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News at the Crossroads

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YEARLY TESTS REVEAL PROPER TIME FOR SEEDING VARIOUS SOUTH DAKOTA GRAINS

Twelve Year Test With Durum Wheat Shows Planting Should Be Done April 1 to 15

SIRE EXCHANGES PROVE SUCCESS

Corn Kings to Sell 4,000 Bus. of Corn

Sugar Beet Raisers To Receive Payment

8 CLUB MEMBERS TO GET AWARDS

Farmers Soon Start Their Spring Work

HOG MART MAINTAINS STEADY TRADING OF PREVIOUS DAY

POULTRY OUTLOOK BRIGHT IN STATE

Uses Two Cows By Poisoning

Schaunaman Is Elected President of Pig Club

WARREN BOY WINS CHAMPIONSHIP AT LIVESTOCK SHOW

Takes Grand Title With Angus in Purohhood Yearling Class

GIRLS HEREFORD FIRST IN GRADE CALF CROPP

TURKEY PRICES MAY BE LOWER

Storage Supply and Big Birds Cheaper

FINISHED CATTLE SHIPPING BEGINS

Six Cars Heavy Beef Steers Loaded Saturday for Chicago Market; One Double Deck

NEW SOLON SOWING WINTER RYE TRACT

Dallas S. D. Not Yet Started; the newly elected senator

ALFALFA MEAL IS PRODUCED IN S. D.

Thirty Mills Now Local; Industry Strides

TRI-STATE COW TESTING ASSN REORGANIZING

Louis Bernard of Elk Point Elected Secretary-Treasurer of Dairy Group

CHAMP JUDGES GO TO CHICAGO

LINCOLN COUNTY BOYS TO REPRESENT S. D. AT INTERNATIONAL STOCK SHOW.

SHIPMENTS TOP LAST YEAR COUNT

CENTREVILLE UPHOLSTERERS FARMERS THRESH 36,722 BUS. GRAIN

PLAN UNIFORM GRAIN GRADING

CORN HUSKING IN COUNTY COMPLETED

LIVESTOCK INDUSTRY TO HAVE GOOD YEAR

Some considered the loss according

FARM BODY ASKS HIGHER TARIFFS

DEMANDS EVEN TRIGGER BATES-756 INVOLVED

"Bargain" Alfalfa Often Undesirable

State College Seed Analyst Instructs South Dakota Growers Alfalfa Seed

Much Activity Looked For In Farm Circle

1929 Outlook Best Promising for Farmers-11,000

Organization Of Farmers Is Means to End, Leader Says

Station Declared to Be Cause of Unrest; American Farmers Most Favored

SHOULD FEED COW FOR PROFIT

Dairymen Find Increased Profits Through Feeding

CROP ESTIMATE IS UNDER 1928

Statistician Places Flax, Corn, Potato and Alfalfa

Negro Raises Cotton In Yard; Believes It Can Be Grown in S. D.

Main p...

DELEGATES TO FARM BUREAU CONVENTION

WATERWAY SEEN AS FARMER AID

Organization Of Farmers Is Means to End, Leader Says

Station Declared to Be Cause of Unrest; American Farmers Most Favored

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FARMERS TO GET NEW TEST GRAINS

RURAL EDITORS ORGANIZE TO HELP

Rural Editors in Three States of Northwest Organize to Give Effective Aid to Farmers

News at the CROSSROADS

EXTENSION SERVICE SOUTH DAKOTA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS BROOKINGS, S. D.

ALPHABET OF NEWS SOURCES

- A** Agriculture, announcements of all meetings, agricultural short courses, animals, adventures, accidents, anniversaries.
- B** Business groups such as shipping associations, buildings being erected, boys' and girls' activities, bees, bugs, births, birthdays, banquets.
- C** Church affairs, crops of the community, comments of prominent people, club activities, community programs, christenings, changes in position, commencement, cost accounting, cattle, calves, chickens, cooperative marketing.
- D** Demonstrations on farms and in homes, devices in use, debates and results, deaths, disasters, distinctions, dinners, diseases, disappearances, details of local importance.
- E** Elections of officers, experiences of farmers, educational activities, equipment and new machinery, engagements, entertainments, exhibits.
- F** Follow-up reports on every meeting, fires, farm practices, fairs, fishing, family reunions, feats of strength, future events, firsts of all kinds such as first roasting ears of the season, fakes and fakers, floods.
- G** Group movements and actions, geographic peculiarities, gatherings, government, good fortune.
- H** Harvest and yield prospects, how work is being done, hunting, health, history of local interest, household activities, hobbies.
- I** Interviews, inventions, incidents that reflect country life, improvement, illness, information.
- J** Jams, jellies, jokes.
- K** Kids, kindness, kitchens.
- L** Letters from former residents, legumes, leadership, longevity of life, lawsuits, legacies, largest tomatoes or pumpkins, etc.
- M** Marriages, meetings, mishaps, misfortunes, mischievousness, murder, music, master farmers.
- N** Natural phenomena, nature's activities, new residents, new buildings, new things.
- O** Opinions, old landmarks, oldest residents, organizations, oddities.
- P** Poultry demonstration farms, pets, politics, parties, programs, progress, people, peculiarities, pests, property changes.
- Q** Queer plants and animals, quarterly reports, quaint remarks.
- R** Remarks of old residents, religious activities, results of farm practices and experiments, rotations used by farmers, reviews of conditions of or historical events.
- S** Sales of property, schools, successes, swimming, skating, sports, seasonal changes and activities, soil surveys.
- T** Thievery, tests of seed corn, tests of farm practices, teachers for the school, traditions recalled, trips planned.
- U** Unexpected or unprecedented occurrences, unusual things.
- V** Vacations, visits, variations in yields, visits of prominent people to township.
- W** Weather, weddings, wedding anniversaries.
- Y** Yields, youth.
- Z** Zeal.

NEWS AT THE CROSSROADS

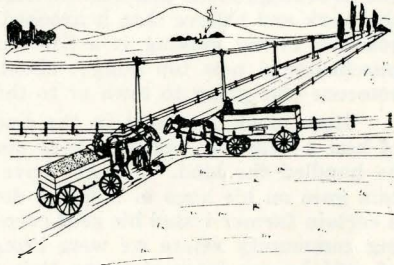
BY L. E. CHILDERS AND C. D. BYRNE

Two farmers met at the crossroads. They were just ordinary farmers yet their interests were representative of the great group that make up our agrarian population.

They exchanged greetings, each asked about the health of the other's family. Then, from the younger of the two, came the question:

"How's the corn turning out down your way, Tom?"

"Just medium," was the reply. "The boys have been getting out about seventy-five bushels each every day. The south eighty ought to make near fifty-five bushels an acre. My neighbor Casey Adams says his will go close to sixty bushels. He's using one of these new pickers. Most all the corn down our way is being harvested by machine. The days of the hook and peg seem to be about over. By the way, what's this new system of raising hogs you tried out last spring; what results did you get?"



The conversation had taken another track. The younger of the two farmers told how he had increased the number of pigs in his litters from 5 to 7 by use of what he called the McLean system. In the course of a half hour's conversation experiences in feeding fall pigs were exchanged, farm relief had its inning, prospects for reviving interest in the community club were talked over, opinions were exchanged on the township agricultural program, and the older man told of the birth to one of his dairy cows of twin calves for the third time.

Thus, at the crossroads passes, by word of mouth from one farmer to another, the news of agriculture. This incident illustrates quite clearly the major interests of rural people. Like every other man, the farmer is interested first of all in his family and his neighbor's family; but next to his home life, he is interested in his business.

One sees so little of this local, intimate news of the farm business in the newspapers of the country. The editor of one of the middlewestern farm dailies calls attention to the lack of this type of news:

"The average weekly newspaper seems to print everything except news of the farm. Most of the country items deal with accounts of folks who went somewhere. I imagine about 75 per cent or more are of this kind. It is John Jones and family over to Jim Brown's. Someone else goes to town. Still another person buys an automobile.

In presenting this circular, no claim is made for originality, except that the method of presentation may be new. Ideas have been borrowed freely from many sources. Acknowledgement is due especially to "Agricultural Journalism" by Crawford and Rogers; "Writing for the Community Newspaper" by Russell Lord, published by the Ohio State University extension service; and to "The Country Weekly" by Phil C. Bing.

"One can usually search in vain for any reference to how someone's field of wheat turned out, or how a man succeeded with soy beans or sweet clover. Sometimes I have searched all through a country weekly and in no place could find any reference to the weather or the crops, or was I able to gain any idea as to whether conditions were favorable or unfavorable for crops. Doesn't it seem strange then when agriculture is our nation's greatest industry, that in the country weeklies and in our dailies, we can find so little with regard to it?"

"My first newspaper experience was contributing township items to the Brookings Press and also the Aurora Times in South Dakota. I liked the work and believe that it aroused an interest in the game that finally resulted in my making it a life work. I wrote items about so-and-so purchasing a new top buggy, about someone having a runaway, about someone else going to town or to the neighbors.

"How much I missed in the line of real news! I might have told of how a neighbor had been very successful in raising potatoes and how he handled the land. I might have told of how John Jones got a certain gain on his hogs in hogging down corn. I might have told of how a certain farmer tested his seed corn and what results he got. The farming community where we were brought up, we now know was chockful of real human interest items that could have been easily secured and that would have helped someone else. But we neglected them all simply to chronicle the purchase of top buggies, neighborhood calls and other items of this nature.

"My work especially during the summer season, takes me out on farms over a wide area. On every farm there are stories, stories of failures, stories of success, stories of how one method of handling this crop failed or succeeded; stories of new varieties of grains tried out, feeding experiences with livestock.

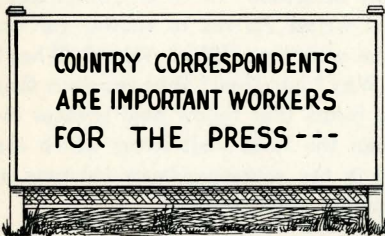
"Many country weeklies are handling some farm news, but the chances for increasing this amount are immense. News from the farm is especially important if it gives some farmer reader a clue to a better farm practice, or has some real human interest for him. Such news as I have mentioned will be more interesting than news about visits of folks here and there, even though the visiting items are usually in the majority."



Without doubt there is a real need for more of the local news of the farm business in the country newspaper. Newspaper men are frank to admit they would use more of this kind of news if they could get it. But as a rule newspaper editors are among the busiest men in their communities. In addition to the work of writing and editing a newspaper that is representative of their community and attending to the many other things that must be done to make an up-to-date newspaper plant pay a profit, most editors are usually members or chairmen of from one to a half dozen civic or community enterprise committees—all of which adds to the duties of the newspaper man.

Rural people themselves can help most to give agriculture the proper newspaper recognition that it deserves. Never before has the interest of both city and rural people been so centered in the problems and events of the farm. Farm people can guide this interest in the right direction by helping the local newspaper report the news of farming. Editors will receive with open arms contributions from farmers that tell of their experiences, farming practices and results.

Within the last few years rural life has been changing with a rapidity undreamed of 10 or 15 years ago. Today the farmer and each member of his family are making 10 contacts where a decade ago they made but one, and with each new contact news of the country weekly is being created. Community clubs, boys' and girls' 4-H clubs, home extension clubs and a score or so of other similar organizations have been formed in almost every community. Secretaries of these organizations are in an especially strong position to give the local newspaper the news of agriculture, including reports on the meetings and activities of their organizations.



Country correspondents are perhaps the most important of all workers for the rural press in recording the agricultural advancement of their communities. The importance of their work was never more clearly recognized than now. A questionnaire sent out from South Dakota State College to 100 South Dakota newspaper editors indicated that almost 80

per cent of them would like to have more correspondents.

In the past, however, most rural correspondents have neglected the real news of agriculture to write items of farm visits. The interest that has sprung up in farm and rural life has opened up a news field of untold possibilities for members of this great group of newspaper writers who will develop a nose for the news of farming.

Every farm is a news laboratory.

Every farmer is a news maker. In this day and age of changing agriculture, farmers are continually trying something new. It may be a new method of feeding baby beef or a new way of raising hogs. Perhaps it is a new piece of farming machinery. What are the results they are getting? Everything new on the farms of a community is a challenge to the local news writer.

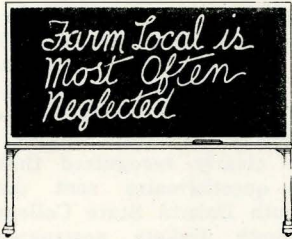


TYPES OF FARM NEWS

There are two general classes of stories about farming and farm life. These are the agricultural news story and the agricultural feature article. For the purpose of this circular, however, both classes will be discussed under the one heading—Types of Farm News.

A clear classification of various types of farm news is not possible. Any list of farm story types must be an arbitrary one. Even so there must be an overlapping. Such is the list that has been set up for discussion here. Careful analysis will indicate, however, that most of the stories available on farms and in the country fall under one of the following headings: farm locals, experience stories, spot news, general reports, accounts of achievement, device stories, the interesting incident or freak, and the historical or reminiscent.

Farm Locals.—This type of farm news may be construed to include the visitation items that are so common in the weekly news letters of almost every country correspondent. There is another kind of item that holds much greater interest, yet this second kind of farm local is the most often neglected and easily obtained of all stories from the farm. They are not hard to write and can be picked up wherever two or more farmers get together.



The essence of the farm item is the local name in action. As in any other news story, the writer strives to answer for the reader the questions, Who? What? When? Where? Why? and How? Who can deny that the farm locals that follow hold greater interest than the farm visit items which can be found in the correspondence columns of every country newspaper:

Frank Crouse of Richland Township reports he has some 300 small pigs. Mr. Crouse uses the individual A-type hog house entirely. You can see these houses all over his place. He attributes his success to this method as his pigs are raised on new ground and have a good chance to keep healthy.

An eagle was recently captured in a couple of traps he had set for coyotes by James Bauer, who lives on the Sanskutt place. The eagle is a large one measuring seven feet, five and one-half inches from tip to tip. It is one of a pair that have made their homes in the neighborhood.

Charley Blackman has regular shipments of boilers going to market now. He says this is the month to get highest prices. Mr. Blackman selects his largest young chickens, puts them in a crate, and feeds them all they want for ten days before shipment. He finds this a very profitable way to sell his early hatches.

Remodeling of the kitchen is being done at the John Redding home. Mrs. Redding attended a demonstration on "step saving kitchens" at the last meeting of the extension club. Later she carried a pedometer for a day while doing her house work. She found she had walked 10 miles. The new kitchen will be planned to save many extra steps.

A fine barley and flax crop may be seen at the Wm. Barkley farm. Mr. Barkley has the outstanding crop in the community. He rotates his crops every year, always including sweet clover in the rotation.

The Experience Story.—In this type of article the interest is based on the fact that the experiences of local men and women are related. The information can be easily checked because it has local authority. People like to read something about folks they know. Stories of this kind have often been the direct cause of changing agricultural practices. No newspaper can perform a more worthy service to its readers.

There are three different kinds of experience stories that are published in the country newspaper. The difference is in treatment. Here, for example, is a story that is written entirely in the third person:



Know Value of Clean Lots For Little Pigs

Pays To Keep Them On Clean Quarters Away From Old Lots, Say Paulson Brothers

That it pays to keep little pigs on clean quarters and away from old hog lots is what Paulson Brothers, of Dayton township, have found out through a costly teacher-experience. This year as a result of their methods, they have 49 fall pigs just about ready for market—the same number as were weaned.

Success cannot be expected by doing the job part way either. A year ago Paulson Brothers cleaned their hog houses and farrowing pen thoroughly with hot water and lye. The little pigs, although having a clean start, were put into the old hog lots with the result that only

36 of 72 pigs weaned—50 per cent—were raised. This last spring under the same conditions 30 pigs out of 90 died before maturing.

This year Paulson Brothers have a system of pastures so arranged that the little pigs will be farrowed in clean pens and live on clean pastures afterwards. A pasture of sweet clover and rape will be used at first and when they weigh about 100 pounds the pigs will be turned out on alfalfa pasture. They will be large enough then so that disease germs cannot affect them easily. Paulson Brothers have 30 sows which after farrowing will be placed in colony houses 8 x 16 on a clean pasture.

This system which Paulson Brothers are using is known as the McLean County Sanitation system. It is coming into general use more every year because it has been found that it pays to keep the pigs clean.—From Lincoln County, So. Dak., weekly newspapers.

The experience story may be written in the first person and run under a "by-line" as was the following story taken from the Timber Lake Topic. The practice of publishing articles in this manner is not as common in the country newspapers as it is in farm papers. Permission to print an experience story under a man's name should be obtained before it is given to the editor.

ALFALFA IS RATED AS BEST FEED FOR HOGS

By R. E. BywnTERS

I think alfalfa is the best crop we can grow here and know my alfalfa has paid me better than any of the other farm crops.

If a farmer wants to raise hogs cheaply, he should have plenty of alfalfa pasture and also let the hogs run to an alfalfa stack in the winter. It is also fine for poultry in winter as well as in summer.

I have almost always gotten a good stand by seeding alfalfa without a nurse crop. I have found that the alfalfa is much more vigorous the season after sowing and I get more hay that year than I would if a nurse crop were used.

Again the experience story may take the form of the interview. This form is interesting because it gives opinions and explanations in the exact words of the individual. Quotation gives the effect of one person talking directly to another. Direct quotation, indirect quotation and explanation may be used together if variety of expression is wanted. An experience interview can be found in almost any farm paper. Here is an experience story from the Belle Fourche Bee which takes the interview form:

1,500 Turkeys May Be Raised On The Brickle Ranch Northwest Of Nisland

Approximately 1,500 turkeys will be raised this season on the largest ranch in Butte county, if the plans of Mr. and Mrs. J. G. Brickle are successful. The Brickles produced about 800 birds last year and wintered over 100 to start the egg-laying season this spring. The Brickle ranch is eight miles northwest of Nisland.

Turkeys Easy to Raise

"Turkeys are as easy to raise as chickens, and they do not need as much feed as chickens of the same age," Mr. Brickle says. "They must, however, have plenty range and it must not have been

used by chickens or turkeys for several years.

"For a flock of 1,500 turkeys a range of about 80 acres is advisable. If 1,500 is to be the average number each year a farm of 160 acres is about the right size. The turkeys should not be allowed to range on the same ground two seasons in succession, else serious diseases may develop in the flock."

A herder will be necessary on the Brickle farm this year if 1,500 turkeys are raised. He will watch the turkeys throughout the day.

About the middle of April is the time to set turkey eggs, the Brickles have found, and they say

Rhode Island Red hens or hens of other breeds are best for hatching purposes. Each hen will handle 11 eggs.

Rations for Turkeys

"When the little turkeys are 36 to 48 hours old ground hard-boiled eggs make the best feed," Mr. Brickle continued. "Three days later clabbered milk should be added to the egg ration. After the fifth day oatmeal should take the place of hard-boiled eggs. During the summer the turkeys are allowed to range in the day time but are fed ground hullless oats each evening. When they are ready to be fattened, we feed ground corn or barley."

Enemies of turkeys, the Brickles have discovered, are mites and lice, crows and magpies, and the skunks and weasles. After losing a good-sized flock of turkeys in about a day's time one year, due to lice and mites, Mr. and Mrs. Brickle have since been watchful. Whenever they consider it necessary now they dampen the tops of the turkeys' heads, the breast bone, the vent, and the base of the long wing feathers with olive oil, then dust the turkeys with a mixture of tobacco dust, lime and sifted ashes. Turkeys thrive in wet as well as dry weather if the lice and mites are controlled Mr. Brickle says.

Spot News.—A woodshed burns down in the village and is played up in the headlines of the local newspaper. Yet, an entire township may be laid waste by hail storms or army worms may destroy crops in all of a country neighborhood and little notice is taken, largely because country news gatherers pass these things by as "common knowledge."

Sometimes correspondents claim there is no big news in the country. There is big news everywhere. The big news is usually the "spot news" of a community. Ordinarily such news concerns something that has just happened. It is news today but tomorrow or next week it may be dead or of only passing interest.

Stories of community disasters such as hail storms, tornadoes, unusual snow storms, extreme winds, epidemics of hog cholera or other diseases, outbreaks of army worms or other pests together with an estimate of the damage done and other interesting facts—these are spot news. There is also such spot news that concerns the individual such news. There is also spot news that concerns the individual such as fires, accidents, shipments of livestock, purchases of notable herd sires.

Timeliness is all important in spot news. News is perishable. The big news of the neighborhood should be transmitted to the editor with all possible haste. It may be necessary to use a telephone. Here, for example, is a story of an army worm outbreak that was "spot news."



Farmers Use Poison To Quell Army Worms

**Pest Outbreak Worst In Eight
Years; Entomologist Warns
Against Further Infestation**

Lane, S. D., May 12—This community is experiencing the most serious outbreak of cutworms in South Dakota in eight years and serious injury to crops is resulting.

Farmers called A. L. Ford, extension entomologist of South Dakota State College here this week to organize a campaign to control the worms. Already over 20,000 pounds of poisoned bait have been used and victory is in sight. Those who have used the poisoned bran estimate that within 15 hours after it was scattered over their fields 80 per cent of the worms had been killed.

The outbreak of cutworms in

this country was first noticed about two weeks ago. The pests had infested an area about 20 miles square. Farmers observed that alfalfa fields in this area were practically bare while in other sections, the alfalfa was from two to three inches high. Many thought the alfalfa here had winter-killed, but when the crowns of the plants were examined, hundreds of worms were found. A call was sent in for the extension entomologist who pronounced the pest as the Western Army Cutworm.

Mr. Ford warned that serious damage to South Dakota farm crops may result from cutworms this spring if precautions are not taken to check the pests as soon as outbreaks occur. In case the worms break out in other communities, two methods of control are suggested, the most effective of which is the poisoned bait method. (Then followed information given by Mr. Ford concerning the methods of controlling the cut worms.

General Reports.—The most common of all news will be discussed here under this heading. In short, this is the routine news of a community.

News writers, whether they are workers for the country or metropolitan press, will always have as one of their duties the reporting of meetings, speeches, interviews, contests, announcements; accounts and descriptions of social

events, exhibits, places or things; reports of crops and markets; accounts of recurrent happenings; and what-else-have you?

Such reports may take the form of the interview; in fact, most news stories of speeches, meetings and announcements are interview in form. If the report takes this form, it may begin with a direct statement, an indirect statement, the general topic of the interview, the name of the person quoted or the occasion. Ordinarily, however, unless the person quoted is the most important part of the story, the use of a name at the beginning of the article is avoided as are also beginnings of time and place.

Again the general report may be a matter-of-fact account in which the facts of the news are related in the order of their importance. Here are stories which illustrate the two general forms of reports, the first a report of a speech and the second a chronological presentation of fact.

MEETINGS, CONTESTS,
SOCIAL EVENTS,
CROPS AND WHAT-
ELSE-HAVE YOU?

"HILLS" ARE IDEAL FOR ALFALFA SEED

Rapid City, S. D., July 15—"No country in the world is more advantageously situated for producing hardy strains of alfalfa than is the Black Hills section of South Dakota."

The foregoing statement is the opinion of President C. W. Pugsley of South Dakota State College expressed before a gathering of State College students, former students and Black Hills farmers who held their first annual Black Hills-State College picnic at the municipal tourist park today.

"All through the corn belt, county agents and farmers are learning that Black Hills alfalfa seed is as good as the best and better than most," Dr. Pugsley told his audi-

ence. "If you properly grow, protect and guarantee your seed and systematically develop your market you will soon be the greatest alfalfa seed producing section in the world."

Mr. Pugsley quoted figures of the United States Department of Agriculture to show the growth of alfalfa seed production in the Hills.

"Alfalfa shipments made by a group of growers in western South Dakota reported to the department of agriculture have increased from 944,528 pounds in 1921 to 2,145,000 in 1925," he said. "That is an increase of about 140 per cent in five years. The increase was the largest in 1925. The department of agriculture also reports that western South Dakota seed brings a higher price to the growers than the seed of any other section."

SOUND DEATH KNELL FOR PRAIRIE DOGS

Hot Springs, S. D., April 17—Poisoned oats have led to the death knell of the retreating prairie dog in Fall River county. These scampering, barking rodents have been practically driven from the ranges in this county.

When the campaign for eradication of the prairie dog was started in this county eight years ago, a survey showed that at least 25 per cent of the land was infested with dogs. The infestation was so general that farmers and ranchers said the dogs could never be entirely driven out.

A preliminary and incomplete survey showed that there were 100,000 acres of land in this one county inhabited by prairie dogs. There were towns running the full

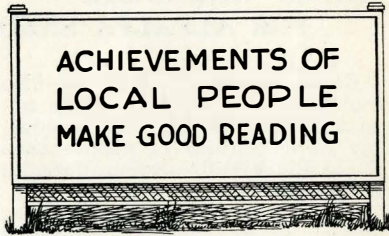
length of the county, 30 miles and more, and four or five miles wide. These towns were located on the flats on the better land and ranges where the best quality hay was grown.

Only a few small scattered prairie dog towns remain and these will be destroyed within a few more months. Two men are doing the work in the county and are held responsible for poisoning the dog towns and re-checking the fields to get any dogs that might escape the first poisoning. The bait is furnished by the county and the work is charged as a tax against the land. Non-resident land is treated for dogs the same as that of resident owners and the school lands of the county are likewise treated. Re-infestation would occur within a very short time if any of the dogs were allowed to survive.

The Achievement Story.—Nowhere is there such an abundance of human interest achievements as there is in the country. Human interest is that vague element in a story that arouses people's interests by appealing to their emotions.

The achievements of local men and women are far more interesting to readers of a newspaper than are the achievements of people in other countries or states. Often the achievement of a little child holds greater news interest than that of the adult. Even though the child's achievement may be relatively smaller than that of the adult, it must be recognized that the difficulties of the child to attain achievement are often just as great.

The achievement story may contain considerable biographical material in which the human interest element is played up. Usually it is essentially a historical account of an individual's battle against odds to success. The element of interest is the same as that which makes people interested in seeing the "under dog" win. The following article illustrates the achievement story. Aren't there a few stories of this type in your community?



CLUB GIRL SETS MARK FEW WILL EVER REACH

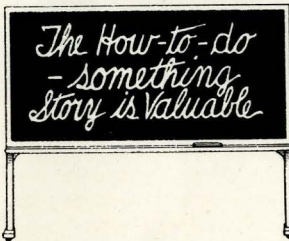
Aberdeen, S. D., July 1—Wanted some club girl who can beat the record made by Julia Grieben, 13 year old member of the Lincoln Lassies Club in Brown county.

Julia got started in club work last July at the boys' and girls' club camp held at Enemy Swim. When she arrived home from the camp, she taught her mother how to make a set-in pocket. Then a neighbor woman asked for the

same help and Julia spent an afternoon with her.

Since she started in club work, Julia has made the following articles of clothing: five princess slips, two small aprons and a woolen dress for herself, one wool dress for her little sister, three gingham dresses for her sister, two gingham dresses for herself, two pairs of rompers for her baby brother, one apron for her mother, five pairs of bloomers, one baby cap, one tea towel, one pot holder and a dress and bloomers for her little sister.

Device Story.—News style is usually followed in writing the device or how-to-do-something story. Directness and simplicity in the statement of the facts are desired. If a local name can be connected up with such a story it is extremely valuable to both the newspaper and its readers. Here is a story that deals with a practical device that a South Dakota farmer has on his farm. Similar stories can be found on almost every farm.



Cream Cooler Helps Farmer To Produce Better Butter

Proper cooling of cream is important in making good dairy products, A. C. Aronson, Hamlin county dairyman, finds. The home-made cooling device he has in use on his farm helps him to market sweeter butter and cream. A similar arrangement can be made on almost any farm at little cost.

An ordinary barrel was used as the cooling tank in which Mr. Aronson places the cream as it comes

from the separator. Two holes were bored into the barrel at different levels. Gas pipe connection were then made between the barrel and the pump and the barrel and the tank where the livestock are watered. Water is pumped into the barrel through the upper pipe line and is carried away to the horse tank through the lower pipe line. This cooler is an efficient one, inasmuch as all water pumped for livestock must first pass through the cooler on its way to the watering troughs.

Interesting Incident or Freak.—The unusual in the news always provokes the interest of people. The more freakish the incident, the greater the news value. On the other hand, the correspondent should not overlook the human interest incident story, that gets its interest not so much from the unusual facts that it presents as from the way the story has been written. A typical example of the farm "freak" story is this one selected from a Kansas newspaper:



Speaking of Horse Sense Here's The Real Thing

Smith Center, Kansas—Hundreds of tourists stop on the highway a mile east of this city to watch the unusual sight of a driverless team at work on the Howard Cannon place with a disc cultivator. So well trained and intelligent are the animals that they require no human hand to turn them around at the ends, and they have yet to fail getting on the right row. Their owner, at work in the same field with a four-horse team, pays but little attention to them except to hitch and unhitch them.

Local History or the Reminiscent.—Any story that relates the history of things, places or people that readers are familiar with immediately catches popular interest. If the local history can be run in connection with some news event it is of especial value, for timeliness and the present-day point of view are essential to this type of story.

OLD RECORDS RECALL EARLY S. D. HISTORY

What was wheat bringing per bushel back in 1873?

What were potatoes selling for on the local markets in 1873?

These are questions which the average farmer would find hard to answer for very few South Dakota pioneers were keeping farm account books in those early days. Markets were often great distances from the farmsteads, consequently most of the grain was fed to cattle. Sometimes, however, a farmer hitched his ox team to a load of wheat and drove overland 40 or 50 miles to the nearest market place where his grain was sold, his wagon loaded with foodstuffs, and sometimes perhaps the market price of wheat was jotted down on the grocery bill in order that it might be kept in a permanent rec-

ord after he had returned home.

One of these old price records was kept by W. H. Stoddard of Hurley, a resident of South Dakota territory and state for 60 years. His records go back to 1873 when he noted that wheat was selling at the river markets at 60 and 70 cents a bushel. The following year wheat was bringing 70 cents, but in the year 1875 to 1877 came the grass-hopper invasions when the poisoned bran and orange peel method of controlling this pest was undreamed of. Crops were ruined. Whole corn fields were stripped in a single night. Within a few weeks' time, leaves, foliage, and everything green were eaten and the country, once prosperous, was reduced to a desert waste. Few price records were kept by anyone during those lean years and on the Stoddard report is found this entry, "very poor records, grasshoppers."

NEWS AND HOW TO WRITE IT

What makes good news? Now we are delving into realms that hold pitfalls for many writers.

Let us go back to the two farmers we left at the crossroads for an idea or two as to what news really is. You remember, we left these two talking about people and crops, about well-known places or things in their community and of recent happenings; they were relating experiences with new farm practices and exchanging opinions on problems of such significance as farm relief.

Here we have an inkling of what might be construed as news. People talk about the things they are most interested in. "Anything that interests people" is a definition of news given by one authority. The things people talk about are news.

Reader interest can be put down as the all-important element in news, for it is, in fact, the thing that gives a story news value. The degree of interest will determine the worth of a story and the best news will be that which interests the greatest number of people.

Again let us analyze the conversation of the two farmers introduced at the beginning of this circular. We find them discussing happenings or affairs of the moment. Here is a clue to another important news element—timeliness. Timeliness may mean either recent or seasonal. The power of recall is so strong in most of us that anything which brings to mind events long past may cause sufficient interest as to again make these things of news value.

The birth of twin calves to a dairy cow for the third consecutive time was mentioned. Unconsciously another major news factor had been touched upon—the unusual or extraordinary. People are curious. Who is there who has not heard the jibe “Curiosity killed the cat”? Curiosity is nothing more than an unconscious expression of interest, and things that are different never cease to attract curiosity.

Crops enter into almost every farm conversation. They are of particular significance and importance—there we have the words we have been searching for. These are elements of news value. Anything so significant or important that it touches the lives of all the people in a community will be of interest to them.

If one were to go further into the causes of interest in news, usefulness of the information should be mentioned. And then, too, something would have to be said about the usual, the familiar, in news. Some of the other general interests of all readers are classified by Phil C. Bing in “The Country Weekly” as contests for supremacy, children and pets, matters concerning property, life and well-being of fellow men, matters of tradition and sentiment, hobbies and amusements. To this list might also be added romance and adventure, mystery and beauty, names and numbers, people and places.

What News Is.—Now news can be defined because the elements that make a story news are before us. Let us again turn to Mr. Bing for our definition.

“News is anything that is of interest, significance, or importance to a number of people; and the best news is that which has the most interest, significance and importance for the greatest number.”

Crawford and Rogers in their book, “Agricultural Journalism,” have defined agricultural news and, since most correspondents need to develop their farm news, this definition should also be examined. Here it is:

“Agricultural news is a detailed, unbiased, timely, public report of anything pertaining to agriculture or country life that is interesting, valuable, or important to a number of persons.”

Let’s put our definition of news to work. The Happy Hollow Community club has just held its regular meeting. The secretary of the club in his report to the local newspapers starts out with the statement:



“On Wednesday the Happy Hollow Community club held its regular weekly meeting.”

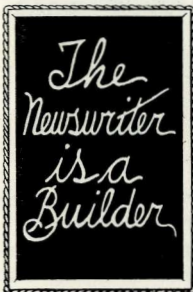
Has he touched the real news? Not if an analysis of what happened at the meeting is made. We find that the program included a discussion of alfalfa for clean hog pastures as one of the projects for the township agricultural program. Eight farmers of the community had decided to grow out their pigs on new alfalfa pastures as a result of this discussion. Here is the real news and the story would be written as follows:

"New alfalfa pastures will be used by eight farmers of the Happy Hollow community to grow out their pigs this year.

"The Happy Hollow club went on record favoring this practice in growing pigs at a meeting of the community club Wednesday evening at the Happy Hollow school at which several members gave their experiences with this method of pork production and Dan Jacobs, county agent, pointed out some of the advantages of using new alfalfa pastures in pork production."

Then might follow a quotation from the county agent or, even more important, from farmers of the community. A real news story has been developed out of the community club meeting; a story which might interest farmers in other communities in using this practice. The writer has picked out the important points and has gotten away from the ordinary account of a meeting and is writing real news.

Building the Story.—When a man builds a house, he begins first with the foundation. It is the most important part. If it is weak, his house falls; if it is strong, the house stands as a monument to his ability as a builder.



The newswriter is also a builder. With his kit of tools—the kit being his vocabulary and every word a tool—he builds cathedrals and palaces of news or he builds mere huts and hovels. His completed product marks him a success or a failure as a news builder.

Just as the foundation of the house is its most important part, so the first sentence is the most important part of a news story. The foundation of a house must be strong enough to hold up the framework. The beginning sentence of a news story must be strong enough to arouse interest and strengthen the other facts given in the paragraphs that follow.

The Lead.—There are several types of beginnings for news stories but the most common of all is the lead. This is known as the formal or summary lead.

What facts are important? Rudyard Kipling answers this question best in the following rhyme:

I keep six honest serving men!
They taught me all I knew:
Their names are What? and Why?
and When?
And How? and Where? and Who?

Not always will it be possible to answer all of these questions in the beginning sentence of a news story, but as many of them as possible should be answered at least before the first paragraph of the story is

finished, for these are the questions that the reader is asking in his own mind. His curiosity must be satisfied. An example of the summary lead may be found in any newspaper. Fully 90 per cent of all news beginnings are this type. Examine the following:

South Dakota farmers will use over 12,000,000 bushels of small grains, 600,000 bushels of corn and 700,000 bushels of potatoes, besides thousands of bushels of alfalfa, sweet clover, grass and other seeds for planting their 1927 crops.

Now turn to a newspaper and notice that most news story beginnings sum up in advance for the reader the facts of the news. Notice also that most of these leads answer the question given in the short rhyme previously quoted. These six questions can be set down as the framework around which the straight news story is built.

The Feature.—"Play up the feature," is the advice given cub reporters. It is good advice, too, for the rural news writer. Every set of news facts has some one thing that is more interesting than all the others. When the writer has determined what this most interesting thing in the story is, this fact should come first in as vivid and compact a form as is possible.

Very often the news story will deal with some person or persons. Because people are most interested of all in other people, the "Who?" is often featured. The lead that has just been examined has a "Who" beginning in that it mentions first the fact that farmers are involved. In this particular lead the "What?" is an important element. This beginning might even be strengthened by featuring the amount of seed used even more prominently:



Over 12,000,000 bushels of small grains, 600,000 bushels of corn and 700,000 bushels of potatoes, besides thousands of bushels of alfalfa, sweet clover, grass and other seeds will be used by South Dakota farmers for planting their 1927 crops.

The newswriter's first problem is to determine the most important thing in the story. Perhaps the answers to the questions, Where? When? Why? or How? are found to hold the most interest; if so the answers to these questions should come first in the lead. As a caution to beginners, however, it is well to remember that beginnings of time and place are usually not the most important and are to be avoided.

There are other types of beginnings that the writer for the rural press will want to use, of course, but for the average country writer, the summary lead will prove most adequate. No matter what type of lead is

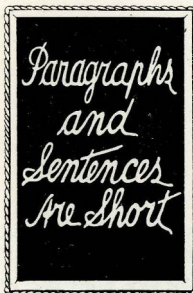
used, it is absolutely essential that the reader be given the gist of the story as quickly as possible. The lead must first of all arouse the reader's interest. Sometimes the lead may take the form of a question, again it may be a direct and striking quotation, perhaps it may be a freak lead such as that used in the example under the discussion of achievement stories.



The Body Structure.—The principle of giving important things first, holds true throughout the whole of a news story. A story so organized will do more than merely summarize the important facts for the reader. These facts will be so arranged that they follow in the order of their importance with the most interesting fact taking the feature position in the lead, and those of lesser importance following in order with the least important ones given the last line of the last paragraph.

This form is called the dwindling interest or inverted pyramid structure. Newswriters should note that the structure is entirely different from that of the ordinary English composition in which the climax or most important part of the story comes in the final paragraph. There is a reason why the news story must take the dwindling interest structure; the editor may not have space in his paper to print the entire story, hence it is essential that the piece be so constructed that it can be broken off at the end of any paragraph. If the story has to be cut it is of course best to have the least interesting parts left out.

Paragraphs and Sentences.—Paragraphs in the good news story are "block" paragraphs; that is, each paragraph develops completely a single phase of the subject. The paragraphs are so complete that they may be moved up or down in much the same way that a small boy might move his blocks about, or may be discarded entirely if it suits the editor's fancy. Even though such changes are made the news story must read smoothly.



Short paragraphs are an obsession with the best newswriters. A glance through several newspapers will indicate that two- and three-sentence paragraphs are common and very often a single sentence may constitute a paragraph. The average length will not be more than 75 words. There is more danger of getting paragraphs too long than too short and rural news writers should keep in mind that short paragraphs are more attractive to readers when they appear in print than are long ones. Paragraph a plenty.

Give the important facts first; this is an admonition that must be repeated again and again to the average writer. It is just as necessary in the paragraph as in the news story as a whole. For proper emphasis the most important details must be given the most emphatic position which is at the beginning of the paragraph.

Sentences are also short. The average newspaper sentence should run about 15 to 20 words. Long sentences may be used occasionally to