowning of a Cherry Pie Queen in Chicago. Only those stories which prominently identified the winner as a Tennessee farm girl or 4-H club member were counted. They were comparatively few.

A fight over colored oleomargarine in Oregon received columns of type and banner heads there. This posed a problem, as a rule was being followed that matters which concerned processors rather than producers of agricultural products would not be counted. This story was finally eliminated, but the decision is admittedly open to argument.

### "The Funnies"

The relationship of daily cartoon strips and Sunday colored comics to the picture of agriculture in the mind of the industrial American is subject for a thesis in itself.

The proportion of strips which have agricultural backgrounds or agricultural characters is large and amazing, compared to what is found in news columns. But of course one hardly expects a true picture in comics--and one certainly gets a distorted picture from them. After all, they are supposed to be funny, and a source of "escape."

Those strips using agricultural backgrounds and intending to be funny naturally use extreme caricature. Lil Abner and Snuffy Smith are two outstanding examples--and two of the most popular cartoons being published. It is hardly necessary to dwell on their relation to reality, which they do not claim.

Another group of strips uses agricultural background or characters for escape. Generally they surround rural life with an aura of nostalgia, and depict, with some realism, country life as it was a generation or two ago. Abbie and Slats is a popular example; less well known but even better examples are Sandy Hill and Rusty Riley, now widely published in the Middle West.



Not counted were Little Annie Rooney and Little Orphan Annie, both of which have been using old-fashioned rural backgrounds but without any ties to agricultural work. Ozark Ike was considered a sports feature.

Most "westerns" are action comics or "shootemups" and have not been counted. But Red Ryder, an action strip, recently carried a definite soil conservation message. So it has been counted, along with Buck O'Rue, which is about ranch life and often burlesques the typical western.

"Out Our Way", which often takes a realistic but nostalgic approach to ranching (and is top notch) was concerned during the week reviewed with its alternate background of a machine shop.

Sunday comics have not been counted, either in overall size of Sunday papers or in editorial content. Those which deal with rural subjects, in addition to Sunday versions of the ones named above, are Texas Slim, an extreme caricature about ranching, and Wild Rose, a moderate caricature of rural life.

#### Sunday Supplements

Of the three nationally syndicated Sunday supplements, This Week and Parade apparently include some rural life material as part of the editorial formula. Both issues of This Week included in this survey (a second issue comes in because distributed with the Saturday Chicago Daily News) have major stories, heavily illustrated, about agricultural life. So does Parade.

The American Weekly, Hearst supplement, has a very different editorial formula and probably would not use a rural story unless it were a celebrated murder or in some other way fitted their special formula. Pictorial Review, King Features supplement which normally goes with the American Weekly, is a humor supplement.

Locally edited supplements reflect the general policies of the paper. Most of the newspapers in this survey are members of the Metro Group, which

sells advertising and furnishes some pictures for locally edited rotogravure supplements.

Empire, roto section of the Denver Post, is promoted throughout the Rocky Mountain "Empire" of ranching country, and is edited accordingly.

A minority of the Sunday supplements is letterpress, and in such cases often includes a farm or farm-and-garden page.

Generally speaking, agricultural material in Sunday supplements is about rural life rather than agricultural economy.

### Conclusions

Metropolitan newspaper editors will give appreciable space to agricultural stories only if they have reason to believe that there are many farmers among their readers, or if the stories arouse nostalgia, or are politically an indictment of farm policies of the present national government.

Editors of nationally circulated rotogravure supplements believe they have many farm readers and use a large proportion of rural life copy.

Metropolitan residents whose ideas of farm life are formed solely by reading newspapers in major industrial areas, between comic strips, nostalgic columns, and editorial blasts must have a very confusing, and certainly inadequate, picture of American agriculture.

### Recommendations

The writer believes the time has come for agriculture as a business to "speak up" in the field of public opinion. Business and labor are using public relations techniques to tell their story with "best foot forward." In the competition for public attention, agriculture is losing out because so few speak for agriculture.

The American Farm Bureau Federation comes closest to being a farm spokes-

man, but both it and the Grange (National Grange of Patrons of Husbandry) aim their efforts primarily at state and national legislatures.

A recommendation has previously been made by this writer that Farm Bureau, Grange, national and local associations in special fields such as the National Cotton Council and American Brahman Association, all join together in setting up an American Institute of Agriculture.<sup>2</sup> This Institute, somewhat like the American Meat Institute but on a larger scale, would publish advertisements truthfully portraying the American farmer as a businessman contributing to the welfare of the world; and conduct events which would bring favorable attention to the farmer, even on the part of industrial populations.

Goodman has pointed out that, contrary to theory, public relations programs are set up only when an industry is under fire.<sup>3</sup> Agriculture, though not actually under fire, is "on the spot" so far as industrial populations are concerned, and that is the significance of all the statistics in this survey of newspaper coverage.

---

<sup>2</sup> C. Vick Lindley, Who Speaks for Agriculture. p. 3.

<sup>3</sup> Jack E. Goodman, "Function of Public Relations Departments," Abstracts of Masters' Theses, Ohio University, 1950. p. 92.



## APPENDICES -- Group A

List of Newspapers Surveyed

Scattergram

U.S. Map Showing Results

Tabulation of Results

Summaries for Each Newspaper

Summaries for Supplements



THE NEWSPAPERS EXAMINED  
And Their Correlation with Previous  
Studies of Content and Validation

O - on Army validation list, Class C, subclass I.<sup>1</sup>

∅ - on Army validation list, Class C, subclass II.<sup>1</sup>

W - larger newspapers in Ward survey of content.<sup>2</sup>

J - in joint study of content, selected U. S. Dailies.<sup>3</sup>

Abbreviations for chains or other multiple ownership

TRUE CHAINS: (H) Hearst; (S-H) Scripps-Howard; (K) Knight; (R) Ridder;  
(G) Gannett.

AXIS: (Mc-P) The McCormick-Patterson group is not formally a chain, but certainly a closely-knit family group.

DOUBLE-HEADERS: \* Two papers under same ownership and same roof;

# Joint shop but separate management;

⊙ Sunday issue of stablemate paper used.

m - morning

e - evening

s - Sunday

Name of Paper	published	chain	surveys
NEW ENGLAND			
Boston Herald	m&e	*	∅
Christian Science Monitor	e		O
Hartford Times	e	(G)	
Providence Evening Bulletin	e&s	*⊙	∅ J
New Haven Evening Register	e&s		

<sup>1</sup> Coats and Mulkey, op. cit., p. 14

<sup>2</sup> Ward, op. cit., Table 1, no page number.

<sup>3</sup> Four Colleges, Content of Selected Dailies. All tables. no page numbers.

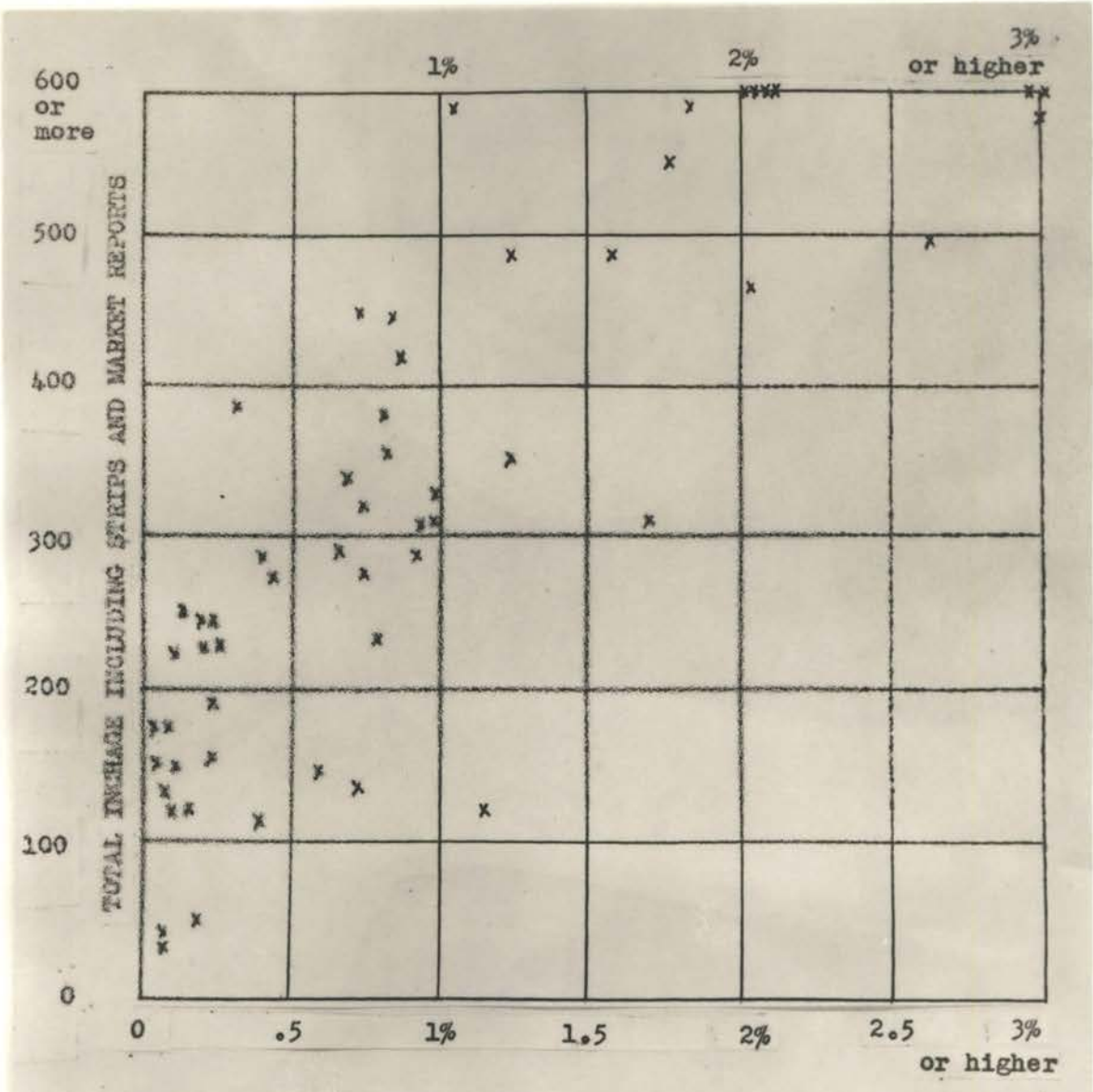
Name of Paper	published	chain	surveys
MIDDLE STATES			
New York Times	m&s		∅
New York Daily News	m&s	(Mc-P)	0
N.Y. World-Telegram & Sun	e	(S-H)	0
Philadelphia Inquirer	m&s		∅
Philadelphia Bulletin	e&s		0
Baltimore Sun	m&s	*	∅
Baltimore News-Post	e&s	(H)*G	0
Washington Times-Herald	allday,s	(Mc-P)	0
Washington Evening Star	e&s		0
Newark Evening News	e&s		W
SOUTH			
N.O. Times-Picay.	m&s	*	
Birmingham News	e&s	#	
Birmingham Post-Herald	m	#	
Miami Herald	m&s	(K)	0 W
Atlanta Constitution	m&s	*	∅
Atlanta Journal	e&s	*	J W
Louisville C-Jour.	m&s	*	J
Louisville Times	e	*	0
Memphis Comm'l-App.	m&s	*(S-H)	∅ <sup>1</sup> W
MIDDLE WEST			
Chicago Tribune	m&s	(Mc-P)	0

<sup>1</sup> Commercial-Appeal substituted for stable-mate, Press-Scimitar, used in ∅.

Name of Paper	published	chain	surveys
Chicago Sun-Times	allday,s		0
Chicago Daily News	e	(K)	0 W
St. Louis Post-Disp.	e&s		0
St. Louis Globe-Dem.	m&s		
Kansas City Star	e&s	*	∅
Kansas City Times	m	*	
Cleveland Plain-Dealer	m&s		0
Detroit Free Press	m&s	(K)	∅
Detroit News	e		
Indianapolis Star	m&s	*	
Indianapolis News	e	*	∅
Toledo Blade	e&s		
Des Moines Register	m&s	*	∅ W
Des Moines Tribune	e	*	W
Milwaukee Journal	e&s		∅ J
Milwaukee Sentinel	m&s	(H)	J
St. Paul Dispatch	e&s	(R)* <sup>©</sup>	0
MOUNTAIN WEST			
Denver Post	e&s		J
SOUTHWEST			
Houston Post	m&s		0
Houston Press	e	(S-H)	
Dallas Morning News	m&s		∅ W
Dallas Times-Herald	e&s		
Ft. Worth Star-Telegram	m&s	*	

Name of Paper	published	chain	surveys
Daily Oklahoman	m&s	*	J
PACIFIC COAST			
Los Angeles Times	m&s	*	O
Los Angeles News	e		
San Francisco Examiner	m&s	(H)	O
San Francisco Chronicle	m&s		Ø J
Portland Oregonian	m&s		J W
Oregon Journal	e&s		O J





PERCENTAGE OF NON ADVERTISING SPACE  
USED FOR AGRICULTURAL ITEMS  
NO STRIPS OR MARKETS



## TABULATION OF RESULTS

## GROUP I -- Subgroup 1

Less than .5 of one percent  
(Inchage includes strips, markets. Percentage does not.)

NAME OF PAPER	INCHAGE	PERCENTAGE
Boston Herald	116	.18
New Haven Register	23	.17
New York Times	274	.42
N.Y. Daily News	36	.13
N.Y. World-T. & Sun	241	.36
Phila. Inquirer	177	.04
Phila. Bulletin	381	.32
Baltimore Sun (m)	189	.16
Newark Eve. News	231	.39
Wash. Times Herald	160	.08
Washington Star	115	.34
Louisville Times	229	.18
Chicago Tribune	249	.22
Chicago Times-Star	115	.43
Indianapolis Star	284	.44
Milwaukee Sentinel	232	.33
Detroit Free Press	133	.05
St. Louis Globe-Dem.	195	.28
Dallas Morn. News	152	.27
S. Francisco Chronicle	51	.10
S. Fransisco Examiner	124	.10



## TABULATION OF RESULTS

## GROUP I -- Subgroup 2

More than .5 but less than one percent  
(Inchage includes markets, strips; percentage does not.)

NAME OF PAPER	INCHAGE	PERCENTAGE
Providence Bulletin	318	.99
Baltimore News-Post	254	.51
Atlanta Journal	279	.81
Atlanta Constitution	290	.93
Miami Herald	295	.69
Chicago Daily News	444	.75
Milwaukee Journal	347	.69
St. Louis Post-Disp.	383	.78
Kansas City Times	131	.74
Detroit News	284	.65
Toledo Blade	415	.81
Indianapolis News	226	.83
Houston Post	356	.86
Houston Press	163	.63
Dallas Times-Herald	305	.91
Portland Oregonian	467	.76



## TABULATION OF RESULTS

## GROUP II

Between one and two percent.

NAME OF PAPER	INCHAGE	PERCENTAGE
Christian Sci. Monitor	121	1.34
Hartford Times	497	1.60
N. Or. Times-Picay.	483	1.32
Birmhm. Post-Herald	360	1.27
Cleveland P-Dealer	306	1.73
Kansas City Star	527	1.88
Des Moines Tribune	569	1.79
St. Paul Dispatch	302	1.00
Oregon Journal	566	1.07

## GROUP III

More than two percent

Birmham. News	500	2.60
Memphis Comm'l-App	676	4.11
Louis. Courier-Jour.	479	2.02
Des Moines Register	734	2.16
Denver Post	869	2.10
Ft. Worth Star-Tele.	769	3.91
Daily Oklahoman	661	3.01
Los Angeles Times	788	2.05
Los Angeles News	595	3.66

NEWSPAPER

BOSTON HERALD

m e s

Week of Feb. 18, 1951, Edition

LATE CITY

	Total Inches	Inches Not Adg	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
Sunday	22,848				5		5		2
Monday	2,816			6	10		1		
Tuesday	4,576	2,442		6			12		
Wednesday	4,928			6			12	4	
Thursday	13,440			6		6	11		
Friday	4,928			6					
Saturday	2,816			6			7		5
TOTAL				36	15	6	48	4	7

Percentage of Non-Advertising .24 .08 .04 .28 .02 .04

Comments: THIS WEEK AND BOSTON HERALD ROTO NOT COUNTED.

Total inches 116  
 Total Percentage .70  
 Less Strips, MKTS .18

NEWSPAPER

CHRISTIAN SCIENCE MONITOR

m e s

Week of Feb. 18, 1951, Edition

CENTRAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			NOT PUBLISHED						
Monday	2,352					12			
Tuesday	2,688	1,974	24			36			
Wednesday	3,696					26			
Thursday			OMITTED - HOLIDAY						
Friday	3,024					8			
Saturday	2,352		15						
<b>TOTAL</b>			39			82			

Percentage of Non-Advertising

.41

.83

Comments: DID NOT PUBLISH ON WASHINGTON'S BIRTHDAY

Total inches	121
Total Percentage	1.24
Less Strips, MKTS	1.24



NEWSPAPER

HARTFORD TIMES

m @ s

Week of Feb. 18, 1951, Edition NO MARK (FINAL?)

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			NOT PUBLISHED						
Monday	6,688			36		5		16	
Tuesday	5,988	2,467		36		10	1	19	6
Wednesday *	7,392			36		23			
Thursday @	8,448			36		20			
Friday	7,744			36	30		3	18	18
Saturday @	4,928		38	36					74
<b>TOTAL</b>			38	216	30	58	14	53	98

Percentage of Non-Advertising .22 1.45 .17 .33 .08 .31 .57

Comments: CARRIES DAILY COLUMN "DOWN ON THE FARM."  
\*THREE STAR (STATE?) EDITION. @ ONE STAR

Total inches 497  
Total Percentage 3.13  
Less Strips, MKTS 1.60

NEWSPAPER

PROVIDENCE BULLETIN WITH SUN. JOURNAL

m(e)s

Week of Feb. 18, 1951, Edition

FINAL MARKET

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	12,768					43			45
Monday *	6,384		18	16		3	4		37
Tuesday	6,048	2,583		16		10	8		
Wednesday	9,408			16		16	7		
Thursday *	7,392			16			16		
Friday	8,064			16			6		
Saturday	3,024			16		4	5		
<b>TOTAL</b>			18	96		76	46		82

Percentage of Non-Advertising

.10

.62

.43

.27

.46

Comments: THIS WEEK AND RHODE ISLANDER NOT COUNTED  
\* HOME EDITION

Total inches 318  
Total Percentage 1.88  
Less Strips, MKTS .99

NEWSPAPER

NEW HAVEN REGISTER

m e s

Week of Feb. 18, 1951, Edition

FINAL MARKET

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	11,424								
Monday *	5,376								
Tuesday	5,376	2,430				16			
Wednesday	5,040								1
Thursday			PROBABLY NOT PUBLISHED * HOLIDAY						
Friday	6,048					6			
Saturday	2,352								

TOTAL 22 1

Percentage of Non-Advertising less than .01

Comments: SUNDAY MAGAZINE NOT INCLUDED Total inches 23  
 \* CITY EDITION Total Percentage .17  
Less Strips, MKTS .17



NEWSPAPER

NEW YORK TIMES

(m e s)

Week of Feb. 18, 1951, Edition LATE CITY

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
Sunday	33,936		21			12	22		
Monday	6,720					4	41		
Tuesday	8,736	3,790				7	25		
Wednesday	9,408						25		
Thursday	8,400					36	25		
Friday	8,064					13	3		
Saturday	5,040					5	20		15
TOTAL			21			77	161		15

Percentage of Non-Advertising

.08

.29

.61

.05

Comments: N. Y. TIMES MAGAZINE AND BOOK REVIEW NOT COUNTED

Total inches 274

Total Percentage 1.03

Less Strips, MKTS .42



NEWSPAPER

NEW YORK DAILY NEWS

(m e s)

Week of Feb. 18, 1951, Edition 4 STAR FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	13,300	2,843	2			7	4		
Monday	4,200	1,886				6			
Tuesday	5,040	1,937					4		
Wednesday	4,480	1,725					4		
Thursday	5,320	1,736							
Friday	7,840	2,998				5			
Saturday	1,960	1,627					4		
<b>TOTAL</b>		14,752	2			18	16		

Percentage of Non-Advertising

.01

.12

.11

Comments:

N. Y. NEWS ROTO NOT COUNTED  
\* 3 STAR MANHATTAN EDITION

Total inches 36  
Total Percentage .24  
Less Strips, MKTS .13

NEWSPAPER

N. Y. WORLD TELEGRAM & SUN

m e s

Week of Feb. 18, 1951, Edition

SEVENTH SPORTS

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			NOT PUBLISHED						
Monday	5,416			8			22		
Tuesday	7,728	3,562	10	8		11	19		12
Wednesday	5,416			8	19		24		
Thursday	3,360			8					
Friday	9,408		3	8	15	10	24		14
Saturday	4,032			8	2		8		
<b>TOTAL</b>			13	48	36	21	07		26
Percentage of Non-Advertising			.06	.22	.17	.08	.45		.11

Comments:

Total inches	241
Total Percentage	1.03
Less Strips, MKTS	.36

NEWSPAPER

PHILADELPHIA INQUIRER

(m e s)

Week of Feb. 18, 1951, Edition

FINAL CITY

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	20,416						18		
Monday	6,336			16					
Tuesday	8,096	2,771		16			33		
Wednesday	9,856			16			4		
Thursday	7,744			16			7		2
Friday	9,856			16					
Saturday	4,224			16		3	14		
<b>TOTAL</b>				96		3	76		2

Percentage of Non-Advertising

.57

.02

.39

.02

Comments: TODAY ROTO NOT INCLUDED

Total inches 177

Total Percentage 1.00

Less Strips, MKTS .04



NEWSPAPER

PHILADELPHIA BULLETIN

m e s

Week of Feb. 18, 1951, Edition

SPORTS FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday *	9,408					18	10		
Monday	7,056			30	14		25		
Tuesday	11,424	2,532		30		7	32		
Wednesday	8,736			30			28		
Thursday	8,064			30		11	2		
Friday	8,736			30			30		
Saturday	3,360			30	7		17		
<b>TOTAL</b>				180	21	36	144		

Percentage of Non-Advertising

1.18

.12

.20

.82

Comments: AMERICAN WEEKLY, THIS WEEK, BOOK OF THE WEEK  
\* ONE STAR

Total inches 381  
Total Percentage 2.32  
Less Strips, MKTS .32



NEWSPAPER

BALTIMORE SUN

(m e s)

Week of Feb. 18, 1951, Edition

FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	18,816						18		
Monday	4,368			8					
Tuesday	5,040	2,100		8			25		
Wednesday	6,384			8			27		
Thursday	5,376			8		14	21		
Friday	5,040			8	3				
Saturday	3,696			8		5	28		
<b>TOTAL</b>				<b>48</b>	<b>3</b>	<b>19</b>	<b>119</b>		

Percentage of Non-Advertising

.33                      .02                      .14                      .81

Comments: THIS WEEK AND METROGRAVURE NOT COUNTED

Total inches 189  
 Total Percentage 1.30  
 Less Strips, MKTS .16

NEWSPAPER

BALTIMORE NEWS - POST

m e s

Week of Feb. 18, 1951, Edition 8, 9 or 10 STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	12,800					7			
Monday	8,320			8	15		37		
Tuesday	3,880	1,356		8			34		
Wednesday	8,320			8		1	30		
Thursday	6,400			8		1	6		
Friday	8,320			8	27		29		
Saturday	2,560			8			19		
<b>TOTAL</b>				48	42	9	155		
Percentage of Non-Advertising				.59	.44	.07	1.65		

Comments: AMERICAN WEEKLY, PICTORIAL REVIEW NOT COUNTED

Total inches	254
Total Percentage	2.75
Less Strips, MKTS	.51

NEWSPAPER

WASHINGTON (D.C.) TIMES - HERALD

m e s

Week of Feb. 18, 1951, Edition

FIVE STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday *	10,560					5	10		1
Monday	3,200			20					
Tuesday	5,160	2,108		20		6			
Wednesday	6,400			20			11		
Thursday @	10,240			20			5		
Friday	7,360			20					
Saturday	6,400			20			2		
<b>TOTAL</b>				120		11	28		1

Percentage of Non-Advertising

.94

.07

.19

.01

Comments:

AMERICAN WEEKLY NOT COUNTED

\* 6 A. M. FINAL, @ WASHINGTON'S BIRTHDAY SPECIAL

Total inches 160

Total Percentage 1.21

Less Strips, MKTS .08



NEWSPAPER

WASHINGTON STAR

m e s

Week of Feb. 18, 1951, Edition

NIGHT FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
Sunday	15,488						22		4
Monday #	6,688								
Tuesday	7,744	2,526				2	12		
Wednesday *	20,416					8	10		11
Thursday #	9,856					18			
Friday	9,856					18	10		
Saturday	4,928								
<b>TOTAL</b>						<b>46</b>	<b>54</b>		<b>15</b>

Percentage of Non-Advertising

.26      .30      .08

Comments:

THIS WEEK, STAR PICTORIAL MAGAZINE NOT COUNTED  
 \*WASHINGTON'S BIRTHDAY EDITION UNUSUALLY LARGE  
 # EARLY EDITION

Total inches 115  
 Total Percentage .64  
 Less Strips, MKTS .34



NEWSPAPER

NEWARK EVENING NEWS

m e s

Week of Feb. 18, 1951, Edition CITY - COUNTY

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	13,056		15				4	32	10
Monday	7,296			16			5		
Tuesday	10,752	3,357		16		16	5		
Wednesday	7,296			16		6			
Thursday	8,064			16					
Friday *	11,520			16			21		
Saturday @	3,840			16					9
<b>TOTAL</b>			15	108		22	35	32	19

Percentage of Non-Advertising

.06 .45 .09 .15 .15 .09

Comments:

SUNDAY MAGAZINE NOT COUNTED  
\* SPORTS FINAL  
@ STATE- SUBURBAN

Total inches 231  
Total Percentage .99  
Loss Strips, MKTS .39

NEWSPAPER

NEW ORLEANS TIMES - PICAYUNE

m e s

Week of Feb. 18, 1951, Edition

NOT MARKED

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	17,136	6,647	29			34			
Monday	7,728	2,086	10	16		38			
Tuesday	5,712	2,095	23	16		21	29		10
Wednesday	8,736	2,450		16		27	26		
Thursday	8,064	2,163		16		8	30		
Friday	8,064	1,925	3	16		7	3		
Saturday	5,040	2,228	8	16		41	30		
<b>TOTAL</b>		19,594	73	96		176	118		10
Percentage of Non-Advertising			.37	.49		.90	.61		.05

Comments: DIXIE ROTO NOT INCLUDED

Total inches	<u>483</u>
Total Percentage	<u>2.42</u>
Loss Strips, MKTS	<u>1.32</u>

NEWSPAPER

BIRMINGHAM NEWS

m e s

Week of Feb. 18, 1951, Edition THREE STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday *	17,248						16		12
Monday	4,576			16				10	
Tuesday @	4,928	1,726		16		9	25		
Wednesday @	6,336		7	16		51	21		
Thursday	8,096		8	16	5		6		18
Friday *	9,152			16			20		1
Saturday %	2,112		36	16	7	2		19	131 %
<b>TOTAL</b>			51	96	12	62	88	29	162
Percentage of Non-Advertising			.42	.92	.10	.51	.73	.24	1.33

Comments: THIS WEEK NOT COUNTED  
 \* ONE STAR. @ FOUR STAR  
 % TWO FARM PAGES

Total inches 500  
 Total Percentage 4.25  
 Less Strips, MKTS 2.60

NEWSPAPER

BIRMINGHAM POST-HERALD

m e s

Week of Feb. 16, 1951, Edition

FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday				NOT PUBLISHED					
Monday	3,520			28					
Tuesday	3,872	1,762	22	28			12		
Wednesday	4,928			28		3	17		3
Thursday	4,224			28			11		3
Friday	7,744		6	28	12	30			6
Saturday	3,520		15	28	11	14	17		
<b>TOTAL</b>			<b>43</b>	<b>168</b>	<b>33</b>	<b>47</b>	<b>57</b>		<b>12</b>
Percentage of Non-Advertising			.40	1.60	.31	.45	.54		.11

Comments:

Total inches	<u>360</u>
Total Percentage	<u>3.41</u>
Loss Strips, MKTS	<u>1.27</u>



NEWSPAPER

MIAMI HERALD

m e s

Week of Feb. 18, 1951, Edition NO MARK

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	19,712					43	8	13	4
Monday	9,152			15		6			
Tuesday	9,152	3,161		15	10	18	23		
Wednesday	11,968			15		4	27		
Thursday	11,264			15		17	21		2
Friday	11,968			15	7	7	10		
Saturday				MISSING					
TOTAL				75	17	95	89	13	6
Percentage of Non-Advertising				.48	.09	.50	.47	.07	.03

Comments: AMERICAN WEEKLY NOT COUNTED

Total inches	<u>295</u>
Total Percentage	<u>1.64</u>
Loss Strips, MKTS	<u>.69</u>

NEWSPAPER ATLANTA CONSTITUTION

m e s

Week of Feb. 18, 1951, Edition FINAL CITY

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Busbandry 2.32.22	R. Life 2.32.23
Sunday			JOINT PUBLICATION * SEE ATLANTA JOURNAL						
Monday	3,652			16					
Tuesday	4,704	1,913		16	8		20		
Wednesday	5,040			16	14	8	11		
Thursday	5,668		6	16		10	9		1
Friday	7,392			16		49			
Saturday	3,024		24	16	5		29		
<b>TOTAL</b>			30	96	27	67	69		1
Percentage of Non-Advertising			.23	.84	.20	.50	.52		less than .01

Comments:

Total inches	290
Total Percentage	2.29
Less Strips, MKTS	.93

NEWSPAPER

ATLANTA JOURNAL

m 6 S

Week of Feb. 18, 1951, Edition

FINAL HOME

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	14,080		12			90	53		3
Monday	5,632			8			26		
Tuesday	5,280	2,052		8			24		3
Wednesday	8,448			8		4	4		
Thursday	9,856			8					
Friday	7,744			8			8		
Saturday	2,112			8	1	3			
<b>TOTAL</b>			12	48	1	97	115		6
Percentage of Non-Advertising			.08	.39	.01	.68	.80		.04

Comments: THIS WEEK, AMERICAN WEEKLY, AND JOURNAL CONSTITUTION  
MAGAZINE NOT COUNTED.  
© WITH CONSTITUTION. \* PINK NITE FINAL.

Total inches	279
Total Percentage	2.00
Less Strips, MKTS	.81



	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	13,024		32		25	4	16		24
Monday	3,168		45	8		23	16	17	37
Tuesday	4,928	2,056		8		9	31		
Wednesday	5,632			8			35		
Thursday	6,336		14	8	6		21		19
Friday	9,856			8		14			2
Saturday	3,872			8			28		13
<b>TOTAL</b>			91	48	31	50	147	17	95
Percentage of Non-Advertising			.65	.40	.22	.35	1.04	.12	.68

Comments: COURIER JOURNAL MAGAZINE NOT COUNTED.

Total inches	<u>179</u>
Total Percentage	<u>3.89</u>
Less Strips, MKTS	<u>2.02</u>

NEWSPAPER

LOUISVILLE TIMES

m(e)s

Week of Feb. 18, 1951, Edition FINAL HOME

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			SEE LOUISVILLE COURIER JOURNAL						
Monday	4,032			16			24		
Tuesday *	5,376	1,986		16		9	23		
Wednesday *	7,056			16			15		
Thursday	6,720			16					
Friday	8,400			16		12	26		
Saturday *	2,686			16			24		
TOTAL				96		21	112		
Percentage of Non-Advertising				.81		.18	.94		

Comments: \* RED FLASH

Total inches	229
Total Percentage	1.93
Less Strips, MKTS	.18

NEWSPAPER

MEMPHIS COMMERCIAL - APPEAL

(m e s)

Week of Feb. 18, 1951, Edition

FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	15,432		26		30	97	21	36	46
Monday	4,224		14	9		17		52	2
Tuesday	4,576	1,758	12	9		11	24	6	17
Wednesday	6,336			9	14	7	28	14	
Thursday	9,856			9	20	16	21		12
Friday	7,040			9		13	5		5
Saturday	4,928		3	9	19	17	17		
<b>TOTAL</b>			<b>55</b>	<b>54</b>	<b>83</b>	<b>178</b>	<b>116</b>	<b>108</b>	<b>82</b>
Percentage of Non-Advertising			.45	.44	.67	1.45	.94	.87	.67

Comments: THIS WEEK NOT INCLUDED

Total inches 6761  
 Total Percentage 5.49  
 Less Strips, MKTS 4.11



NEWSPAPER

CHICAGO TRIBUNE

(m e s)

Week of Feb. 18, 1951, Edition SPORTS FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	24,992						29		
Monday	9,856								
Tuesday	8,448	2,977			9	15	43		
Wednesday	9,504						47		
Thursday	13,672					12	38		
Friday	9,152						15		2
Saturday	5,984				5	2	32		
<b>TOTAL</b>					14	29	204		2
Percentage of Non-Advertising					.07	.14	.98		.01

Comments: GRAFIC AND PICTURE ROTO NOT COUNTED

Total inches	249
Total Percentage	1.20
Loss Strips, MKTS	.22

NEWSPAPER CHICAGO SUN - TIMES

m e s

Week of Feb. 18, 1951, Edition THREE STAR FINAL HOME

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	8,120	4,053				17	11		
Monday	4,480	1,755	2						11
Tuesday	3,920	1,771	12			4	17		
Wednesday	5,040	1,833				9	10		
Thursday	5,040	1,894			4		14		
Friday	5,600	1,789					4		
Saturday	MISSING								
TOTAL		13,095	14		4	30	56		11
Percentage of Non-Advertising			.11		.03	.21	.43		.08

Comments: PARADE NOT INCLUDED. SEE SUBSTUDY

Total inches	115
Total Percentage	.86
Less Strips, MKTS	.43

NEWSPAPER

CHICAGO DAILY NEWS

m @ s

Week of Feb. 18, 1951, Edition

RED STREAK

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	NOT PUBLISHED								
Monday	5,280	1,697		45		9	27		
Tuesday	6,688	2,499	56	45			11		
Wednesday	11,264	2,469	21	45	26	1	25		5
Thursday	11,264	2,814		45			11		
Friday	5,280	2,403		45			21		
Saturday	4,712	2,961		45			21		
<b>TOTAL</b>		14,843	77	210	26	10	116		5
Percentage of Non-Advertising			.52	1.42	.14	.06	.78		.03

Comments: THIS WEEK (USED SATURDAY) NOT INCLUDED

Total inches 1444  
 Total Percentage 2.95  
 Less Strips, MKTS .75



NEWSPAPER ST. LOUIS POST - DISPATCH

m e s

Week of Feb. 18, 1951, Edition TWO STAR FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday *	16,896		35		2		23		87
Monday	5,636			16			28		
Tuesday	6,336	2,559		16	4	7	20		
Wednesday	9,152			16		3	24		
Thursday	9,856			16			18		
Friday	7,744			16			19		
Saturday	3,168			16	3	3	22		
<b>TOTAL</b>			35	96	9	13	151		87
Percentage of Non-Advertising			.19	.62	.04	.08	.85		.47

Comments: PARADE, POST - DISPATCH PICTURES NOT COUNTED  
\*5 STAR FINAL

Total inches 383  
Total Percentage 2.25  
Less Strips, MKTS .78

NEWSPAPER

ST. LOUIS GLOBE - DEMOCRAT

(m e s)

Week of Feb. 18, 1951, Edition NOT MARKED

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
Sunday	11,968						19		
Monday	4,224		24						
Tuesday	4,928	2,319					29		
Wednesday	5,632						28		
Thursday	4,576		8			15	28		
Friday	4,928						21		1
Saturday	3,520						22		
<b>TOTAL</b>			<b>32</b>			<b>15</b>	<b>147</b>		<b>1</b>

Percentage of Non-Advertising .19 .09 .90 less than .01

Comments: THIS WEEK AND TEMPO NOT COUNTED

Total inches 195  
 Total Percentage 1.18  
 Less Strips, MKTS .28

NEWSPAPER **KANSAS CITY STAR**

m e s

Week of Feb. 18, 1951, Edition

MAIN EDITION

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	20,416		8	1	114				9
Monday	4,224		2	8		4	64		3
Tuesday	4,576	1,615		8		4	57		3
Wednesday	8,448			8		16	42		
Thursday	4,576			8		17	11		
Friday	7,392			8		11	55		
Saturday	2,464		3	8	19		37		
<b>TOTAL</b>			13	48	133	52	266		15
Percentage of Non-Advertising			.11	.50	1.18	.46	2.36		.13

Comments:

Total inches	527
Total Percentage	4.74
Less Strips, MKTS	1.88



NEWSPAPER

KANSAS CITY TIMES

mes

Week of Feb. 18, 1951, Edition

THREE STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			SEE KANSAS CITY STAR						
Monday	3,872								
Tuesday	4,576	1,751					14		
Wednesday	4,928					11	25		
Thursday	5,984					17	7		
Friday	5,984								
Saturday	5,632		6			36	15		
TOTAL			6			64	61		
Percentage of Non-Advertising			.06			.68	.63		

Comments:

Total inches	131
Total Percentage	1.37
Less Strips, MKTS	.74

NEWSPAPER CLEVELAND PLAIN DEALER

(m e s)

Week of Feb. 18, 1951, Edition FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	20,832		15		11	82	12		
Monday	6,048		21	8	30				
Tuesday	6,048	2,520		8			14		
Wednesday	7,392			8		15	11		
Thursday	6,048			8			14		
Friday	6,720			8			4		
Saturday	4,704			8	15		14		
<b>TOTAL</b>			36	48	56	97	69		

Percentage of Non-Advertising

.20                      .32                      .32                      .55                      .40

Comments: THIS WEEK, AMERICAN WEEKLY, CLEVELAND PLAIN - DEALER PICTORIAL  
NOT COUNTED

Total inches 306  
Total Percentage 2.90  
Less Strips, MKTS 1.73

NEWSPAPER

DETROIT FREE PRESS

mes

Week of Feb. 18, 1951, Edition

METRO FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	9,856						11		
Monday	5,632			8					
Tuesday	4,928	2,260		8			19		
Wednesday	5,632			8			16		4
Thursday	5,632			8			17		
Friday	5,984			8			3		
Saturday	3,872			8		3	12		

TOTAL				48		3	78		4
Percentage of Non-Advertising				.35		.02	.50		.03

Comments: PARADE AND GRAPHIC NOT COUNTED

Total inches	133
Total Percentage	.90
Loss Strips, MKTS	.05



	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	15,488		8		17		11	18	
Monday	6,688			40	14		21		
Tuesday	7,744	2,368		40	11	2	16		
Wednesday	11,264			40	13		14		5
Thursday	10,560			40	13		5		
Friday *	10,560		6	40			10		2
Saturday	3,520			40			8		
<b>TOTAL</b>			14	240	68	2	82	18	7

Percentage of Non-Advertising	.08	1.70	.41	.01	.49	.11	.04
-------------------------------	-----	------	-----	-----	-----	-----	-----

Comments:

THIS WEEK AND PICTORIAL NOT COUNTED  
 MERRIFIELD HAS DAILY FARM COLUMN  
 \* BLUE STREAK EDITION

Total inches	451
Total Percentage	2.84
Less Strips, MKTS	.65

NEWSPAPER

INDIANAPOLIS STAR

m e s

Week of Feb. 18, 1951, Edition

FOUR STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	16,136						17		
Monday	4,928			18					18
Tuesday	5,984	1,938		18	5		14		6
Wednesday	7,744			18			18		12
Thursday	5,984			18			26		4
Friday	8,448			18			10		
Saturday	5,280		2	18		8	32		4
TOTAL			2	108	5	8	117		44
Percentage of Non-Advertising			.01	.93	.04	.06	.86		.33

Comments: THIS WEEK, STAR MAGAZINE NOT COUNTED

Total inches	284
Total Percentage	2.33
Less Strips, MKTS	.44

NEWSPAPER

INDIANAPOLIS NEWS

m@s

Week of Feb. 18, 1951, Edition HOME

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			SEE INDIANAPOLIS STAR						
Monday	5,280			8	18	9	19		
Tuesday	6,688	2,230	2	8		13	18		3
Wednesday	9,152			8		8	18		21
Thursday	7,392			8		18	11		4
Friday	7,392			8		16			
Saturday	3,872			8					
<b>TOTAL</b>			2	48	18	64	66		28
Percentage of Non-Advertising			.01	.36	.13	.48	.49		.21

Comments:

Total inches 226  
 Total Percentage 1.68  
 Less Strips, MKTS .83



NEWSPAPER

TOLEDO BLADE

m e s

Week of Feb. 18, 1951, Edition FINAL HOME

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	15,784		16			52	21		
Monday	7,040		18	24	7	5	18		14
Tuesday	6,688	2,919	15	24		19	25		3
Wednesday	8,448			24			27		
Thursday	9,152			24		2	13		3
Friday *	9,152			24		13	15		
Saturday *	2,816			24			15		
TOTAL			49	144	7	91	134		20
Percentage of Non-Advertising			.24	.83	.03	.45	.66		.09

Comments: PICTORIAL NOT COUNTED, FULL SIZE MAG. SECTION IS.  
\* BLUE STREAK.

Total inches	415
Total Percentage	2.30
Loss Strips, MKTS	.81

NEWSPAPER

DES MOINES REGISTER

(m e s)

Week of Feb. 18, 1951, Edition

NO MARK

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	9,504				6	55	84		43
Monday	3,168			23	8				
Tuesday	3,520	1,875		23	10	16	60	3	
Wednesday	4,224			23		12	57		47
Thursday	3,872		26	23		7	49		
Friday	3,872			23		6	6		
Saturday	2,464			23	25	18	62		
<b>TOTAL</b>			26	138	49	114	318	3	90
Percentage of Non-Advertising			.21	1.22	.37	.85	2.40	.03	.70

Comments: THIS WEEK, PICTURE MAGAZINE NOT COUNTED.

Total inches 734  
 Total Percentage 5.78  
 Less Strips, MKTS 2.16

NEWSPAPER DES MOINES TRIBUNE m e s Week of Feb. 18, 1951, Edition NO MARK

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday			SEE DES MOINES REGISTER						
Monday	3,872		48	15	8		49		55
Tuesday	3,872	2,017		15		11	47		
Wednesday	4,928		3	15	3	20	63		12
Thursday	7,394		27	15	5	15	11		
Friday	3,872			15	2	15	48		
Saturday	2,112			15	15		27		
<b>TOTAL</b>			78	90	33	46	255		67
<b>Percentage of Non-Advertising</b>			.64	.74	.25	.35	2.08		.55

Comments: GORDON GAMMACK IN FRONT PAGE COLUMN USUALLY HAS SOME COMMENT ABOUT AGRICULTURE.

Total inches 569  
 Total Percentage 4.61  
 Less Strips, MKTS 1.79



NEWSPAPER

MILWAUKEE JOURNAL

m(e)s

Week of Feb. 18, 1951, Edition LATEST

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday *	18,816		10			52			
Monday	6,720		3	16	18	4	25		
Tuesday	8,064	2,460		16	3	4	28		
Wednesday	12,768			16		2	25		
Thursday	11,760			16		24	22		
Friday	8,736			16			26		
Saturday	3,024			16		1	4		
<b>TOTAL</b>			13	96	21	87	130		
Percentage of Non-Advertising			.08	.65	.12	.49	.77		

Comments: THIS WEEK, JOURNAL PICTORIAL MAGAZINE AND SCREEN - RADIO - TELEVISION NOT INCLUDED  
\* HOME EDITION

Total inches 317  
Total Percentage 2.11  
Less Strips, MKTS .69

NEWSPAPER

MILWAUKEE SENTINEL

(m e s)

Week of Feb. 18, 1951, Edition SIX STAR FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
Sunday	6,720					3	30	15	
Monday	3,520			8					
Tuesday	3,840	1,820		8		2	20		
Wednesday	4,160			8		6	30		
Thursday	4,480			8			23	16	
Friday	4,160			8		1	20		
Saturday	3,520			8			18		
<b>TOTAL</b>				<b>48</b>		<b>12</b>	<b>141</b>	<b>31</b>	
Percentage of Non-Advertising				<b>.14</b>		<b>.11</b>	<b>1.10</b>	<b>.22</b>	

Comments: AMERICAN WEEKLY AND PICTORIAL REVIEW NOT COUNTED

Total inches 232  
 Total Percentage 1.54  
 Loss Strips, MKTS .33

NEWSPAPER

ST. PAUL DISPATCH

m @ s

Week of Feb. 18, 1951, Edition

C THREE STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	10,416		12			7	21		
Monday	3,696						42		
Tuesday	5,376	1,963			12	17	38		
Wednesday	8,736					8	36		7
Thursday	6,384		6			15			16
Friday	6,720		21		3	5	39		
Saturday	2,352						17		
<b>TOTAL</b>			<b>39</b>		<b>15</b>	<b>52</b>	<b>173</b>		<b>23</b>

Percentage of Non-Advertising

.33

.11

.38

1.26

.18

Comments: PARADE PIONEER PICTORIAL, FEATURE MAGAZINE NOT INCLUDED  
\* FIRST CITY. @ C TWO STAR

Total inches 302

Total Percentage 2.26

Less Strips, MKTS 1.00



	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Busbandry 2.32.22	R. Life 2.32.23
Sunday	11,264		35					23	5
Monday	6,336			16	8	43	31		
Tuesday	7,040	3,796	48	16		90	49		11
Wednesday	7,744		14	16	5	79	50		
Thursday	9,856		9	16		71			
Friday	7,040		21	16		80	38		
Saturday	3,168			16		13	50		
<b>TOTAL</b>			127	96	13	376	218	23	16
Percentage of Non-Advertising			.47	.42	.05	1.45	.82	.08	.05

Comments: \*FINAL EDITION

Total inches 869  
 Total Percentage 3.34  
 Less Strips, MKTS 2.10

NEWSPAPER

HOUSTON POST

(m e s)

Week of Feb. 18, 1951, Edition FOUR STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	15,120	5,649	44			33	42		22
Monday	5,376	1,849		8					
Tuesday	6,048	2,536		8		2	26		
Wednesday	7,392	2,773		8		9	28		
Thursday *	7,392	2,380		8		46	26		3
Friday	7,392	2,856		8		9	6		
Saturday	4,032	1,708		8			10		
<b>TOTAL</b>		19,778	44	48		101	138		25
Percentage of Non-Advertising			.22	.24		.51	.70		.13

Comments: PARADE NOT COUNTED  
\* FIVE STAR

Total inches 356  
Total Percentage 1.81  
Less Strips, MKTS .86

HOUSTON PRESS  
NEWSPAPER

m e s

Week of Feb. 18, 1951, Edition NIGHT FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday		NOT	PUBLISHED						
Monday	4,928	2,226		16		2	1		
Tuesday	3,872	1,761		16		2	11		
Wednesday		MIS	S I N G						
Thursday #	5,280	1,981	13	16	8	33			
Friday	6,336	2,148		16			9		4
Saturday #	2,464	1,295		16					
<b>TOTAL</b>		<b>9,411</b>	<b>13</b>	<b>80</b>	<b>8</b>	<b>37</b>	<b>21</b>		<b>4</b>

Percentage of Non-Advertising .15 .85 .08 .39 .22 .04

Comments: # 80 - CALLED CITY EDITION, REALLY SUBURBAN

Total inches 163  
Total Percentage 1.7  
Less Strips, MKTS .66



NEWSPAPER

DALLAS MORNING NEWS

m e s

Week of Feb. 18, 1951, Edition

NOT MARKED

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	12,672		22		5		17		
Monday	5,984			8					
Tuesday	7,392	2,101		8			13		
Wednesday	8,096			8		7	7		
Thursday	8,096			8			14		3
Friday	9,152			8			5		
Saturday	5,632			8		4	7		
<b>TOTAL</b>			22	48	5	11	63		3

Percentage of Non-Advertising .15 .38 .03 .07 .43 .2

Comments: THIS WEEK NOT COUNTED

Total inches 152  
 Total Percentage 1.08  
 Less Strips, MKTS .27

NEWSPAPER

DALLAS TIMES - HERALD

m e s

Week of Feb. 18, 1951, Edition

FINANCIAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday #	13,376		10			14		14	
Monday *	5,280		12	10		15	20		12
Tuesday	8,448	2,636		10		25	18		
Wednesday	10,560			10	9	6	16		
Thursday	12,672			10		3	8		8
Friday	11,264			10	14	26	15		
Saturday *	2,464			10					
<b>TOTAL</b>			22	60	23	89	77	14	20
Percentage of Non-Advertising			.12	.38	.12	.48	.42	.08	.11

Comments: \* FINAL # NO MARK

Total inches	305
Total Percentage	1.71
Loss Strips, MKTS	.91

NEWSPAPER

FORT WORTH STAR - TELEGRAM

mes

Week of Feb. 18, 1951, Edition

MORNING FIVE STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	11,968		27		17	67	27	41	7
Monday	2,816			16		17			12
Tuesday	3,872	1,704		16	13	54	37	3	3
Wednesday	4,224			16	19	59	35	5	
Thursday	4,224		11	16	17	51	42		
Friday	4,224			16	17	13	16		5
Saturday	2,464			16		9	37		2
<b>TOTAL</b>			38	96	83	270	194	49	29
Percentage of Non-Advertising			.32	.80	.69	2.25	1.62	.41	.24

Comments: NO SUPPLEMENT. REEVES HAS DAILY FARM COLUMN.  
\* ONE STAR EDITION

Total inches 759  
Total Percentage 6.32  
Less Strips, MKTS 3.91



NEWSPAPER DAILY OKLAHOMAN

(m e s)

Week of Feb. 18, 1951, Edition TWO STAR (STATE)

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	8,000	3,125	12		20	48	49	28	4
Monday	4,240	1,600		8		29			1
Tuesday	3,520	1,674		8	13	21	26		5
Wednesday	4,240	1,628		8	17	67	40		
Thursday	4,240	1,869	12	8		67	37		15
Friday	5,728	1,963	4	8	5	19	20		12
Saturday	2,560	1,522		8			40		2
<b>TOTAL</b>		13,381	28	48	55	251	212	28	39

Percentage of Non-Advertising .21 .36 .41 1.89 1.59 .21 .29

Comments: SUNDAY MAGAZINE NOT COUNTED.  
NATIONAL SOIL CONSERVATION MEETING WAS TAKING PLACE IN OKLAHOMA CITY.

Total inches 661  
 Total Percentage 4.96  
 Less Strips, MKTS 3.01

NEWSPAPER

LOS ANGELES TIMES

m e s

Week of Feb. 18, 1951, Edition

FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	21,840		46			37	14		14
Monday	10,752		64	16		33			
Tuesday	9,408	3,780	66	16		40	37		22
Wednesday	12,096		56	16		53	31		
Thursday	12,768		10	16		10	24		8
Friday	10,080		24	16		28	8		6
Saturday	6,048		10	16			41		10
<b>TOTAL</b>			276	96		201	155		60
Percentage of Non-Advertising			1.05	.42		.77	.59		.23

Comments: THIS WEEK AND HOME MAGAZINE NOT COUNTED.  
 MONDAY - WEDNESDAY INCLUDES A MAJOR SERIES OF COTTON GROWING IN CALIFORNIA.

Total inches 788  
 Total Percentage 3.06  
 Less Strips, MKTS 2.05

NEWSPAPER

LOS ANGELES DAILY NEWS

m e s

Week of Feb. 18, 1951, Edition

TEN STAR

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
Sunday			NOT PUBLISHED						
Monday	4,320		75*			26*	10		
Tuesday	4,752	2,473	61*			32*	7		
Wednesday	6,048		65*			38*	10		
Thursday	5,616		75*			23*			
Friday	6,480		73*			54*	9		
Saturday	3,888		21			10	6		
<b>TOTAL</b>			370			183	42		

Percentage of Non-Advertising

2.45

1.21

.28

Comments: \* A SERIES ON MEXICAN "WET BACK" FARM LABORERS.

Total inches 595

Total Percentage 3.94

Less Strips, MKTS 3.66



NEWSPAPER

SAN FRANCISCO EXAMINER

m e s

Week of Feb. 18, 1951, Edition

FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.52.22	R. Life 2.32.23
Sunday	13,440					4			
Monday	7,360			9					
Tuesday	5,760	2,587		9		6	19		
Wednesday	6,400			9		2	14		
Thursday	6,400			9		3	8		
Friday	5,760			9		3			
Saturday	5,160			9			11		
<b>TOTAL</b>				<b>54</b>		<b>18</b>	<b>52</b>		
Percentage of Non-Advertising				<b>.35</b>		<b>.10</b>	<b>.29</b>		

Comments: AMERICAN WEEKLY AND PICTORIAL REVIEW NOT INCLUDED.

Total inches	124
Total Percentage	.74
Less Strips, MKTS	.10

NEWSPAPER

SAN FRANCISCO CHRONICLE

m e s

Week of Feb. 18, 1951, Edition

FINAL

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Busbandry 2.32.22	R. Life 2.32.23
Sunday	9,504					5	5		
Monday	5,280					6			
Tuesday	5,280	2,304					9		
Wednesday	4,224						6		
Thursday	3,872						6		
Friday	4,928				5				
Saturday	3,520						9		
TOTAL					5	11	35		
Percentage of Non-Advertising					.03	.07	.21		

Comments: THIS WEEK AND THIS WORLD NOT COUNTED.

Total inches	51
Total Percentage	.31
Loss Strips, MKTS	.10

NEWSPAPER

PORTLAND OREGONIAN

(M) (S)

Week of Feb. 18, 1951, Edition CITY

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	10,912					14	34		3
Monday	4,224			8					
Tuesday	5,632	2,325		8	12	4	58		
Wednesday	5,984			8	12	22	56		
Thursday	5,632			8	12		56		7
Friday	6,688			8		24	31		
Saturday	4,224			8	12	1	61		
<b>TOTAL</b>				<b>48</b>	<b>48</b>	<b>65</b>	<b>296</b>		<b>10</b>

Percentage of Non-Advertising .34 .30 .40 1.82 .06

Comments: AMERICAN WEEKLY, OREGONIAN MAGAZINE, AND FARM-HOME-GARDEN NOT COUNTED.

Total inches 467  
 Total Percentage 2.92  
 Less Strips, MKTS .76



	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday	8,096		25				22	9	8
Monday	6,688		13	10		15	51	6	5
Tuesday	5,632	2,095	6	10		27	61		3
Wednesday	6,688			10			69		
Thursday	7,392			10		2	77		
Friday	5,632		12	10	6		74		4
Saturday	2,464			10		7	39		9
TOTAL			56	60	6	51	393	15	29
Percentage of Non-Advertising			.38	.48	.04	.35	2.70	.10	.20

Comments: THIS WEEK AND SUNDAY MAGAZINE NOT INCLUDED.

Total inches 566  
 Total Percentage 4.25  
 Less Strips, MKTS 1.07

NEWSPAPER NEW ORLEANS STATES

m ⑥ s

Week of Feb. 18, 1951, Edition RED STREAK

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday									
Monday	3,696	1,846	5	8	62	19			4
Tuesday									
Wednesday				S I N G L E C O P Y					
Thursday									
Friday									
Saturday									

TOTAL

Percentage of Non-Advertising

Comments: SINGLE COPY ONLY, FIGURES NOT RELIABLE

Total inches \_\_\_\_\_  
 Total Percentage \_\_\_\_\_  
 Less Strips, MKTS \_\_\_\_\_

NEWSPAPER

CINCINNATI POST

m e s

Week of Feb. 18, 1951, Edition

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday									
Monday									
Tuesday				S I N G L E C O P Y					
Wednesday									
Thursday									
Friday									
Saturday	2,816	1,829		30			7		

TOTAL

Percentage of Non-Advertising

Comments: SINGLE COPY ONLY, FIGURES NOT RELIABLE

Total inches \_\_\_\_\_  
 Total Percentage \_\_\_\_\_  
 Less Strips, MKTS \_\_\_\_\_



## SUNDAY SUPPLEMENTS

The Sunday supplement--something is distributed under that classification by almost every major daily in the United States--is something of a law unto itself, usually resembling a magazine more than a newspaper. Therefore they have been held out from the general count in this survey, but the following sheets contain an analysis similar to that made of regular newspaper content.

This Week and Parade, two rotogravure supplements, are distributed widely. Most of the papers in this survey distribute This Week and possibly one of their own rotos; several distribute Parade. The American Weekly and Pictorial Review, two letterpress supplements, appear with all Hearst papers and with a number of others as well.

But most of the supplements are locally edited with some copy furnished and all national advertising handled by the Metropolitan group. A number of supplements are almost completely independent publications, such as the N.Y. Times Magazine and Book Review sections, and Empire, Sunday magazine of the Denver Post.

Fiction, non-fiction articles, humor, movies, stage, radio and television, farm, home and garden articles are the most general content in these supplements.

SUNDAY SUPPLEMENTS NATIONALLY SYNDICATED, ROTO & LETTERPR. Week of Feb. 18, 1951

Newspaper and Supplement	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
THIS WEEK	2,400	1,266	44						73
THIS WEEK *	1,920	924	40						26
PARADE	1,440	858	36						36
AMERICAN WEEKLY #	1,960	1,330							
PICTORIAL REVIEW @	varies								

Comments: \* ISSUE OF FEB. 24 WITH SATURDAY CHICAGO DAILY NEWS.  
 # LETTERPRESS. @ LETTERPRESS. ADS AND ENTERTAINMENT  
 LOCAL, REST IS KING FEATURES.

SUNDAY SUPPLEMENTS METRO GROUP ROTOGRAVURE SHEET 1

Week of Feb. 18, 1951

Newspaper and Supplement	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Household 2.32.22	R. Life 2.32.23
N.O. TIMES PIC DIXIE ROTO	1,680	1,002	140						82
N.Y. NEWS SUNDAY ROTO	2,240	1,022							
BALT. SUN METROGRAVURE	1,120	532							
BOSTON HER. SUNDAY ROTO	1,800	1,287							
PROVID. JOUR. RHODE ISLAND.	1,800	1,007	84						43
CHICAGO TRIB. GRAFIC, PICT.	3,360	2,142							
CLEVE. P.D. PICTORIAL	1,960	942							
D. MOINES REG. PICTURE MAG.	1,400								

Comments: METROPOLITAN GROUP ROTOGRAVURE SUPPLEMENTS ARE LOCALLY EDITED, RECEIVE SOME MATERIAL FROM METROGRAVURE, WHICH IS THEIR NATIONAL ADVERTISING REPRESENTATIVE.



Newspaper and Supplement	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.52.22	R. Life 2.32.23
MILW. JOUR. PICTURE, SRT*	3,360								
ST. LOUIS P.D. PICTURES	2,560								
WASH. STAR PICTORIAL MAG.	1,200								
DETROIT NEWS PICTORIAL	2,400		84						9
ST. PAUL P.P. PICTORIAL, F#	2,700								
ST. LOUIS G.D. TEMPO	1,120		77						3
PHIL. INQUIRER TODAY	3,640								
L.A. TIMES HOME MAG.	2,800								

Comments: \* PICTURE JOURNAL ROTO: SCREEN RADIO TELEVISION LETTERPRESS.  
 # PICTORIAL ROTO: FEATURES LETTERPRESS

SUNDAY SUPPLEMENTS

METRO GROUP ROTOGRAVURE SHEET 3

Week of Feb. 18, 1951

Newspaper and Supplement	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2a	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21a	Husbandry 2.32.22	R. Life 2.32.23
LOUIS. C.J. MAGAZINE	3,360								
ATLANTA J&C MAGAZINE	1,960		82						71
DETROIT F.P. GRAPHIC	1,120								
INDIAN. STAR MAGAZINE	1,680		28						

Comments:

SUNDAY SUPPLEMENTS LOCAL ROTOGRAVURE

Week of Feb. 18, 1951

Newspaper and Supplement	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
NEWARK NEWS MAGAZINE	1,680	799							
N.Y. TIMES MAG., BOOK R.	6,000								
DENVER POST EMPIRE *	2,520	1,498	180		28				6
TOLEDO BLADE PICTORIAL	2,400		371						12

Comments: \* MARCH 25. ISSUE OF FEB. 18 MISSING.



SUNDAY SUPPLEMENTS LOCAL LETTERPRESS

Week of Feb. 18, 1951

Newspaper and Supplement	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
S.F. CHRONICLE THIS WORLD	2,400								
PORT. JOUR. MAG., HFM*	1,800		40					36	12
NEW HAVEN REG. SUNDAY MAG. #	1,596								
OKLAHOMAN SUNDAY MAG.	1,500	895	18						31
OREGONIAN MAG. & FHG @	2,240		33			4		6	40

Comments: \* HOUSE FARM & GARDEN MAGAZINE  
@ FARM HOME & GARDEN MAGAZINE

# ALMOST FULL SIZE PAGES

APPENDICES -- Group B

Comparison with 1949, 1950

Second Check for Error

Morning versus Evening

An Examination of  
AGRICULTURAL NEWS ITEMS

Published in Metropolitan Newspapers in 1951 as compared with 1950 and 1949.

Have the price-freeze and the Korean war crisis caused an increase in the amount of news concerning agriculture printed in metropolitan newspapers? A survey of three newspapers indicates otherwise.

Believing that the price freeze in particular might have caused a substantial increase in the amount and length of articles concerning food and clothing, produced by agriculture, an analysis was made of three newspapers, the Chicago Daily News, the Chicago Sun-Times, and the New Orleans Times-Picayune, published during the week of February 18, 1951. These results were compared with a similar analysis made of copies of these same newspapers published in February, 1949, in the case of the Chicago Daily News and the Times-Picayune, and in February 1950 in the case of the Chicago Sun-Times.

A full week's supply of the Times-Picayune was not available, so only four issues could be analyzed. To make results comparable, when totaling inches for comparison, only the equivalent four issues were counted in 1951. But in figuring percentages, the entire week was counted, in the hope of holding down error due to a small sample.

The computations show that each of the three newspapers printed less, rather than more, information concerning agriculture during the period in 1951 than in 1950 or 1949. This agreement seems to be significant, even though the drop in the Times-Picayune figure is so great that it must be considered a "freak" caused by too small a sample. Had a full week's issues of the Times-Picayune been available, the result might have been less startling. However, in 1951 the four-day sampling and the full seven days give similar figures, indicating that the four days was a fair sample in 1951.



It will be noticed that the "order" of the figures is consistent: The Times-Picayune totals are in both years greater than those of the Daily News, while the News figures in both cases are almost double those of the Sun-Times.

COMPARISON OF METROPOLITAN NEWSPAPERS  
 Agricultural Items Published in February 1951, Period of One Week  
 as Against Similar Weeks in 1950 or 1949

	News Inches	Pictures	Opinion	Economic	Husband.	R. Life	Totals
Chicago Daily News, 1949	14,971	25/.14	18/.12	106/.70	0/0	6/.04	155/1.02
Chicago Daily News, 1951	14,843	77/.52	26/.14	10/.06	0/0	5/.03	118/ .80
Chicago Sun Times, 1950	12,723	31/.24	14/.11	28/.22	0/0	0/0	73/ .56
Chicago Sun Times, 1951	13,095	14/.11	4/.03	29/.21	0/0	11/.08	58/ .45
N.O. Times Picayune, 1949	7,325*	0/0	10/.14	172/2.35	8/.11	3/.04	193/2.65
N.O. Times Picayune, 1951	8,633* (19,594)	26/.37	0/0	63/.90	0/0	10/.05	99/1.15 259/1.33#
Total inches, 1949 or 50	35,019	56	42	306	8	9	421
Total inches, 1951	47,532	117	30	102	0	26	275
Total Percentages, 1949, 50		.16	.12	.87	.02	.02	1.19
Total Percentages, 1951		.24	.06	.21	0	.05	.58

\*Four days only; therefore, same four days taken in 1951.

#Total and percentage for full seven days.

Overall total, inches - 82,541 : 696

Overall total, percent .84 of 1 percent

SECOND CHECK FOR ESTIMATION OF ERROR

NEWSPAPER N.Y. WORLD TELEGRAM AND SUN m e s Week of Feb. 18, 1951, Edition SEVENTH SPORTS

	Total Inches	Inches Not Ads	Pictures 2.12.2	Strips 2.12.2A	Opinion 2.22.2	Economic 2.32.21	Markets 2.32.21A	Husbandry 2.32.22	R. Life 2.32.23
Sunday									
Monday									
Tuesday A	7,728	3,562	10	8		11	19		12
Tuesday B	7,820	3,363	10 2/3rds	10		10 1/3rd	22 1/3rd		11 5/6th
Wednesday									
Thursday									
Friday									
Saturday									

TOTAL

Percentage of Non-Advertising	A	.28	.22	.31	.53	.34
	B	.32	.29	.30	.67	.35

Comments: A-ORIGINAL COARSE CHECK.  
B-FINE RECHECK. SEE PROCEDURE.

Total inches A 60; B 65 1/6th  
Total Percentage A 1.68; B 1.92  
Loss Strips, MKTS A .93; B .97



## Comparison

## MORNING VS. EVENING NEWSPAPERS

## in agricultural news coverage

(Inchage includes markets and strips. Percentage does not.)

Paper	Inch.	Perct.	City	Paper	Inch	Perct.
Herald	116	.18	BOSTON	C.S.M.*	121	1.34
Times*	272	.42	NEW YORK	W-T&S	241	.36
Inquirer	177	.04	PHILADEL.	Bull.*	381	.32
Sun (m)	189	.16	BALTIMORE	News-Post*	254	.51
T-Herald#	160	.08	WASH.D.C.	Star*	115	.34
Constit.*	290	.93	ATLANTA	Jour.	279	.81
Cour-Jour.*	479	2.02	LOUISVIL.	Times	229	.18
Post-Her.	360	1.27	BIRM'HAM	News*	500	2.60
Tribune	249	.22	CHICAGO	News*	444	.75
Sentinel	323	.33	MILWAUKEE	Jour.*	347	.69
Register*	734	2.16	DES MOINES	Tribune	569	1.79
Free-Press	133	.05	DETROIT	News*	331	.65
Times	131	.74	KANSAS C.	Star*	527	1.88
Star#	284	.44	INDIANA.	News*	226	.83
Globe-Dem	195	.28	ST. LOUIS	Post-D.*	383	.78
Post*	356	.86	HOUSTON	Press	163	.63
News	152	.27	DALLAS	T-Herld*	305	.91
Times#	788	2.05	LOS ANGLS	News*	595	3.66
Oregonian	467	.76	PORTLAND	Jour.*	566	1.07

\* Largest percentage in city. In New York and Chicago, where three papers were read, there was a preliminary elimination in each field.

# Largest inchage but not largest percentage. Due to inclusion in inchage of markets and strips.

## BIBLIOGRAPHY

On Setting up the Problem

- Coats, Wendell J., and Mulkey, Steve W. The Selection and Validation of a Representative Sample of United States Daily Newspapers. Madison, Wisc: The University of Wisconsin cooperating with the United States Army, Undated, but apparently 1949.
- Four Colleges (Emory University, Kansas State College, University of Oregon, University of Wisconsin). Content of Selected U. S. Dailies. Madison, Wisc: Bulletin 16, Department of Agricultural Journalism, University of Wisconsin, 1949.
- Four Colleges. A Suggested List of Categories for Content Analysis. Supplement to work listed above. No date given.
- McCormack, Thomas C. Elementary Social Statistics. New York: McGraw-Hill, 1941.
- Ward, William B. A Source Survey of Agricultural News in the Daily Press. Madison, Wisc: Bulletin 12, Department of Agricultural Journalism, University of Wisconsin, 1942.

General References

- International Year Book, 1951. New York: Editor & Publisher, 1951
- Life Magazine. Chicago: Time Inc., current.
- U.S. Census of Agriculture, 1945. Washington: U.S. Department of Commerce, 1947.
- Webster's Collegiate Dictionary, fifth edition. Springfield, Mass; G. & C. Merriam, 1943.

On Public Relations Aspects

- Goodman, Jack E. "Function of Public Relations Departments in Three Selected Ohio Companies; a Comparative Study in Theory and Practice." Abstracts of Masters' Theses. Athens, Ohio: Ohio University Graduate School, 1950.
- Griswold, Glenn, and Griswold, Denny. Your Public Relations. New York: Funk & Wagnalls, 1948.
- Harlow, Rex F. Public Relations in War and Peace. New York: Harper & Bro., 1942.
- Harlow, Rex F., and Black, Marvin M. Practical Public Relations. New York: Harper & Bro., 1947.

Kieckhefer, E. W. "The Farmer and the Newspaper." Nieman Reports. Vol. 2  
No. 2. (April, 1948), 12.

Lindley, Cecil V. Jr. Who Speaks for Agriculture. Stillwater, Oklahoma:  
Unpublished report.

Lipscomb, Ed. Grassroots Public Relations for Agriculture. Memphis: National  
Cotton Council of America, 1950.

Walker, Strother H., and Sklar, Paul. Business Finds Its Voice. New York:  
Harper & Bro., 1938.



MMOR  
RECHM

THESIS TITLE: An Inquiry into the Adequacy of Information Concerning Agriculture Reaching Industrial Populations through the Medium of United States Metropolitan Newspapers.

NAME OF AUTHOR: C. Vick Lindley Jr.

THESIS ADVISER: Claron Burnett

The content and form have been checked and approved by the author and thesis adviser. "Instructions for Typing and Arranging the Thesis" are available in the Graduate School office. 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.

NAME OF TYPIST: Carol Ealy

PARACHMENT