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THE FARMER'S NEWSPAPER AND AGRICULTURAL EDUCATION

"The farmer's newspaper is, in our country, almost the sole guide of the farmer's labor. It has thus far performed the part of college and teacher. It constitutes a large portion of the literature of that profession which all men love, and upon which all men depend, directly or indirectly, for their subsistence. There is in its pages a common ground where all conflict ends; a platform upon which all can stand; a creed which all can believe. And who does not know the inward peace and satisfaction with which the unhappy voyager across the stormy surface of a partisan press finds repose in these columns, which remind him of the calm and steady and luxuriant promises of nature, of growing crops, and of animals devoted to the 'service of man'? And more: Who does not know that whatever progress has been made in agriculture has received its stimulus and direction from these same columns? By suggestions, by investigation, by records of experiments, by statements of successes, has the agricultural newspaper press of our day kept the agricultural mind stimulated and informed. When larger and more ambitious designs accomplish in a more imposing manner what the agricultural editor is quietly doing every week, we shall be sure that something positive is done in the way of agricultural education.

(A portion of the remarks of Dr. George B. Loring, of Salem, Massachusetts, in presenting a farewell gift to the Hon. Sanford Howard, editor of the Boston Cultivator, on April 30, 1864. The latter was about to leave for Lansing, Michigan, to become Secretary of the Michigan State Board of Agriculture. — Annual Report of the Secretary of the Michigan State Board of Agriculture, 1870 (Lansing: 1870), p. 62.)

THE MICHIGAN FARMER:

A CENTURY OF AGRICULTURAL JOURNALISM

1843--1943

By
Joseph George Duncan

A THESIS

Submitted to the School of Graduate Studies of Michigan
State College of Agriculture and Applied Science
in partial fulfillment of the requirements
for the degree of
MASTER OF ARTS

Department of History
1950

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PREFACE

Michigan agriculture in the last years of the 1940's was an enterprise with a cash income of approximately three-quarters of a billion dollars. Although only about a third of the state's land area was devoted to crop raising, Michigan ranked tenth or better in the production of the nation's major crops. In some sections of the state, land had been under cultivation for more than a century and a quarter. It would seem that the time was ripe for a comprehensive history of Michigan agriculture, similar to what has been done elsewhere.

It seems logical to believe that anyone attempting such an undertaking would, at an early date, need to familiarize himself with the state's leading agricultural publication, the <u>Michigan Farmer</u>. That this paper has its roots in the early part of the 1840's is of great value to the future historian of Michigan agriculture. Fortunately, also, virtually a complete run of the paper is available in the combined holdings of the Michigan State Library and the Michigan State College Library.

The author of this thesis has attempted to do a little of the spadework that confronts the future chronicler of Michigan's agricultural history. He has sought

to trace the history of the Michigan Farmer from the time of its founding in 1843 through its first century of existence. Realizing that an involved recital of the comings and goings of publishers and editors would make for monotonous reading and be of doubtful value, he has confined the body of the thesis mainly to a narration of the policies advocated and the role the paper played in the changing agricultural scene. In the Appendix will be found a detailed listing of those staff members whose names could be gleaned from the mastheads of various issues and by other means.

It is fitting and a pleasure at this time to acknowledge the contributions of several persons who aided the writer. To them he is most grateful. Foremost among these individuals is Dr. Madison Kuhn, Associate Professor of History, under whose guidance the project was planned and carried out. His frank criticism and stimulating counsel are greatly appreciated. Members of the present staff of the Michigan Farmer, who aided the author, are Mr. Milon Grinnell, Editor, and Mr. J. W. Jordan, Circulation Manager. Mr. Burt Wermuth, who served in various capacities including that of Editor and General Manager before his retirement in 1941, and his wife, Mrs. Ila Leonard Wermuth, a former Household Editor, helped prepare the list of staff members since 1900. Michigan State Library staff members were cooperative in making available their holdings, and the author especially desires to thank Miss

Gail Curtis, Reference Librarian, Mrs. Althea L. Hogan, Head of the Circulation Section, and Mr. Joseph Cherwinski, Head of the Shipping Department, for their aid. Photography was done by Mr. Dale Bulock.

Although it may seem a bit unusual, the author would like to pay tribute to John Clough Holmes, who collected and bound into volumes the early issues of the Michigan Farmer, which form the nucleus of the Michigan State Library's holdings of the paper. Holmes, a pioneer Michigan horticulturist who lived from 1809 to 1887, had a keen appreciation of historial materials. He is best known, however, for his leadership in the establishment of Michigan Agricultural (now State) College in 1855.

J. G. D.

East Lansing, Michigan
March 13, 1950

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INTRODUCTION

One of the most significant factors in the tremendous advance of American agriculture during the past century has been the general farm periodical. As a disseminator of information on crops, animals, machines and processes—— and as a constant agitator for recognition of the farmer's place in our national economy—— the agricultural periodical has had no superior.

Farmer, now well into its second century of service to those who operate the state's 175,000 farms. Indicative of the high esteem enjoyed by the paper in Michigan is the statement of a national circulation audit firm that of the Farmer's 142,000 subscribers, more than 95 percent of them reside within the state. It is highly fitting that the story of the Farmer be told in order that its contribution to the development of Michigan agriculture and the improve-

ly. S. Bureau of the Census, <u>United States Census</u> of <u>Agriculture</u>, <u>Statistics by Counties</u>, 1945 (Washington: Government Printing Office, 1946), Vol. I, Part 6, p. 2. The 1950 census is expected to reveal a decrease in number of farms.

Audit Bureau of Circulations, Report for Six
Months Ending December 31, 1949, Michigan Farmer (Chicago:
Audit Bureau of Circulations, 165 West Wacker Drive, March, 1950), p. 1.

ment of rural living may be made known.

Like other venerable institutions, now operating on a sound financial basis, the Michigan Farmer experienced its share of difficulties in the early years. Having been founded in 1843, at a time when farming in the state was relatively primitive and agriculture in general was depressed, the paper's first two decades were characterized by financial insecurity and frequent change of publishers and editors. Nevertheless, a beginning was made in the long record of service to farming. Not only did the paper point out the importance of systematic practices relating to the growing of crops, but it stressed the need for improved breeds of livestock. As an important part of its program, the paper gave hearty encouragement to the formation of agricultural societies and the founding of Michigan Agricultural College.

The Civil War proved a disrupting influence upon the continuity of the Michigan Farmer. At the end of the war decade, the paper's old editor, Robert F. Johnstone, and his partner, Robert Gibbons, re-established the Farmer on a much firmer basis than it had ever experienced. Throughout the remainder of the nineteenth century and into the new century, the paper became more and more the voice of Michigan agriculture. Alert to developments that promised improved crops and better livestock, the Farmer lead in urging the growing of more corn with which to expand the state's livestock industry. The importance of dairying as a

source of steady income was stressed, fully two decades before the state's rapid urbanization brought a vast increase in dairy products consumption. During the period which ended in 1908, the <u>Farmer</u> helped to promote the R. F. D., the building of better country roads, and the extension of rural telephone systems. In addition, the paper steadily improved its offerings for the homemaker and other members of the farmer's family.

By the end of the first decade of the new century, it was foreseen by the paper that the long-held supremacy of the horse-powered machine would soon be challenged by the internal combustion engine on wheels. Not only did the Farmer report faithfully the fast-changing picture of agricultural mechanization, but it was alert to the accompanying increase in crop specialization. As crop yields and livestock production continued to rise, the fertility of the state's soils faced steady and ruinous depletion. Again, the Farmer's voice was heard --- this time, in urging the growing of more legumes and in promoting soil conservation. Though it avoided offering glibly phrased panaceas, the paper in the 1920's and 1930's devoted much space to the problems of agricultural marketing and taxation. Less spectacular, perhaps, but a project of great potentialities was the Farmer's promotion of agricultural courses in the public schools and the encouragement it gave to the agricultural extension movement.

The appearance of the Michigan Farmer has always

compared favorably with that of its sister state farm publications. In 1939, new rotogravure equipment was installed which enabled the paper to appear on a par with many of the leading national farm and general periodicals.

In the chapters that follow is presented a detailed account of the history and accomplishments of the <u>Michigan Farmer</u> during its first century of existence.

CHAPTER I

PLANTING TIME, 1843-64

The ground was broken for the establishment of the Michigan Farmer when Josiah Snow began his short-lived Western Farmer in Detroit in January, 1841. By December of the following year, the Western Farmer had seen two publishers come and go, and the third had announced the sale of the office fixtures and subscription list to a fourth party. The latter proposed to change the name of the ill-fated paper and to begin anew.

Seemingly full of confidence and undismayed by the bad fortune that had dogged his predecessors was this fourth party, Daniel Darius Tompkins Moore. A native of Marcellus, New York, Moore spoke of himself as having been reared in the country and having had practical experience in farming. It was said that his early life was "full of vicissitudes," which may have occurred during his farming days or when he was learning the printer's trade in Rochester, New York, under Luther Tucker, who later became famous through publishing the Genesee Farmer. He was

W<u>estern Farmer</u>, Dec. 31, 1842, p. 163.

Michigan Farmer (hereafter referred to as Farmer), March 1, 1843, p. 12.

THE

WESTERN FARMER,

CONTAINING

oricipal & delegges articles,

RELATIVE TO



With various Statistics relative to Michigan.

JOSIAH SNOW, Editor.

VOLUME 1.

DETROIT:

FUBLISHED BY B. F. ARMSTRONG.

1841.

Title page of volume I, the Western Farmer, 1841.

FARME 'ESTER

or attitue va de that it has been

VOL. I.

DETROIT, FEBRUARY 9, 1841.

NO. 3.

Belited and Published by JOSIAN SNOW. Printed by Wm. Harsha.

a .- ONE DOLLAR per year, in a lyance define and twenty-five cents if not part within three months; may learn the history and habits of his nucos dollar and fixy cents (not paid used the expection of six microus colonies among the insect tribe, and
months; one dollar and experty-five cents if not part unal nine; the most is accessful, time and manner of mamonths effer the time of sub-riving, and two dollars if not paid until the close of the year.

Alvantages of Agricultural Papers.

LETTER PROM JOSEPH GIBB INS, OF ADRIAN, MICH.] Friend Snow,-Thou wilt find enclosed \$3. 00 f r which thou may please send three conies of the Western Farm r. I shall encopies of the Western Farmer. I shall en-deavor to exert what little influence I may have in trying to induce farmers to subscribe have in trying to induce farmers to substruct a ware, without any hint from me. I need for thy paper; having first set the example for the papers, I now take two other agricultural papers. I feel very willing to do caltural papers. I feel very willing to do that I reasonably can for the encourage all that I reasonably can for the encourage desires for the quecess of the "Western Farmer."

As ever, thy friend, I. GIBRONS. ment of those who are doing so much for the good of the community, for however unper-ciled the fact may be by fermers, as I be percially those who neither take nor read agricultural papers, yet I believe it is nevertheress that many such farmers have been benefitted to several times the amount of a year's subscription for such a paper, by their

enabled to form a correct conclusion whether he had better dispose of his crop at once of reserve it for better prices. There, too, he may learn the history and habits of his nuthe most successful time and manner of making war upon them. In short, it is the object Add small the close of the year.

Any person endeming Five Dallars in advance, will be eatilistic options, to be sent according to directions.

use full or interesting knowledge or informaknowledge in relation to the wonderful opera-tions of nature in the vegetable and animal

But of all this and much more, thou art well

J. GIBBONS. Adrian, 1st month 1st, 1841.

A Letter of Encouragement.

FROM BOLOR ROBINSON, OF INDIANA.] Mr. Snow,—Your letter is received, in which you say: "Now, the excitement of the Presipublication, without knowing from whene the dential Election is over, let us turn our atten-benefit was derived. This may seem some-tion to try to confer some benefit upon the Agri-what paradoxical, but I think then will be at calcurists of the great North-West." Sir, I what paradoxical, but a sink thou will be at calcurists of the great North-West." Sir, I no be seen to kind of benchis configuration of the probability of its truth. It heartly reciprocate that sentiment—I consider that sentiment—I consider that who paradoxically rejoice, it sometimes could be said that would induce farmers generally in a paper in the capitol city of the great and this state to take the Western Farmer, or some a facility or proposale of the sentiment. this State to take the Western Farmer, or some a terrile peninsula of the northern lakes. And other good agricultural paper. The increased a vou certainly would receive a warm support interest and respect they would feel for their arrow all classes, if this great truth could be occupation, would, alone, I should think, among impressed upon them, that "Every thing that ply compensate them for the expense, but in tends to improve the Agricultural community, ply compensate them for the expense, but in addition to this, they might frequently derive considerable preuniary advantage in various ways. Is a former's horse-orh.sox, his cow, his sheep or swine, affected with disease, he has but to trun to his paper to find a description of the disease, and the most approved and successful reandy. Does he wish to procure any valuable kird of fruit or seed, but knows where it is to be had. If improved classes, should lend their nation entropy and useful improves the Agricultural community, improves the Agricultural community, improves the Agricultural community, to now use them in dissenting Agricultural at information. You ask the aid of any proportion of the entire mass to do all I can in the good cause—and I also assure you that there are there in I assure you of my readants to do all I can in the good cause—and I also assure you that there are there in I assure you that there are there in I assure you of my readants to do all I can in the good cause—and I also assure you that there are there in I assure you of my readants to do all I can in the good cause—and I also assure you that there are there in I assure you of my readants to do all I can in the good cause—and I also assure you that there are there in I assure you of my readants to do all I can in the good cause—and I also assure you that there are there in I assure you of my readants to do all I can in the good cause—and I also assure you that there are there in I assure you of my readants.

I all information. You ask the aid on your paper. I assure you of my readants as the hold of all information. You ask the aid et it and knows where to procure them; and my remuneration. I see some of the older where such things are offered purporting to be and well known Agricultural journals received and through your own unaided excitors, year not offered purporting to the experience of ling a support werthy of the great good cause to there and seen ascertain with their they proved they are devoid to. I see new Agricultural to be practically useful or not. If he has an import statting infalmost every principal town amount of good or other produce on hand, in the United states. This indication cannot be paper with inform han what the prospect by mistaken. The condition of the agricultural of supply and demand is, and he may thus be a real community is upon the rising scale; and

it can, IT MUST, IT SHALL, be still more clevated. The decree has gone abroad-American farmers cannot be induced to remain in ignorance. Publish papers devoted entirely to their daily pursuits, and my word for it they will be read, and they will add to the wealth, and what is of far more consequence. to the happine-s of those who read. the trail temples, talle sent according to directions.

In the word, and resultance on the first of post of the sent according to direct must be post post. The re-opins for money was to acknowledged through the specific of post of the barn, the dairy or the house. And if no plan or purport.

Driginal Communications.

In the first Market must be post post of the sent for of post post. The publication of such a paper as you present the last sons and daughters, it may have no for oblighy distracted as with the farmer—small influence in forming their character for post, will add would be state of Michigan Communications. inture usefulness and respectability, by giving gan. All classes should support it. Urge them a correct view of the truly important and lupon practical men to communicate to it. I honoractic occupation they are engaged in. Nothing gives greater interest to such a paand creating a taste for useful and plensing per than the letters of correspondents. Look knowledge in relation to the wonderful opera at the "Cultivator," those are the first articles read. The reader first looks for names that he has become familiar with. And if he sees new ideas advanced over the name of some person whose resputation he knows and that he may depend upon the correctness of what he advances, he is ready at once to adopt the improvement.

I am willing to put my reputation upon one assertion in regard to the advantage to derived from Agricultural papers. it was by means of the Cultivator, that the Berk-shire hogs were introduced to the knowledge of the farmers of the U. S. And I now assert that the benefit to the country arising from the introduction of these hogs, is of more value than all the subscriptions ever paid to that widely circulated paper.

And such are the kind of benefits contin-

But in spite of all objections, let us perse-vere. Let us continue to offer every inducement to the farmer to learn knowledge. Let us urge those who have shown themselves so talented in advocating their political tentis, to now use them in disserting and Agriculture

Page 1 of second issue of the Western Farmer, February 2, 1841.

apprenticed to Tucker in 1835, at the age of fifteen. His contact with Tucker may have been a factor in Moore's decision to start a farm paper.

While yet a minor, Moore came to Jackson, Michigan, with a relative, and the latter formed a partnership and established the Michigan State Gazette, a weekly Whig newspaper, in August, 1840. After the death of this relative, Moore assumed his role in the business, in January, 1841, and retained an interest in the Gazette for at least two more years.

At the age of twenty-two, this "young man of industry and talent," as he was described by the editor of the St. Clair (Michigan) Banner, closed a deal to take over the assets of the dying Western Farmer. These he moved to Jackson, which he deemed a better location for a farm paper, as Detroit was "entirely out of the main Agricultural district."

Jackson at that time was the western terminus of the Central Railroad, and was described by a clergyman as

^{3 &}lt;u>Tbid.</u>, June 18, 1892, p. 4; <u>Rural New-Yorker</u>, June 18, 1892, p. 401.

Farmer, July 15, 1843, p. 84; Douglas C. McMurtrie, Early Printing in Michigan (Chicago: John Calhoun Club, 1931), p. 284; Michael Shoemaker, "Historical Sketch of the City of Jackson, Mich.," Report of the Pioneer Society of the State of Michigan (Pioneer Collections) (2d. ed.; Lansing: 1901), Vol. 2, p. 324.

Farmer, Feb. 15, 1843, p. 8.

¹bid., p. 2.

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Daniel Darius Tompkins Moore (1820-1892), founder of the Michigan Farmer.

mone of the most forbidding mud holes of a town that enterprise ever undertook to make hospitable. . . . a dismal place apparently just fit for a penitentiary Moore set up his office in the "brick block adjoining the American Hotel, on the main street."

The first issue of the new publication had been scheduled for February 1, 1843, but unforeseen circumstances delayed it until the fifteenth. Moore apologized for the delay and promised his readers that, henceforth, the periodical would be "punctually and regularly published on the first and fifteenth of every month during the year—provided that a lack of support, or something else equally extraordinary and unexpected, (the fulfillment of Parson Miller's prophecy, for instance) does not interrupet our labors."

Moore's initial production consisted of eight pages, each approximately 9 by ll2 inches and containing three columns of reading matter. The full title was the Michigan Farmer and Western Agriculturist. Under the title was this Jeffersonian quotation, *Agriculture is

⁷W. Fitch, "Reminiscences of Detroit," Report of the Pioneer Society of the State of Michigan (Pioneer Collections) (Lansing: 1884), V, p. 546.

⁸ <u>Farmer</u>, April 1, 1843, p. 32.

^{9 &}lt;u>Ibid.</u>, Feb. 15, 1843, p. 4. Miller was an itinerant preacher who had aroused considerable notice because of his prediction that the world would soon be destroyed because of the sins of its inhabitants.

THE MISHING PARMER.

AND WESTERN AGRICULTURALIST.

A SEMI-MONTHLY PUBLICATION,

DEVOTED TO AGRICULTURE, HORTICULTURE, AND DOMESTIC AND BURAL ECONOMY.

AND DESIGNED TO ELEVATE THE

CHARACTER OF THE WESTERN FARMER.

CONDUCTED BY D. D. T. MOORE.

VOLUME I.

JACKSON, MICHIGAN.

PUBLISHED BY THE PROPRIETOR:

1848-4.

Title page of volume I, the Michigan Farmer, 1843-44.

MISTER TO THE PROPERTY.



PARMINE.

AND WESTERN AGRICULTURALIST.

"Apriculture is the neblect, as it with most matural persuit of Man."

VOLUMB L

JACKSON, WEDNESDAY, FEBRUARY 18, 1048.

NUMBER 1

THE MICHIGAN FARMER,
in published sum monthly by
B. B. T. 1808B, Editor and Proprietor,

7 B B 4 9:

Oce Dellar per ausem, payable la advance.

The Person is offered to Agents and Clubs at the following lost rates:—The Copies to 26. The Orphos for \$7. Fourtees Ought for \$50: Towardy Copies for \$8.5. and Thirty Copies for \$25.— Released to commerce at the legislance of the volume, and no exteriorization will be reserved for loss than det movelle.

All below ordering the paper, &c., must be five or post-paid. Pubersipton money, if hundred to a post master, one be forwarded five of expense, assembleg to the decision of the P. M. Granni.

80° All Post Masters and friends of Agriculture is Michigan

To the Farmers and Friends of an Agricultural Press in Michigan:

Ix presenting to you the first number of the Messesaw Farmer, not only a custom which has been in vogue from time 'whereof ary of men runneth not to the contrary, but a sense of duty and justice induces the sime and objects which we w, as well as the manner in which sties will be guided and continued. hould we, in endeavoring to do this, fail of pleasing-by making an awkward instead of a handsome bow-we shall still have the sotisfaction of knowing that our ets were good, and motives pure, although language in which they are imparted not either classical or refined. It is e of the most difficult of maters mundane the a diffident individual to make a pleasant and agreeable obelsance-particulary upon -but, believing the cause in which we have enlisted to be a worthy and laudable one, d that those berein addressed will cheerfully second our efforts for its advancement shall 'proceed to business' without addinal profaratory remarks.

The primary objects to which the columns of the Farmer will be devoted are, to introduce useful improvements in the Practice and Selence of Agriculture in all its various departments—to improve the cultivation of the rish and fertile soil of the West—and to largest the standing and emoble the character Western Agriculturiets. For the accommission of these and other objects set forth our Frospoctus, we diall use all proper means, and whatever of talent, industry and pressurement we may possess will be cheer-

Relly bestowed... And, with the aid and advice of a corps of destinations whose experience and ability will mable them to furnish articles of no ordinary merit we hope to make the Parmer interesting to all, and particularly useful to those for whose benefit it is chiefly intended—THE PARMERS OF MICHIGAN.

We shall endeavor so to conduct the paper as to make it a welcome visitor in every farm-house and cuttage where it may be permitted to enter-that it may be useful in the Kitchen and the Garden-and no intruder in parlor. We shall strive to make it, to some extent, the companion of the Housewife and Horticulturist, as well as of the Farmer .-In the language of a cotemporary on a similar occasion, we promise "that the most delicate hands shall not be soiled by its touch, nor the hardest hand find occasion to case it by in disdain. Wherever there are from and flowers, there we shall try to bring our bask-ts full, decorated with the fairest wreaths we can entwine. We will speak of the plants of the field, from the cedar that waves his proud hard upon Mount Lebanon to the hyssop that climbs upon the wall. 'Our talk will likewise be of cattle.' We will gather around us the lowing herds and spread out the flerces of gold. We will go forth in the spring to sow the precious seeds; and rejoice with the farmer at barvest time, when, by the blessing of the Lord of the Harvest, he returns in triumph, bringing his sheaves with him;--and if, in doing this we can sow the infinitely more precious seeds of truth and virtue, and show the dignity of honest labor, oftentimes far outshining even in the shade the Imperial purple, and inspire and quicken the love for rural pursuits and rural pleasurus; and open men's eyes and bearts to the beauties and glories of God's visible creation, to the abundance, the variety and the ceaselemless of his bounty, we shall be but too happy in the delicious consciousness that we have not

I labored altogether in vain."

To the Ladies—especially the Young Ladies and Housewives—we devote a certain portion of our columns, and trust that they will find something VALUABLE and HITHERSTING is each number of the Parmer. We hope this department will records their approbation and approving suffer and testimentals.

Those, if any there be, who either four or expect that the Farmer will take sides with any political party or faction, will undoubtedly be disappointed. Having the Agricultural Interests of the entire State prominently in view, it will be causally free from local prejudice or political the and every thing tending to favor placefor exalt party will be excluded from its columns.

We ask every farmer and friend to the Agricultural Interests of the State to aid us in this attempto permanently establish a journal mainly designed to promote those important interests. There are thousands of our fellowcitizens who ought, we hink, to patroniso such a paper-and whose interest and happiness, we confidently believe, would be greatly promoted by the information with which the columns of the Parmer will be filled. Of their ability to pay One Dollar a year, no one will question; for it is a sum which any farmer may ensily save for such an appropriate use. There are many agricultural journals published elsewheres, which are better than we can furnish; but we respectfully request the Farmers of Michigan to "Encourage their Own," if found worthy-one published upon their own soil, and more exclusively devoted to their interests. In order to extend its usefulness, and make it what it ought to be, a pape, of this character should have a large circulaton; as it must depend entirely upon its subscriptions for support. The prompt payment of subscriptions on the part of our Parrons, is therefore indispensably necessary to secure punctuality and success on the part of the Publisher: We request our friends to remember this, and forward the amount of their subscriptions as early as convenient .-Postmastmers will kindly frank letters containing comitances. To Post-masters, Clubs and Agents, we make the most liberal offers, na will be seen by reference to our Terms, &c. published on this page.

Every assistance, either in extending the circulation of the Parmer, or channing its usefulness by contributions to its columns, is warmly solicited, and will be grately accepted and properly acknowled.

Respectfully,
D. D. T. MOORE.
JACKSON, PROSTADE, 1945.

Page 1 of first issue of the Michigan Farmer,
February 15, 1843. On the following inserts are the remaining seven pages of
the first issue.

A reav one is beginning to deem seems the based models are board for books, American written by the based models. The The Beginn system of evaluations. The sour if the march of improvement is as well as a spectra made the models will; in o fee years, madden the district of the control of th

where the the increment production of the final beauty concerned where the final increment and are independent of the final concerned and increments and independent of the final concerned and the final concerned and concerned

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Perhaps it is superfluous at the present

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On a well conducted farm, the proprietor having every thing convenious accound him, and enjoying all the luxuries of his own pre-

a frequent visitor, jo as Agriculaturd W of figures. He issue in actually and of the object of the companion and other sections to companed of a each by his investigation hards washered in both for inferiors again and in fact he has brought been forming and in fact he has brought been forming by president experience to set in context.

The depotent the value of the first are seen and interest the state of the state of

Michigan is wholly destitute of such as a realisation of such as a certain article have been obligat to send exert a procured at great expense and risk, or to go procured at great expense and risk, or to go procured at great expense and risk, or to go activately without h. Every one acquisited entirely without h. Every one acquisited in the hospital artisleg from each of laborate will sep that it is still a desidentation.

Mr. Editor—di as enserprising, inclingent the designation of the contraction of

embark in such an caterprise, in senso central portion of the state, of easy access from al-types, I doubt may but that he would be amply revanded, and an improved agriculture would soon will the betterfits of each an establishmont.

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	piness, we will try some 'milk emplings."— Much as is said against it, I think milk emptings bread, if properly made and mana-	ged, is quite as bealty as any other, and following I have found an unfailing rule: MILK EMPTINGS BREAD. Take 1 cup of any suils not 3 cups of The 1 cup of any suils to the consistency.	boiling water; at its to not a conding as warm of stirred cake. Keep your empting. Mix your as possible, without scalding. Mix your bread as soon as the emptings are sufficiently	raised, and set your bread in a warm pince in it is ready for the oven; bake one hour— Remember it is wery essential that you keep	both emptings and bread warm. HOP EMPTINGS BREAD.	Take about half a pint of good light yeast, and I quart of lukewarm water, add flour to	the consistency of pen-cake batter; let it stand about an hour in a warm place; if your	Mix your bread, raise and bake it as above.	If your yeast is sour man a man when you mix your bread—not till then.	ANOTHER RULE. To 3 pints of warm new milk add 1 teacupful of good yeast. Sur it	in the middle of your pan of flour; let it stand
AND WESTERN AGRICULTURALIST.	YOUNG HOUSE WIVES DEPARTMENT.	the supervision of an experienced housewife— a lady fiveneshly known as a contribute to several popular periodicals. And if experi- ence and shility are evidences of capability.		bung Househospers of Michigan.	As the Editor of the Parmer has invited As the Editor of the Parmer has invited	permission I shall dismiss all ceremony—just.	and chat a few minutes about our domestic	ter of a Mentor, but merely advise as an elder	sister who has kept house a little the longest. I shall not merely give the results of my own	small experience, but intend to call to my aid	el'dy gain access. Perhaps you are ready to ex. in the middle of your pan of flour; let it stand
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Let so man be too proud to work. Let no counterman be assumed of a hard fist, or a sunburnt counternance. Let him be ashamed only of ignorance and sioth. Let no man be anhamed property. Let him only be ashamed of idle-

over half a slice of sour, heavy bread—eapt.

Celly if spot bread were placed before him at
each seconsite meal; or, in other words, if
seeth be the bubbs of his home. If then,
good bread is essential to our leighth and hisp. Well, really, I have given you quite a superpendent—Ball ten vertuan nour cooking.

Where shall we begin 1—What shall we make first? Let us see. To have pleasant han read passed and the shall we would be supply homes, it is absolutely process—it as a supply to make good leved. Did you were see to supply a remain choserfel, kind and obliging, after eating on 'Ir there is any man who may eat his bread has peece with God and man, it is that man who has brought that bread out of the earth by his own bonest industry. It is cankered by no fraud, it is wet by no tear, it is enabled by no blood.

Take 2 cups of milk, I temponential of sale-ratus, I tablespoorful of butter, I do, of mo-lesses, stir it thek with Indian mest, so to fourth flour said the rest Indian mess—sake one hour. JOHNNY

-True deaty is lik, whom tranged asket Vyour has rained shows the chaige below; Who ovry hope and faces Marcon singular, the this land, figures sits by deather from

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the noblest, as it is the most natural pursuit of Man."

The first page was devoted to a statement by Moore, setting forth his purpose for establising the <u>Farmer</u> and stating what he hoped to accomplish. This verbose address, phrased in the traditional and ornate manner adopted when launchnew enterprises, was directed, "To the Farmers and Friends of an Agricultural Press in Michigan." Disclaiming any political bias or design, the editor stated that his purpose for starting the <u>Farmer</u> was to introduce ideas that would improve the practice of farming and elevate the status of the farmer. In addition, he promised to make the paper useful to the farmer's wife and to the horticulturist. 10

The remainder of the issue, with the exception of two letters to the editor from a person calling himself "Agricola," consisted of short articles gleaned from other agricultural publications. "Agricola" extolled the virtues of agricultural journalism and advocated the establishment, in a central location, of an agricultural warehouse. From this warehouse, he stated, farmers could purchase laborsaving machinery and supplies which at that time were difficult to obtain in Michigan. On the last page were the latest bank note quotations, an indication of the unsettled nature of western finances, and a half column of meteorlogical observations made at Jackson during the preceding month. There was no advertising. The typographical

^{10 &}lt;u>Ibid</u>., Feb. 15, 1843, p. 1.

arrangement was similar to that of the suspended <u>Western</u>

11

Farmer.

The first issue of the Michigan Farmer was mailed to 2,500 persons, of whom 600 were said to have received the Western Farmer. Though the subscription rate was stated to be \$1 a year "in advance," Moore sought to attract subscribers through "clubs" whereby several persons ordered the paper at the same time and from the same post office. By such means they could effect a saving; thus six could get the paper for \$5, ten for \$7, fourteen for \$10, twenty for \$15, and thirty for \$20. At that time postmasters were permitted to "frank" letters which contained remittances for periodicals, and Moore urged them to act as his agent. In the second issue he listed the names of nineteen agents, in various towns and villages from Detroit 14

During the first two decades of the <u>Farmer's ex-</u>
istence, its publication frequency varied from semi-monthly to monthly, with the exception of the period, 1859-61,
when the paper was issued weekly. The rather erratic manner
in which issues were published is illustrated by the policy

Ibid., pp. 2-8.

Tbid., p. 8; April 1, 1843, p. 29.

The American Agricultural Press, 1819-1860 (New York: Columbia University Press, 1941), p. 121.

¹⁴ Farmer, March 1, 1943, p. 16.

followed in 1847. Though the new volume began in April, the editor announced that twelve issues would appear during the following nine months, as the <u>Farmer</u> was a "monthly paper." Thus, two issues would be published some months, at "seasons most interesting to farmers," in order that the volume might end with the close of the calendar year. The subscription rate also varied, from \$1 to 50 cents in the earlier years to as high as \$2 a year in 1861. In that year, the publisher stated that because he paid agents 50 cents for each subscription, "whoever pays us \$1.50 will be considered as obtaining a subscriber, whether it be for himself or some other person."

Moore stated, in his first issue, that the <u>Farmer</u> would be supported solely by its subscribers, yet he soon modified his policy. Two months later, he announced:

As it is customary with other agricultural journals, we shall hereafter devote a limited portion of our paper —— not to exceed one page —— to advertising. To manufacturers, or agents for the sale of Agricultural Implements &c., proprietors of Nurseries, and other business men, the Farmer is the best medium of advertising in Michigan; for we believe it already has a much greater circulation than any other country paper in the state, and its subscription list is increasing. 17

¹⁵ <u>Ibid</u>., Feb., 1847, p. 183.

<u>Tbid., Sept. 21, 1861, p. 296.</u>

Ibid., April 1, 1843, p. 29. Two years previous, Solon Robinson, Indiana agricultural writer, had advised the editor of the Western Farmer to "do not be tempted by present gain to occupy your columns with advertisements, but rely upon the generous support of your subscribers. . . . "Western Farmer, April 16, 1841, pp. 55-56.

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The first advertisements appeared in the next issue and were inserted by nurseries at Jackson and Detroit, announcing for sale mulberry trees and silkworm eggs. Silkworm culture was an agricultural "craze" that flourished in the 'forties. It required more than an announced change of policy, however, to induce advertisers to patronize the columns of the Farmer, and during the early years the amount of advertising was negligible. After 1850, the amount increased and included a wide range of articles. In the issue for January, 1853, the advertisements totaled about one and one-fourth pages. In 1855, one issue had a total of seven pages of advertisements, including those for plows, reapers, wagons, miscellaneous agricultural tools, seeds, fruit tree cions, limestone, livestock, stallion service, "fancy" fowls, "lop-eared" rabbits, Suffolk and Essex.pigs, imported British cattle, Maltese jacks, dry goods, and patent medicine guaranteed to cure "four-fifths of all diseases that people the church-yards. 20

The <u>Michigan Farmer</u> seemingly had no stated policy limiting the amount of patent medicine advertising during this period. Yet, that type of advertising did not become an important source of revenue until in the 'seventies and 'eighties. One issue in the late 'fifties contained a

^{18 &}lt;u>Tbid</u>., April 15, 1843, p. 40.

^{19 &}lt;u>Ibid.</u>, Jan., 1853, pp. 31-32.

^{20 &}lt;u>Thid.</u>, April, 1855, pp. 122-128.

full-page announcement that undoubtedly must have had an appeal to those farmers who suffered from chills and fever associated with tilling the many acres of swamp land in southern and eastern Michigan. This medicine, known as "Rhodes Fever and Ague Cure," was intended "For the Prevention and Cure of Fever and Ague, or Chill Fever, Dumb Ague and other Intermittent and Remittent Fevers, also for Bilious Fevers, Ship and Jail Fever, General Debility, Night Sweats, and all other forms of Diseases, which have a sommon origin in MALARIA or MIASMA." The testimonials included one from a Clayton, Alabama, man who related how "twenty-eight Negroes were Cured and a Cotton Crop Saved" by use of the medicine. 21

by the end of the second year, Moore concluded that his talents might be more profitably used elsewhere, and he sold the paper to W. F. Storey and R. S. Cheney. His stated reason for leaving Michigan was that of "impaired health," but one deduces that lack of revenue may have been the real reason. In his benediction, for the benefit of the new owners, he wished that "the Farmer had--- as it ought to have--- from three to five thousand substantial patrons."

^{21 &}lt;u>Ibid.</u>, June, 1856, p. 192.

^{22 &}lt;u>Thid.</u>, Nov. 1, 1844, p. 2. After leaving Michigan, Moore became publisher of the <u>Genesee Farmer</u>, in Rochester, New York. In 1850, he brought out the first number of <u>Moore's Rural New-Yorker</u>, which became one of the most widely known and quoted farm papers of its time. It was noted especially for its (continued on page 13)

During the next twenty years three series of the Farmer were published and publishers and editors came and went like actors upon a vaudeville stage. Changes occurred on an average of every seven months until Warren Isham assumed control in December, 1847. Isham and his successor, Robert F. Johnstone, together with Moore, were the outstanding men during the first period of the Farmer's history. (See Appendix for a detailed listing of publishers, editors, and others associated with the paper.)

Isham, stated that the latter "had long experience in this department of labor. . . . (and) a considerable portion of his life has been devoted to practical husbandry." Isham, of New England origin, had started the first newspaper in Eaton County, Michigan, the Gazette, in 1843. It existed for only a year.

⁽continued from page 12) miscellaneous material designed to appeal to all members of the family. In 1868, he moved the publication from Rochester to New York City. Because of some unfortunate speculation, he lost financial control of his paper in 1876. He made several unsuccessful attempts to re-enter the farm periodical field and, for a short time, syndicated agricultural articles to a group of newspapers, a pioneer venture of its kind. Later, he was associated with two minor, general periodicals. He died from paralysis in New York City, on June 4, 1892. Ibid., June 18, 1892, p.4; Rural New-Yorker, June 18, 1892, p. 401; Demaree, op. cit., pp. 14-15.

^{23 &}lt;u>Thid</u>., Dec. 6, 1847, p. 176.

²⁴<u>Tbid.</u>, Dec. 25, 1847, p. 177.

²⁵ Ibid., Jan. 15, Dec. 1, 1847, pp. 27, 360; Tom S. Applegate, "A History of the Press of Michigan," Report of the Pioneer Society of the State of Michigan (Pioneer Collections) (Lansing: 1884), VI, p. 80.

Isham conducted the affairs of the <u>Farmer</u> with considerable vigor and became well known throughout the southern part of the state because of his frequent trips to visit with farmers. He possessed an interest in Liebig's work in agricultural chemistry and gave several lectures on that subject during the course of his tours. In addition, he served as corresponding secretary of the Detroit Horticultural Society from 1849 to 1850. It is possible that he was overly ambitious and that he sought to advance the development of the <u>Farmer</u> faster than current agricultural conditions warranted. One of his announced intentions, which apparently was not carried out, was to publish the <u>Farmer</u> simultaneously in Niles and Detroit. His predecessor, Hurlbut, had moved the paper from Jackson to Detroit in 1847.²⁸

In 1851, Isham went to Europe to attend the World's Fair in London; from there he made an excursion on the continent and elsewhere. The first his "Notes from England," giving his reactions to European agriculture, appeared in the Farmer in July, 1851, and the series continued until after he had returned to Michigan in the fall of 1852. In

²⁶ Farmer, Dec.1, 1848, p. 362.

²⁷ J. C. Holmes, "The Early History of Horticulture in Michigan," Collections and Researches Made by the Pioneer and Historical Society of the State of Michigan (Historical Collections) (Lansing: 1888), X, p. 78.

²⁸ Farmer, Feb., 1847, p. 175; April, 1847, p. 1; Dec. 1, 1848, p. 360.

these notes, Isham described his voyage to England and his travels through Ireland, Egypt, Sardinia, Italy, France and Germany. In addition to giving a detailed account of rural living and agricultural techniques observed in those countries, Isham revealed his impatience at certain conditions he saw and pointed out how much better similar things were being done in the United States. This attitude was typical of the nationalistic spirit reflected in the writings of many Americans of that day.

Readers of the <u>Farmer</u> expressed a liking for the "Notes," but Isham found that the management of the paper during his absence had not been up to his standards. Also, the publication had suffered severe financial loss. In apologizing for the numerous typographical errors that had crept into his "Notes," while the type was being set, he announced plans for a book which would give him an opportunity to correct the errors. He planned, also, to use the book as a subscription-getting premium.

Isham in the spring of 1853 sold the <u>Farmer</u> to Robert F. Johnstone and William S. Duncklee, but was retained for a short time as "corresponding editor." When he finally severed his connection with the <u>Farmer</u>, "several hundred" letters, expressing regret, were said to

The series appeared in virtually every issue from July, 1851, through October, 1852.

³⁰ Farmer, Oct., Dec., 1852, pp. 304, 331, 368.

have been received from readers. 31

Robert F. Johnstone, when he became editor and copublisher of the <u>Farmer</u> on April 15, 1853, began a connection with that publication which was to continue, with the exception of a few years in the 'sixties, until his death in 1880. He was to be influential in helping to establish the <u>Farmer</u> finally on a firm basis, and he was to become closely identified with the Michigan agriculture of the post-Civil War period.

Johnstone was a native of Ireland, having been born there in 1816. Coming to this country in 1833, he learned the printer's trade and worked for a time in Albany, New York. After a brief period of Whig pelitics, he was elected clerk of the New York House of Representatives. Here he made the acquaintence of Herace Greeley; the famous editor, according to Johnstone's friend, James Scripps, advised the young Irishman to seek his fortune in Detroit. Greeley, it was said, secured for Johnstone the position of commercial editor of the Detroit Daily Advertiser. After Johnstone became editor of the Michigan Farmer, he was engaged in several newspaper deals in Detroit, which culminated in his becoming publisher for a short time of the Daily Advertiser, which had become the organ of the newly organized Republican party. The last venture was financially unsuccessful, and in 1856 Johnstone began devoting his

^{31 &}lt;u>Ibid</u>., June, 1853, p. 176.

entire attention to the Farmer. 32

In 1860 he was induced to become superintendent of the farm of the newly organized Michigan Agricultural College near Lansing. His labors in directing the clearing and draining of wild land brought him little praise, but took him away from the active management of the paper. After a year, Johnstone, who was also secretary of the Michigan State Agricultural Society, was glad to be rid of the grief connected with the college farm. During his many absences from Detroit, the bulk of the editorial work devolved to Mrs. L. B. Adams, a woman of considerable literary ability. She had contributed to the Farmer for several years, and in the late 'fifties she had assumed the role of woman's editor. More important than that, in 1858 she bought an interest in the publication.

Becoming discouraged with carrying the financial burdens of the <u>Farmer</u> after the war began, when "the interest in agricultural papers declined to so low an ebb," Johnstone and Mrs. Adams sold their interests in September, 1861. The new publisher, William M. Doty, of Kalamazoo, retained them as assistants for a few months, but during the following June he also gave up the struggle. Subsequently, Doty became a staff member of the <u>American</u>

Johnstone, (reprinted from Detroit Evening News, Oct. 25, 1880), Report of the Pioneer Society of the State of Michigan (Pioneer Collections) (Lansing: 1883), IV, p. 436.

³³ Ibid.

Agriculturist in New York City, taking with him the subscription list of the Farmer. 34 Within a month, the Farmer was revived by William S. Bond and George Snyder, who engaged Johnstone as editor and Mrs. Adams as "editress. This venture was equally unsuccessful, and the last issue appeared in June, 1864. A month later the assets of the firm were purchased by H. N. F. Lewis, who changed the name of the publication to the Western Rural and soon began issuing it on a weekly basis. Mrs. Adams moved to Washington, D. C., where she obtained a clerkship and died in 1870. Johnstone kept busy for a part of the time with his duties as secretary of the State Agricultural Society and also did some proof-reading for Detroit newspapers. For a short time he was commercial editor of the Free Press and for a year he was manager of the Kalamazoo Telegraph. In 1869, as it will be noted later, he formed a partnership with Robert Gibbons to revive the Michigan Farmer. 37

Tbid.; American Agriculturist, June, 1862, p.168.

Western Rural, Sept. 3, 1864, p. 4.

Poet, Editor and Author, "Collections and Researches Made by the Michigan Pioneer and Historical Society (Pioneer Collections) (Lansing: 1892), XVIII, pp. 312-318. The body of Mrs. Adams was returned to Michigan for burial at Constantine. Ibid.

³⁷ Farmer, Oct. 26, 1880, p. 4.

Michigan Farmer ran rather heavily to farm crops, of which articles on wheat predominated. As was typical throughout the history of the American frontier, Michigan farmers during the 'forties and 'fifties grew wheat in everincreasing amounts. In 1839, the production was estimated to have exceeded 2,150,000 bushels; that amount was doubled by 1850 and almost quadrupled by 1860.

Though many articles on wheat growing appeared in the Farmer, the editors during the first two decades of the paper's existence favored crop diversification and sought to combat the "habit of raising wheat." In 1849, Warren Isham criticized farmers for their "blind devotion to wheat husbandry" and urged the raising of more livestock to prevent soil fertility depletion. These editorial admonitions were in line with the sentiments of many correspondents who urged diversification of crops and who believed more attention should be given livestock, especially sheep. Many farmers may have agreed in principle with the advice of the editors on wheat growing, but the statistics show that they continued to grow large quanti-

Statistics of the State of Michigan Compiled from the Census of 1860 (Lansing: Secretary of State of Michigan, 1861), pp. 312, 326, 336.

³⁹ Farmer, July 1, 1849, p. 204.

^{40 &}lt;u>Tbid.</u>, Dec. 1, 1849, p. 361.

^{41 &}lt;u>Ibid.</u>, March 15, 1844, p. 17; Feb. 1, 1845, p. 164; July 1, 1849, p. 204.

ties of wheat.

The <u>Farmer</u> very early began painting gloomy pictures of the results of abusing the soil, even though much good land remained to be occupied. Moore stated emphatically that the words of a visiting New York journalist, who criticized Michigan farming methods, were "true to the letter. The evils alluded to ought not to exist." Stated the journalist:

There is perhaps no wooded country to be found that can be more easily reclaimed than the oak openings of Michigan. The usual custom of the first settlers of these lands is to girdle, plow and sow the first year; and unpromising as it may appear. I am told the first and second crops are generally reckoned among the best. The soil is of a sandy nature, generally level, and easily broke up and cultivated. But the course pursued in the management of land is essentially an exhaustive one, and should it be continued it is easy to see that at no distant day these fertile plains will be hardly worth possessing. Perhaps I came here expecting too much--- expecting to see the agriculturist convinced (perhaps by experience at the east) of the bad policy of the exhausting system, endeavering by all means in his power to collect materials to keep the fertility of the soil; but such is not the case, and perhaps will not be, until the inhabitants feel themselves more permanently settled. This is truly, and emphatically a moving people, and mid-summer as well as mid-winter, forms no obstacle to 'selling out': a few days only are necessary to find the settler established and 'staying' in another place. While such a state of things exist, and the owner or occupant of a farm feels that the present crop is the last he will gather, it is proba-

Having been established soon after Liebig's work stimulated widespread interest in soil chemistry, the

^{42&}lt;u>Ibid.</u>, July 15, 1843, p. 84.

e manare.

Farmer, as one might surmise, devoted considerable space to the merits of liming and fertilization. Moore was interested in Liebig's experiments and printed a series of twelve articles on agricultural chemistry, written by a Jackson "professor." Neither Moore nor his successors displayed, however, the extravagant enthusiasm for chemical analysis of plants and soil as was shown by some of their contemporaries.

The perennial argument of deep versus shallow plowing brought many letters from correspondents and an occasional statement of policy by Farmer editors. be remembered that for many years farmers had neither the power nor the equipment to do what is today regarded as deep plowing. Consequently, perhaps a three- to four-inch depth was the maximum to be done easily. The famous Michigan Sub-soil or Trench Plow, which came on the market in the 'forties, was immediately taken up by the proponents for deep plowing. As described in the Farmer, the device consisted of two plows fastened to a beam. The forward one was the smaller and cut a slice from three to five inches thick, which was turned over at the bottom of a ten-inch furrow. The moldboard of the rear plow was made to raise another slice of about five inches in thickness and to roll it upon the top of the furrow. Several correspondents reported increased yields of wheat through use

^{15, 1848,} pp. 4, 26. The "professor's" articles appeared throughout the first year of the Farmer.

of the Michigan Sub-soil Plow. To the reports that the plow had increased wheat yields from ten to twenty-five bushels an acre and would prevent drought damage, Editor Hurlbut remained calm. He suggested that farmers experiment with deep plowing on a limited scale, as substances contained in the sub-soil might be harmful to plants. In words that are strangely similar to those used in the twentieth century by the agricultural extension service pioneer, Dr. Seaman Knapp, Hurlbut stated that the farmer should "trust to nothing but his own experience."

Michigan's fruit crop in the 'forties was of little consequence, and most of it was consumed on the farm where it was produced. Articles on horticulture were, however, of interest to many persons. Moore advocated the planting of fruit trees, stating, "Michigan is a great country for fruit growing. We can, if we will, soon have an abundance of the best varieties." His sentiments were repeated by the person who was editor in 1850, and the paper devoted an increasing amount of space to horticulture.

Early in the <u>Farmer</u>'s history, material of a like nature was grouped into departments or sections, and that concerning horticulture was one of the first to be set up

^{44&}lt;u>Tbid., April, Aug., 1846</u>, pp. 13-14, 80; March, May, 1848, pp. 74, 136-137.

⁴⁵ Ibid., Oct. 16, 1843, p. 132.

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as a department. One of the early leaders in the history of Michigan horticulture, John C. Holmes, lived in Detroit at that time, and he was prevailed upon to take charge of the department. His first material appeared in January, 1849, but he resigned the position before the year ended *for lack of time.**

The Farmer took a leading part in helping to organize a state society to promote horticulture. Such an organization was formed at Jackson in September, 1857, but lasted for only a year. A fore-runner had been a local society, organized in Detroit in 1846 and which continued until 1853.

Apparently, farmers found sheep raising to their liking, for the number of animals increased phenomenally during the two decades before the Civil War. From an esti-

^{1849,} p. 326. Jan. 1, 15, 1849, pp. 6, 24; Nov. 1,

⁴⁷<u>Ibid.</u>, July, 1857, pp. 209-210.

Ibid., Oct., 1857, pp. 305-306. The state horticultural society of the present day had its origin in 1871. Holmes, op. cit., pp. 75-79.

⁴⁹Holmes, op. cit., p. 79.

⁵⁰Farmer, July 1, 1849, p. 204.

numbers reached 750,000 in 1850 and more than 1,250,000 in 1860. Most of them were in the three southern tiers of counties, with the best fine wools being concentrated in the region south of a line running from Detroit to Jackson. With the beginning of the war, the wool business in that part of the state boomed, and many high-priced Vermont Merinos were shipped in to build up flocks. Indicative of Michigan's position in the sheep industry during this period was the award of the first patent for a shearing machine, which went to Palmer Lancaster, of Burr Oak. in 1855. 52

Along with the promotion of more livestock by the Farmer went an admonition to improve the quality of the animal. "Good stock. . . . is almost indispensible," wrote Moore in 1843, 53 and his words were echoed by his successors who reprinted articles on the importation of breeding animals, which they gleaned from other papers. Occasionally, drawings of the animals were reproduced. 54 Moore favored improvement of swine by raising more Berkshires, saying, "We wish to see this excellent breed of

^{51&}lt;u>Statistics of Michigan, 1860, op. cit., pp.</u> 311, 325, 335.

E.N.Wentworth, <u>America's Sheep Trails</u> (Ames: Iowa State College Press, 1948), pp. 152-154.

⁵³Farmer, Sept. 15, 1843, p. 116.

^{54&}lt;u>Tbid.</u>, Jan., 1854, pp. 1-3; Feb., 1855, pp. 44-45, 62.

hogs take the place of the long, lean, slab-sided Pointers and others, which are so unprofitable to those farmers who raise them." Johnstone, in 1858, advocated the importation of Herefords for those breeders who wished to specialize in beef production. Purebred Shorthorn and Devon animals had been brought into Michigan soon after 1840, to be used to improve the progeny of native cattle, many of which had some Shorthorn or Devon strains in their ancestry.

Though many farmers believed the ox to be superior to the horse as a source of power, the latter began to exceed his rival in numbers by 1850, and by 1860 there were 137,000 horses as compared with 62,000 oxen. The paper took no side in the controversy conducted by readers over the respective merits of Morgan and Messenger horses.

⁵⁵<u>Thid</u>., May 15, 1843, p. 50.

^{56 &}lt;u>Ibid.</u>, Jan., 1858, pp. 5-6.

⁵⁷ I. H. Butterfield, The Introduction of Improved Breeds of Livestock in Michigan (East Lansing: Michigan State College, Animal Husbandry Department, 1926) (pamphlet), pp. 2-4.

Statistics of Michigan, 1860, op. cit., pp. 323, 338. In 1850, there were 57,800 horses, 44 mules, and 56,200 oxen. Ibid. Possibly one reason why oxen at first were favored in Michigan is that the settlers had used such animals in the states from whence they had migrated. Before the Civil War, the only important heavy draft horse was the Conestoga, and the average horse was a light, trotting or Thoroughbred type. During the time when strength and stamina alone were needed, such as in clearing and breaking land, oxen supplied the want. When more speed in traveling was desired, the horse gained in popularity. Statement by Professor R. S. Hudson, Head, Department of Farm and Horse, Michigan State College, March 1, 1947, personal interview.

Johnstone attended a horse show in Kalamazoo in 1858 and described in considerable detail the stallions exhibited. He was optimistic about the possibilities of the "horse stock of the state" being improved through use of such sires. 59

The lack of material on dairying in the early issues of the Michigan Farmer may reflect the unprofitable nature of that type of agriculture during the 'forties. Few. if any. dairy-type cattle were in the state until during the 'sixties, and the feeding and care given the dual-purpose animals were not conducive to either sustained or high milk production. 60 Butter was produced for sale but its quality was poor. Editors of the Farmer, in urging that more attention be paid butter-making, stated the situation bluntly but perhaps truthfully. Said the editor in 1848, "Most of the butter brought to market is utterly unfit for table use. and much of it is absolutely loathsome, both for the sight and the taste, scarcely fit to be set before a decent litter of pigs. Five years later it was stated that "of the great mass of butter sent to market, fully two-thirds at least will not pass inspection as first quality, and a very large proportion is sold under the denomination of 'cooking butter' which is generally an unctous, yellow, ring-streaked and speckled sub-

⁵⁹Farmer, Nov., 1858, pp. 330-338.

Butterfield, op. cit., pp. 1-6.

⁶¹ Farmer. Oct. 1, 1848, p. 298.

stance, with a very perceptible and not very pleasant odor, which may be easily perceived by persons whose smelling organs are in reasonable order; and it is uncertain whether the firkin in which it is packed contains the most butter or the most salt."

Isham was constructive in his criticism of dairying, suggesting that farmers were overlooking the use of some good feeds that they had in abundance, such as corn husks, oat chaff and undersized potatoes. To these, he said, should be added cornmeal and bran with linseed oil cake meal. His advocacy of the last-named material, a protein concentrate, is in line with the recommendations of present-day feeding specialists.

The early editors of the <u>Farmer</u> were receptive to news concerning the invention of labor-saving devices and gave considerable space not only for descriptions but for drawings of new machines. It would seem that they frequent-ly printed glowing accounts of a machine before waiting to learn whether it was practical. Evidently, they were not immune to promotional schemes of the manufacturers. In addition, some of the stories on the operation of farm

Tbid., Nov., 1853, pp. 321-323. Directions for treating butter and lard to take away "the sour smell" were given in one issue. Ibid., Jan. 1, 1849, p. 14. A correspondent in a rather lengthy article, "The Science of Bad Butter," described fifteen types of bad butter and told how each resulted. Ibid., Nov., 1846, p. 126.

^{63&}lt;u>Thid., Nov., 1853, p. 323.</u>

machinery, written ostensibly by farmers, were actually from the pens of machinery salesmen.

In one of the first issues, Moore printed an account of the successful operation in Virginia of a "Reaping Machine, invented by Mr. McCormick," Three years later, Hurlbut described the operation of a harvester, invented by Hiram Moore, of Climax, Michigan. This machine was drawn by sixteen horses and cut a ten-foot swath. Not only did it cut wheat at the rate of twenty acres a day, but threshed and bagged the grain. Unfortunately, Michigan conditions were not conducive to the practical use of the Moore harvester. 66

Other machines mentioned in the <u>Farmer</u> include harrows, cultivators, horse rakes, stump pullers, "sowing" machines, headers, mowers, milking machines that "imitate the action of the calf," sheep-shearing machines, steam plows, and devices for making drain tile. Seemingly,

Richard Bardolph, *Agricultural Literature and the Early Illinois Farmer, Illinois Studies in the Social Sciences (Urbana: University of Illinois Press, 1948), XXIX, Nos. 1 and 2, p. 138.

⁶⁵ Farmer, July 15, 1843, p. 85.

The editor observed the McCormick-Hussey reaper trials near Kalamazoo in the spring of 1849. He favored the McCormick machine. <u>Ibid.</u>, May 1, 1849, p. 130.

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&</sup>lt;u>Tbid.</u>, March 1, May 1, 1844, pp. 13, 48; May, 1845, p. 24; May, Aug, 1846, pp. 28, 79; Oct., 1847, p. 143; April 1, June 1, 1849, pp. 97, 169; Aug., 1853, pp. 225-229; April, July, 1856, pp. 109, 196; Nov., 1857, pp. 330-331; June 18, Sept. 3, 1859, pp. 193, 281; July 21, 1860, p. 225.

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Michigan farmers in the 'forties had difficulty in obtaining machinery because there were few dealers in the state. The <u>Farmer</u> several times urged the establishment of an agricultural warehouse in Detroit to supply implements, seed and other needed articles. A little later, Johnstone complained that several agricultural implement makers were "negligent about advertising what they manufacture." He stated that he had some letters in which farmers inquired from whom they could buy fanning mills. He did not deem it correct for manufacturers to expect him to expend time and postage in notifying farmers about matters from which machinery companies might reap profits. This subtle bid for more advertising failed to stimulate any noticeable increase in machinery advertisements.

The increasing importance of agricultural production in the 'forties was accompanied by the organization of county agricultural societies, to be followed in 1849 by the formation of the Michigan State Agricultural So-

Moore praised the "Mechanics of our State" for their efforts to "perfect the various implements of husbandry." He also sought to encourage local mechanical work and opposed the importation of "foreign" farm machinery. He was active in forming the Mechanics Literary Association of Jackson and served as corresponding secretary. He compared that group with the Junto Club made famous by Franklin. Ibid., Feb. 15, May 1, 1844, pp. 1, 6, 45-46.

⁶⁹ Ibid., March, 1855, p. 91.

ciety. 70 In the agitation for such societies, the paper was active, and in the third issue Moore urged the organization of both state and county societies as "an essential means of Agricultural Improvement." Said he, the "low price of produce requires that the very perfection of art should be brought to aid of science, sagacity and experience. . . to insure profit and success in agriculture. 71

At first favorable to the holding of fairs, the Farmer later became critical of the State Fair, saying in 1852 that the State Agricultural Society might better sponsor experiments on the raising of animals or crops. Such work would be of more lasting benefit than a fair which not a third of our farmers attend and from which but few derive a direct and immediate benefit. *72

As for the establishment of an agricultural college, the <u>Farmer</u> declared itself in favor of an insti-

⁷⁰ Transactions of the (Michigan) State Agricultural Society (1849) (Lansing: 1850), p. 1.

⁷¹ Farmer, May 15, 1843, p. 52. Moore and his successors regarded their paper as a textbook on farming, as is revealed by their frequent mention of the desirability of readers having complete sets of the issues and the many references to previously published material. Hurlbut published a "dictionary" or glossary containing definitions for about 160 terms used in agricultural literature. This was done, he said, "for the benefit of young readers and all others to whom the terms used in scientific agriculture are not familiar." Ibid., April, 1846, pp. 9-12. Indexes were published annually.

^{72 &}lt;u>Thid.</u>, August, 1852, p. 248.

tution separate from the university. In the course of this debate, feelings were ruffled, and Isham accused the university of attempting to "blot out" the Michigan Farmer. The efforts of the infant agricultural college to establish itself were greeted with sympathy by the Farmer editors, despite some unfortunate blunders made by the officials in the early years. Johnstone stated in 1857: "The institution . . . should be fostered by the Agricultural Community, not as a pet project, or a mere play thing, but as a useful establishment, from which is to be obtained the results of a combination of science with practice, which no single farmer has either the time or the means to work out for himself." "

After Johnstone assumed his duties as superintendent of the College Farm in 1859, the amount of material concerning the institution increased greatly.

The <u>Farmer</u> supported the first Morrill Bill for the endowment of agricultural colleges. This bill, passed by Congress, despite western opposition because of its land grant provisions, was subsequently vetoed by President Buchanan. 75

^{73&}lt;u>Tbid.</u>, April, 1853, p. 112.

^{74&}lt;u>Tbid.</u>, June, 1857, p. 184.

^{75&}lt;u>Tbid.</u>, March 5, 1859, p. 77.

Established as it had been in 1843, the Farmer was deeply conscious of the economic status of agriculture as a result of the Panic of 1837. It was indeed precarious, and in 1843 wholesale farm prices were at their lowest point in the history of the United States. Particularly was the distress acute in the West where there had been widespread land speculation, loose banking practices, and the creation of a large public debt te finance internal improvements. A correspondent for the Farmer, in describing conditions near Kalamazoo in 1843 or 1844, stated that farmers were forced to mortgage their wheat crop to the local merchants long before the grain was mature. As soon as it was cut, they had to thresh immediately and sell to the mortgager. Wrote the correspondent, "it was a pitiable sight to see the forlorn creatures upon the top of their load, making their diamal way into market.

To help improve its readers' financial plights, the <u>Farmer</u> gave frequent counsel on such subjects as the dire results of attempting to farm too much land, the value of farm account books, the preparation of wool to increase its market value, selection of markets, and the value of cooperative marketing.

Thid., Jan. 1, 1849, p. 9; U. S. Department of Agriculture, Bureau of Agricultural Economics, Agricultural Outlook Charts, 1947, Book II (Washington: Government Printing Office, 1946), p. 4; Dan E. Clark, The West in American History (New York: Thomas Y. Crowell Co., 1937), pp. 330-337.

⁷⁷ Farmer, April 1, 1843, p.26; June, July, 1847, pp. 44-45, 61, 65-66; July 15, 1848, p. 220.

Isham and Johnstone gave particular attention to ways by which farmers might increase their returns from wheat and wool. They advised farmers to market wool through a cooperative set-up and mentioned the profit that had come to farmers who had pooled their wheat, had it ground into flour, and had marketed the flour. A Detroit *wool depot" was established in 1848, possibly as the result of the Farmer's agitation, but it does not seem to have continued operations for more than one year. Johnstone in 1858-59 asserted boldly that eastern interests were attempting to depress the wool market by spreading rumors of a large clip, whereas he believed the reverse to be true. He urged Michigan farmers to withhold their wool from the 1858 market and predicted higher prices in 1859, a prediction which came true. In gloating over some eastern agricultural paper editors who had opposed his views. he stated that his admonition had brought from \$20,000 to 30,000 additional revenue to Michigan wool men.

As in all periods of agricultural distress, railroad rates were said to be too high. Moore in 1843 urged
lower charges for transporting wheat. He believed the
rate of 15 cents a bushel for hauling wheat from Jackson
to be "exhorbitant" and "materially retards the prosperity

^{78&}lt;u>Tbid.</u>, July, 1847, pp. 61-62; April 1, 1848, p. 106.
79<u>Tbid.</u>, April 1, 1848, p. 112.

^{80 &}lt;u>Ibid</u>., June, July, 1858, pp. 182, 213-215; Jan. 8, 1859, p. 13.

of the central and other parts of the state."

Better country roads as a means of improving farm prices through additional market opportunities was a favorite topic for <u>Farmer</u> editors. Isham in 1849 advocated the building of plank roads, pointing out that the amount of power needed to propel one ton of produce in a common lumber wagon over level earth roads would be sufficient to move four times that weight over a level wood surface. Plank roads, he said, were "destined to become a great public benefit," especially to farmers who could then be more selective of markets and more independent of country dealers by whom they had been cheated in years past.

Lest it be construed that Michigan Farmer editors were always correct in their reasoning and did not succumb to current "crazes," it must be stated that occasionally they erred as did their fellow men. Especially did Isham express views on the chess controversy that were erroneous. In several issues in 1849, Isham expounded his convictions that wheat might be transmuted into a form of a winter—annual known as chess. Because of the ease by which wheat seed could become contaminated by chess seed and the similarity of the two life cycles, it is not surprising that many farmers were prone to give credence to the erroneous

⁸¹ <u>Ibid</u>., Oct. 1, 1849, p. 312.

^{82 &}lt;u>Ibid.</u>, March 1, 1844, p. 12; April 1, Dec. 15, 1849, pp. 98, 372.

^{83&}lt;u>Ibid.</u>, May 1, June 1, July 1, 15, Aug. 1, Sept. 1, 1849, pp. 154, 171, 195, 209-212, 233, 264, 265.

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theory that wheat degenerates. 84 One of Isham's statements on the chess argument is a masterpiece of verbiage, "The thing is quite probable, from the nature of the case, and also from analogy, and in the next place, that it is certain from fact." 85 General Cass once discussed chess with Isham while the two were enroute "in the cars" to Pontiac, but the General was too cagey a politician to express any opinion that Isham could quote.

Isham did not approve of wire fences. He thought them to be ugly and not practical. Because of their "want of appearance," he said, cattle would not be conscious of their presence until greeted with "a most uncermonious rebuff." It must be remembered that smooth, or barbless, wire was the only kind available at that time. Isham preferred the use of thorn plants for fencing in the sections where timber for rail-making was scarce.

As previously mentioned, the first editor, Moore, displayed considerable enthusiasm over Liebig's writings

Hubert M, Brown, "Chess or Cheat," Michigan Agricultural Experiment Station Quarterly Bulletin (East Lansing, Feb., 1940), Vol. 22, pp. 162-163. The chess debate began in the eastern farm periodicals about 1820, reached its greatest fury in the 'forties and Tifties, and continued until after 1870. Bardolph, op. cit., p. 114.

⁸⁵ Farmer, June, 1849, p. 171.

^{86 &}lt;u>Ibid.</u>, Oct. 15, 1849, p. 312.

^{87 &}lt;u>Tbid</u>., Feb. 15, 1849, p. 57.

^{88 &}lt;u>Ibid., April 15, 1848, p. 124.</u>

and believed many of the soil's ills could be cured solely by chemical analysis. In 1854, Johnstone based his arguments for adding salt to orchard soils on the fact that traces of sodium chloride were present in apples.

Moore foresaw great possibilities for growing tobacco in Michigan and also for silk culture in the state.

In June, 1843, he advocated legislative aid to encourage
the growing of silk worms. He gave much space to correspondents who discussed silkworm raising and to material of
a similar nature from contemporary journals. Hurlbut
believed that putting a post into the ground upside down,
or in reverse to the way it had been when a part of a tree,
would tend to prevent decay of the wood. The water in the
soil could not penetrate the wood of the post "because the
valves in the ducts or pores" would be reversed.

Isham, though he correctly predicted a great future for fruit growing in Michigan, expounded a theory regarding climate which has been rather thoroughly discredited. Although for several years before 1850 severe winters and late frosts had destroyed fruit prospects, he felt that the climate would be modified as settlement of the new country progressed. According to him, "Two causes seem to operate in adapting the country to fruit culture. In the first

^{89 &}lt;u>Ibid.</u>, April, June, 1854, pp. 108, 177.

Tbid., April 15, June 1, 15, Nov. 1, Dec. 15, 1843, pp. 36, 37, 62, 65, 68, 141, 161.

^{91 &}lt;u>Ibid</u>., Feb., 1846, p. 161.

place, the climate undergoes a modification as it (the land) becomes cleared and cultivated, and in the next place, the trees undergo a process of acclimation, and the climate and the trees thus become mutually adapted to each other."

It must be stated that the editors, to their credit, were skeptical about the influence of the moon on the growth of plants, and opposed the "hen fever" of the 'fifties, Chinese sugar cane raising and the growing of flax on a large scale. Johnstone believed that his readers might experiment some with sugar cane, but he "would not advise any of our readers to run away with the notion that the time had come for them to turn their wheat and wool growing fields into small sugar plantations." He thought that the crop might be useful as a livestock 93 feed.

The <u>Farmer</u>, through Isham, left no doubt as to what it thought of Michigan residents leaving the state to seek their fortunes in the California gold fields. In advising

^{92 &}lt;u>Thid.</u>, Feb., Dec., 1850, pp. 55, 376. A similar type of reasoning prevailed in the 'seventies and 'eighties as settlers pushed into western Kansas and Nebraska. When many of these settlements were being made, the plains were in the "wet" portion of the rainfall cycle and the idea seemed plausible that stirring the soil would induce a change in climate. Soon the cyclical droughts reappeared, and within a few months many farmers were forced to sell their livestock for lack of feed and return east.

⁹³ <u>Ibid.</u>, Sept., Dec., 1843, pp. 108, 165; Feb., 1844, pp. 2, 5; **April**, 1854, pp. 97-101; Feb., March, 1857, pp. 36-38, 86; July 9, 1859, p. 217.

them to stay home, the paper stated:

listen, no, not for a moment, to the syrean song. Far better will it be for you, to dig for gold in your own prolific fields, than to compass half the globe in its pursuit, for in the one case you are certain of your ingots, but in the other, not. 94

The editors evidently felt that their readers needed more than a straight diet of agricultural material, for they included a considerable quantity of non-agricultural articles and material in almost every issue. A portion of this consisted of general news, literary clippings, puzzles and enigmas, taken for the most part from Detroit and eastern papers. Before the advent of the rural free delivery, few farmers read daily newspapers and, so, country weeklies and farm papers performed a useful service to their subscribers by printing general news.

Much of the literary material consisted of didactic verse and poems which extolled the beauty of nature and the joys of farm life. An occasional bit of fiction was used. 95 Much of the poetry may have been composed by readers of the paper, and perhaps the editors may have felt duty-bound to print the poems to preserve friendly relations. Moore, however, seems to have defied possible

^{94&}lt;u>Tbid</u>., Jan. 1, 1849, p. 11.

⁹⁵Such titles as these reveal the nature of much of the material: "Song for the Seasons," "The Farmer," "Wood-lands for Me," "Spring--- A Practical Song," "In Praise of the Good Old Plow," "Song of the Soil," "The World Is a Farm," "The Farmer's Harvest Song," "The Farmer's Boy," and "Our Home."

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criticism when, in one issue, he rejected two poems, one of which was entitled, "The Farmer's Daughter," by "H. C. H." Said Moore.

We have too much respect for our fair readers, the farmer's daughters, to disgust them with such silly trash. we may exercise an independence which will perhaps seem at variance with our interests; but we consider it our bounden duty to reject whatever appears erroneous or inappropriate. 96

Perhaps the most important of the non-agricultural material was that which was directed principally to the farmer's wife. Moore realized that he must make his publication appeal to women as well as men, for he seems to have tried to include some home economics material in each issue. Some of the early contributions were well written and in a style that made them very readable. For example, an imaginary dialogue between two housewives was used in presenting recipes for cake, cookies and gingerbread. Unfortunately, the person who prepared the article failed to write any more. In addition to recipes and "household hints, the early homemaker articles took the form of didactic admonitions to young girls and women on how to guard their character and improve their appearance and health. "Sarah," who may have been Mrs. Lucinda Foster, whose death from consumption at the age of 26 was recorded in the summer of 1844, advocated that farm women pay more

^{96&}lt;sub>Farmer</sub>, April 15, 1843, p. 36.

^{97 &}lt;u>Tbid.</u>, March 15, 1843, p. 22.

^{98&}lt;u>Ibid</u>., July 1, 1843, p. 76.

attention to their appearance in order to make their husbands happier. Said she:

The success of a farmer depends very much on the proper management of his wife. How can a farmer thrive when his wife crawls out of bed after the sun has been some time shining, jerks on a dirty dress, jumps into her shoes slipshod, which shows (sic) the holes in the heels of her stockings to advantage, and then starts in a hurry to get breakfast with her night-cap on and her bed left in the way she got out of it?

Writing under her real name, Mrs. Foster attacked the reading of novels, which she said, "was a wicked waste of time" as it "perverts the taste, enervates the mind and unfits it for solid and constructive reading." Moore also opposed novels and said that they "excite the passions, by administering a sweet but subtle poison."

The editor of the <u>Farmer</u> in 1855 criticized the extremes in feminine dress and ridiculed those "wasp-waisted women dragging a half-yard in length of dress skirts through kitchen slops and suds. That same year, he printed the matrimonial plea of a "young man, 22 years old, a farmer who never drank nor smoked, nor used tobacco, tea or coffee, a tolerable singer and who played the melodeon." The wife-seeker also said:

^{99 &}lt;u>Ibid.</u>, July 1, 1843, p. 79. In praising one contribution, Moore stated that he was a bachelor and "greatly in need of such a wifeas the fair author." <u>Ibid.</u>, p. 76.

¹⁰⁰ Ibid., May 1, 1844, p. 47.

^{101 &}lt;u>Ibid.</u>, March 15, 1843, p. 24.

¹⁰² <u>Ibid.</u>, June, 1855, p. 182.

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Said young lady must possess a good knowledge of the various branches of housewifery; especially must she be able to make good bread and butter; in short, I want one who will in all respects be a good wife for a farmer. . . . As I consider a good, industrious, frugal wife of more consequence than many thousands of dollars, I do not know that I care whether my wife be rich or poor. If she possesses a kind heart, an amiable disposition, and the before named qualifications, money will be of no consequence. 103

After Moore left the editorship and before Mrs.

L.B. Adams joined the staff in 1856, the amount of women's material was small and the quality mediocre. Under the direction of Mrs. Adams, the recipes and other home economics material were gathered into one section, called "The Household." Her work in editing this section is said to have been outstanding among the farm periodicals of 104 that day.

Improvement of rural living through better educational opportunities, improved health and housing, and more attractive surroundings all came in for occasional editorial treatment. ¹⁰⁵ Isham started a short-lived "Educational Department," which contained arguments for better rural education and more local libraries. He was es-

¹⁰³ Ibid., June, 1855, p. 181.

^{104 &}lt;u>Ibid.</u>, Feb., 1856, pp. 55, 59; Demarce, <u>op. cit.</u>, p. 384. 105 <u>Farmer</u>, July 1, Oct. 16, 1843, pp. 76, 131; Feb., 1848, p. 47; Jan. 1, 1849, p. 13; Oct., 1856, pp. 309, 318; May, 1857, pp. 148-149; March, 1858, p. 111; Oct. 6, 1860, p. 314.

^{106&}lt;u>Thid.</u>, Jan., 1850, pp. 12-14.

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pecially critical of the school system and advocated the establishment of free schools. 107

As one may infer from the frequent changes in publisher and editor, the <u>Michigan Farmer</u> in the early years was a poor financial investment. Advertising was yet to be developed as the principal means of supporting a periodical and it is conceivable that the publishers never received payment for many of the advertisements that were printed. As a result, the income from subscriptions was expected to sustain the publication.

At that time and for many years later, a paid-inadvance circulation policy was not observed by the Farmer.

Many subscribers, as a result, received the paper and chose
to pay nothing. The first publisher, D. D. T. Moore,
mailed his maiden issue to 600 persons whose names had been
on the circulation list of the suspended Western Farmer.

In all, he sent out about 2,500 copies. Four months later,
he stated that on his books were the names of "several
hundred persons from whom we have received nothing," and
that he would be glad to accept homespun cloth in lieu of
money.

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The following November, he announced that his paper
henceforth would operate on a non-credit basis. This
seems to have been only a temporary policy, for he stated

¹⁰⁷ Ibid. March, 1850, pp. 78-79.

^{108 &}lt;u>Ibid</u>., July 1, 1843, pp. 76-77.

^{109 &}lt;u>Ibid</u>., Feb., 1844, p. 188.

in the following summer that \$1,000 was owed him by subscribers in arrears.

The State Legislature's action in ordered a copy of the Farmer for each member during the 1844 session gave the publisher some encouragement but not much financial aid. From the mass of generalizations made by the editors, it is very difficult to ascertain the Farmer's true circulation. The list of persons receiving the publication seems to have grown from about 1,000 in 1847. to about 12,000 in 1856. 112 Some persons who had been in arrears for five or six years settled their accounts in the early summer of 1858. Nevertheless, Johnstone reported in November of that year that in ten western counties past due accounts totaled "nearly \$2,000" and in twenty-three eastern counties the amount due him was nearly double that amount. In May, 1858, Johnstone said that he was about to lose his home because of a \$1,300 mortgage that was due. In six counties alone, he said, there were enough subscribers in arrears to pay the debt *twice over.** 115

^{110 &}lt;u>Tbid.</u>, June 1, Aug. 15, 1844, pp. 60, 92.

¹¹¹ Ibid., Feb. 1, 1844, p. 188.

^{112 &}lt;u>Tbid</u>., Jan., 1856, p. 1.

^{113 &}lt;u>Ibid.</u>, June, 1858, p. 179.

^{114 &}lt;u>Ibid.</u>, Nov., 1858, p. 354.

^{115 &}lt;u>Ibid.</u>, May, 1858, p. 179.

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Adding to the grief of the publishers was the procrastination of postmasters and agents in remitting subscription money. An occasional agent was dishonest and vanished after collecting money from several subscribers.

Johnstone in December, 1854, apologized for various tardy issues of the past year, saying that type had been de-

^{116 &}lt;u>Ibid.</u>, Sept., 1850, p. 274.

¹¹⁷ Ibid., July 15, Aug. 15, 1843, pp. 84, 100; April 1, 1845, p. 1; April, 1847, p. 15; June, 1851, pp. 163, 180.

^{118 &}lt;u>Thid</u>., Nov. 1, 1844, p. 124.

^{119&}lt;u>Tbid</u>., Dec., 1846, p. 144.

^{120 &}lt;u>Ibid.</u>, Feb.15, 1845, p. 172; Oct., 1847, p. 144.

^{121 &}lt;u>Ibid.</u>, Jan., 1853, p. 16.

layed in shipment, a stream had dried up and the paper mill had been forced to close down temporarily, the steam engine to turn the wheels of the press had been out of fix for twelve days, and "the hands in our employ. . . . nearly all go visiting to escape the cholera."

Typographical errors occasionally reared their ugly heads to amuse the readers and frustrate the editors.

Isham once apologized for the word "Juleps" appearing instead of "Tulips." Said he, "It was enough to make the very flowers blush and hang their heads." 123

That some readers did not regard the editors as the final authorities on agricultural matters is indicated by the letter Isham received in 1850 from a Mr. Henry, of Lansing. The latter thought that the plans proposed in the Michigan Farmer were too costly for adoption, and said, whalf the tales are lies. He demanded proof of the large increases in crop yields that were said to have resulted from practices mentioned by correspondents. 124

Fellow editors occasionally were thorns in the flesh of Farmer editors. Soon after establishment, the Farmer felt under the necessity of lambasting the Prairie Farmer for calling itself the "Michigan Farmer's own Paper"

^{122&}lt;u>Tbid.</u>, Dec., 1854, p. 374.

^{123 &}lt;u>Tbid.</u>, June 15, 1848, p. 192.

^{124&}lt;u>Ibid.</u>, Sept., 1850, p. 296.

in a prospectus sent to a large mailing list in Michigan.

Later, attacks were directed against eastern farm papers whose articles "were not adapted to the soil of the west."

Readers were admonished not to misjudge the Farmer's lack of "affected display of agricultural science. . . . that some of our eastern agricultural papers have. . . (but) to appreciate the unostentatious, but more useful method we have adopted."

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The age-old matter of crediting the source of material taken from exchange publications also plagued the <u>Farmer</u> editors, and inspired charges and countercharges of plagiarism. The <u>Genesee Farmer</u>, under the proprietorship of Moore, a few years after he left the <u>Michigan Farmer</u>, accused Isham of plagiarism. The latter when he severed his connection with the <u>Michigan Farmer</u>, two months later, referred to the charges made by Moore when he introduced his successor. Johnstone, he stated, "being well posted in the agriculture of the day,... will be under no necessity of cabbaging anything from the Genesee Farmer."

¹²⁵ Ibid., May 15, 1844, p. 20.

^{126&}lt;u>Ibid.</u>, June 15, 1848, pp. 187-188; May, 1850, p. 144. 127<u>Ibid.</u>, May, 1850, p. 149.

^{128 &}lt;u>Ibid.</u>, March, 1853, pp. 65-69.

Ibid., May, 1853, p. 144. Later when Moore was publishing his Moore's Rural New-Yorker, he exchanged bitter words with Johnstone because the latter had stated Moore knew no more about western farming "than so many bull frogs." Moore's Rural New-Yorker, March 12, 1859, p. 86.

CHAPTER II

CULTIVATING. 1869-1908

It will be recalled that the Michigan Farmer was sold to H. N. F. Lewis in July, 1864. Lewis then merged the Farmer with his new publication, the Western Rural, which first appeared in September of that year. This publication aspired to more extensive circulation than could be reasonably realized by a state farm paper, and it was claimed that both a Detroit and a Chicago edition were issued each week. Years later, a writer in the Farmer stated that the Western Rural was not a success in Michigan because, "widely differing methods of agriculturists in the western corn states and those of Michigan rendered the attempt to suit both abortive and soon the farmers of the state began to demand an agricultural journal that would fittingly represent its particular interests."

In January, 1868, it was announced that both editions of the paper would henceforth be published in Chicago.

Western Rural, Sept. 3, 1864, p. 1.

²Farmer, Sept. 16, 1899, p. 197.

³ Western Rural, Jan. 4, 1868, p. 8.

That announcement may have been an important factor in the revival of the <u>Michigan Farmer</u> a year later by Robert F. Johnstone and Robert Gibbons.

Of the many persons connected with the <u>Farmer</u> during its first century of existence, none was more sanguine as to the paper's future than was Johnstone.

Although he had been associated with the paper at the time of three forced sales from 1861 to 1864, and likely had experienced some personal financial losses, yet he remained optimistic. After the Civil War he had "ambition to revive" the <u>Farmer</u>, and seemingly he considered 1869 a good year for the venture.

Johnstone's optimism is all the more remarkable when one realizes that he was past fifty at that time. A man of that age is not prone to assume a new undertaking lightly. Yet, Johnstone, who had been making a living principally from his work as a proof-reader on the Detroit Daily Post since 1867, became convinced that a state farm paper would now be successful. He was able to induce a printer from the same newspaper to be his partner. The latter was thirty-year-old Robert Gibbons.

The Johnstone-Gibbons combination was to influence Farmer policies throughout the rest of the nineteenth century, though the senior partner was to die in 1880 and

⁴Farmer, Oct. 26, 1880, p. 4; Aug. 24, 1895, pp. 113, 120.

⁵ Tbid.

Gibbons was to sell his interest in 1893. The previous chapter depicted the <u>Farmer</u>'s role in the emergence of Michigan agriculture from a pioneer, self-sufficing status. This chapter, in telling the story of Johnstone and Gibbons in establishing the <u>Farmer</u> for the first time on a firm, enduring basis, is concerned with the contribution of the <u>Farmer</u> in the commercialization of Michigan's agriculture from the post-Civil War era to 1908.

Selection of 1908 as the year in which to end this chapter was the result of the author's desire to seek a convenient and logical point of separation between the period of horse-power agriculture and the highly mechanized, internal-combustion-engine type of the twentieth century. Also, in 1908, the management of the paper decided to revert to the original series (that started by Moore in 1843) in designating issues, and thus end the series started by Johnstone and Gibbons in 1869.

Undoubtedly a part of Johnstone's optimism about the future success of a state farm paper must be traced to his observance of the phenomenal growth of Michigan agriculture during the war years. Anyone who was as closely identified with farming as was Johnstone could not have failed to be impressed by the ever-expanding production, the increase in population, rapid settlement of good agricultural lands, and the vastly improved transportation situation in Michigan.

one-half in population and over one-third in number of farms and acreage of improved farm land. In crop production, the figures were equally impressive: Wheat and potato yields had almost doubled and that of corn was up by about a fourth. Tame hay tonnage had increased by more than a half. Indicative of the sweeping changes in agricultural methods was the more than doubled valuation of farm machinery. The livestock industry also expanded greatly during the decade. The total valuation of all animals more than doubled, while in numbers the increases were just under one-third more for beef, milch and work cattle; about two-thirds more for sheep, and more than a two-thirds increase for horses and swine.

Interest in better agriculture was shown by the

In 1860: population 749,000, number of farms 62,400, improved land 3,476,000 acres, wheat 8,336,000 bushels, corn 12,445,000 bushels, potatoes 5,261,000 bushels, tame hay 768,000 tons, farm machinery \$5,819,000, all livestock \$23,715,000, number of cattle 479,800, sheep 1,271,000, horses 137,000, swine 372,000. U. S. Bureau of the Census, Eighth Census of the United States: 1860, Agriculture of the United States in 1860, Vol. I (Washington: Government Printing Office, 1864), pp. 76-78, 204; Population, Vol. III, p. 598.

In 1870: population 1,184,000, number of farms 98,400, improved land 5,097,000 acres, wheat 16,265,000 bushels, corn 14,086,000 bushels, potatoes 10,318,000 bushels, tame hay 1,291,000 tons, farm machinery \$13,712,000, all livestock \$49,809,000, number of cattle 548,000, sheep 1,986,000, horses 228,000, swine 417,800. U. S. Bureau of the Census, Ninth Census of the United States: 1870, Statistics of the Wealth and Industry of the United States, Vol. III (Washington: Government Printing Office, 1872), pp. 81-84, 354; The Statistics of the Population of the United States, Vol. I, p. 38.

expanded number of entries at the Michigan State Fair, during the war decade. The fair was sponsored by the State Agricultural Society, of which Johnstone was secretary. The number increased from 1,262 in 1862 to 2,530 in 1869. In implements, the total increased from 173 in 1862 to more than 500.

Prices of Michigan farm products by 1869, however, had fallen considerably from the inflationary peaks of the war years and were to recover only slightly by 1871 before going into the long period of general agricultural depression, which ended in the late 'nineties. The severest price drops in crops occurred in wheat and potatoes; the prices per bushel of those crops declined about 50 percent from 1867 to 1869. With the exception of sheep, livestock prices declined only moderately during the latter part of the 'sixties. As for sheep, the average value per head in 1867 was \$2.55, and by 1869 it was \$1.40, a decline of over 45 percent. The so-called wool boom ended in 1868, and during the next year or two, thousands of sheep were slaughtered for their pelts and soap grease.

Such was the agricultural picture when Johnstone and Gibbons brought forth the first issue of the revived Michigan Farmer, on May 15, 1869.

⁷Eighth Annual Report of the State Board of Agriculture, 1869 (Lansing, 1869), p. 308.

⁸Office of Agricultural Statistician, Michigan Co-operative Crop Reporting Service, Lansing, mimeographed statistics, n. d.; Wentworth, op. cit., pp. 152-154.

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The revived <u>Farmer</u> was an eight-page publication, each page of the first issue being approximately 13½ by 20½ inches, with five columns of reading matter to the page. The pages were surrounded by a decorative border having very ornate cornerpieces. The full title of the paper was <u>The Michigan Farmer and State Journal of Agriculture</u>. Under the title appeared a statement that the paper was published weekly and was "the only journal of its kind in Michigan." The last phrase was intended to discourage any possible inroads into Michigan by the Western <u>Rural</u>, <u>Prairie Farmer</u>, or eastern farm papers.

The page dimensions $(13\frac{1}{2} \text{ by } 20\frac{1}{2} \text{ inches})$ chosen by Johnstone and Gibbons were similar to those of competing journals and newspapers of that day. The page size was increased in 1876, becoming 17 by 22 inches, with seven columns of reading matter to the page. Such a page was in contrast to the $6\frac{1}{2}$ - by 10-inch page printed during the first part of the 'sixties and the 9- by $11\frac{1}{2}$ -inch page of D. D. T. Moore's paper of 1843. After the 'eighties, however, the page dimensions decreased until in 1943 they were $10\frac{1}{2}$ by $14\frac{1}{2}$ inches.

In addition to a miscellaneous collection of articles on crops, livestock and farm machinery, the first issue of the new <u>Farmer</u> contained approximately two pages of literary material clipped from various sources. Advertising in this number totaled slightly less than five columns.

Before proceeding to a discussion of the <u>Farmer's</u> editorial policies and its contributions to Michigan agriculture during the last half of the nineteenth century, it is desirable to examine the business structure as represented by the circulation and advertising. Without adequate circulation and advertising revenue, the publication would never have succeeded.

One can only estimate the number of copies of the first issue published by Johnstone and Gibbons. Four years later, Johnstone stated that they had only one paid-in-advance subscriber for their first issue. It seems rather certain that the <u>Farmer</u> did not become very profitable until in the late 'nineties or after the turn of the century. Certainly the paper did not pay its way for the first three or four years. In a frank statement of the situation, Johnstone said:

unfaithful agents and their drunkenness, bad debts and inadequate support, especially for the first three years absorbed all its (the <u>Farmer's</u>) income and all that both of us gained from outside employment and from other sources. We had sunk \$10,000 or its equivalent. . . . (but) on the first day of last 10 April (1873) the Michigan Farmer did not owe a dollar.

During the years that Johnstone and Gibbons, and Gibbons and his brother published the <u>Farmer</u>, the circula-

⁹ Farmer, May 6, 1873, p. 124.

Ibid.; "Old Genesee" (Enos Goodrich), writing in 1890, stated that "the agricultural press of Michigan has had a hard road to travel and the patriarch of them all, the Michigan Farmer, has nearly always been conducted under circumstances of pecuniary loss. . . . " Ibid., June 21, 1890, p. 4.

a year after the Lawrence brothers purchased the paper, the circulation was said to be 13,000. In that year, the circulation was increasing, as was revealed in a notice announcing a change of publication day from Friday to Thursday, "the old system was practical with a circulation of 10 to 12,000 and with subscribers mostly within a reasonable distance from Detroit, but our present circulation and much extended territory covered have absolutely outgrown this system." 12

In 1898, nearly a ton of type metal was required for setting the names and addresses of subscribers, indicating a fairly large number. Campaigns in the late inineties and after 1900 continued to boost the total, even though "a crook," employed to solicit new subscriptions, once "neglected to send in the orders" and the money. In 1905, one solicitor is said to have obtained 2,800 new subscribers during a year's work. In April, 1907, the publishers boasted that the Farmer had 80,000 paid-in-advance subscribers, setting a record.

Thirty-third Annual Report of the Secretary of the State Board of Agriculture, 1894 (Lansing, 1894),p 439.

¹² Farmer, Feb. 2, 1895, p. 72.

¹³ Ibid., June 18, 1898, p. 480.

¹⁴ Ibid., Feb. 22, 1902, p. 156.

¹⁵ Ibid., Jan. 14, 1905, p. 35.

¹⁶ Ibid., April 13, 1907, p. 412.

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Some of the increased circulation was the result of the absorption of two other farm publications, the Michigan Fruit Grower and Practical Farmer, and the Ferm and Live Stock Journal. The first, which had been published in Grand Rapids, was purchased in 1899. The other paper, which had been owned by the Detroit Free Press, was bought in 1905. As a result of the latter acquisition, the name of the Farmer was changed to the Michigan Farmer and Live Stock Journal. Possibly some additional circulation also may have been picked up when the Grange Visitor suspended publication in 1896 and it was announced that Grange news, edited by Kenyon L. Butterfield, would henceforth appear in the Farmer.

Advertising rates during the period 1869 to 1908 reflected the rising circulation. In the first issue, an inch of space was priced at \$1, and the total realized from the advertising in that issue probably did not exceed \$60. By 1896, the rates had been increased to \$3.50 a column-inch, and in 1901 to \$4.20 a column-inch.

After the first year or so, the volume of advertising increased, and this undoubtedly was the most impor-

^{17 &}lt;u>Ibid.</u>, Dec. 9, 1899, p. 450.

¹⁸ Ibid., Aug. 19, 1905, p. 122.

^{19&}lt;u>Ibid.</u>, Nov. 7, 1896, p. 306.

^{20&}lt;u>Ibid.</u>, May 15, 1869, p. 4; Jan. 4, 1896, p. 8; Oct. 5, 1901, p. 242.

solvent. Despite the depressed situation of agriculture in general, many businesses sought farmers' dollars. One of the most effective ways of accomplishing this was by announcing their wares in publications read by farmers.

By 1875 a considerable portion of the advertising consisted of display announcements of new agricultural implements, in many instances unduly enthusiastic as to the worth of the machine. During 1876 almost every issue had a full-page advertisement of the Oliver chilled steel plow. Similar advertisements included those of the Robbins sulky cultivator (made in Hastings), the Kirby combination reaper and mower, the Heckendorn plow (made in Ann Arbor), top and open buggies (manufactured in Jackson), plows (made in Three Rivers), windmills, grain and fertilizer drills, the Keller self-binder, Buckeye spring-tooth harrow and cultivator, and Clark's cutaway harrow. 21

After 1870 there was an increasing amount of proprietary or patent medicines advertised. Needing revenue as they desperately did, Johnstone and Gibbons deserve praise for a crusade they conducted against some of the harmful remedies. ²² One advertiser, extolling the merits

^{21 &}lt;u>Tbid.</u>, Feb. 24, June 16, Aug. 4, 1874, pp. 57, 184, 241; July 3, 1877, p. 1; June 13, 1878, pp. 5-8; May 13, 1879, p. 5; Aug. 10, 1880, p. 1; April 11, 1882, p. 1; July 21, 1888, p.5.

^{22 &}lt;u>Thid.</u>, May 1, 1877, p. 1. The crusade is described in detail in another portion of this chapter.

of "H. T. Helmbold's Concentrated Fluid Extract," expressed the modest desire that "his remedies, from the fact of being advertised, may not be classed as Patent Medicines."

Most of the patent medicine advertisements were of the "sure-cure" type, and in one issue in the late 'nineties there was a rash of such announcements. Cures were offered for the following ailments and symptoms: deafness, catarrh, "female weakness," rheumatism, liver and bladder troubles, kidney disorders, piles, neuralgia, dyspepsia, nervousness, "heart weakness," toothache, earache, backache, sciatica, hay fever, biliousness, and insomnia. After 1900 the quantity of such advertising declined. This may have been the result of a policy stated on the editorial page that the Farmer would not accept advertising from "quacks" or those promoting swindles or lotteries; neither would the paper take whiskey advertisements nor those of "an immoral nature."

By 1904 the amount of advertising appearing in the Farmer had become stable. The thirty columns or more of display and classified advertising, which brought the paper several thousands of dollars in revenue each week, presented a great contrast to the six columns of ads that had been printed in the maiden issue in 1869. Advertise-

²³<u>Tbid.</u>, Feb. 11, 1871, p. 45.

²⁴<u>Tbid.</u>, Jan. 2, 1897, pp. 11-15.

²⁵<u>Ibid</u>., Oct. 5, 1901, p. 242; Feb. 20, 1904, p. 168.

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ments in the issue for August 6, 1904, included those for the following products: feed crusher, manure spreader, corn husker, livestock scales, ensilage cutter, hay lifter, six different kinds of cream separators, cider press, gasoline engine, bicycles, grain drill, plows, two-row corn cutter, clod roller, stoves, livestock waterer, fencing, well drilling equipment, fanning mill, hay baler, commercial fertilizer, ginseng roots, steel roofing, bedbug remedy, kitchen cabinet, hair restorer, electric door bell, a Lion brand coffee contest announcement, newspaper subscription announcement, auctioneer cards, fly spray, various kinds of seed, land, medicine, gloves, dress goods, and classified advertisements of a wide variety of livestock and poultry. 26

Indicative of the coming of better times for the Farmer after 1900 was the 590-page volume comprising the issues for the first six months of 1904. This represented an average of twenty-eight pages for each of the twenty-one issues and was the largest volume published since the series was begun in 1869.

During the period, 1869-1908, fires twice destroyed the offices of the <u>Farmer</u>, causing destruction or great damage to equipment, account books, editorial li-

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^{26 &}lt;u>Tbid.</u>, Aug. 6, 1904, pp. 81-96.

^{27 &}lt;u>Ibid.</u>, June 25, 1904, p. 585.

April 13, 1873, and had its origin in an adjoining building which housed the pressroom of the Detroit <u>Tribune</u>.

Johnstone stated that the loss exceeded the amount of fire insurance coverage by about \$9,000. The publishers were badly frightened on November 9, 1886, when fire threatened them, but this time the damage was confined to the nearby <u>Post</u> and <u>Tribune</u> building. On June 18, 1898, a fire again destroyed the paper's office, causing a loss that was only about half covered by insurance. Less than a year previous, the publication had been moved into what Gibbons stated was the "finest quarters in the history of the paper."

The program and policies of the Michigan Farmer during the period 1869 to 1908 might be said to embrace, in general, everything that held promise of profit for the farmers of the state. More specifically, the paper presented information and opinion on a vast range of subjects dealing principally with agricultural production, with major emphasis on crop and livestock raising. In addition, the issues reveal that increasing attention was devoted

^{28&}lt;u>Ibid</u>., May 6, 13, 1873, pp. 124, 132.

²⁹<u>Ibid</u>., Nov. 9, 1886, p. 4.

^{30&}lt;u>Ibid.</u>, June 18, 1898, p. 480.

^{31 &}lt;u>Ibid.</u>, Aug. 7, 1897, p. 88.

^{32&}lt;u>Tbid.</u>, June 18, Aug. 13, 1898, pp. 473, 108.

to the farm family and its way of life.

In reading the more than 2,400 issues that came from the <u>Farmer</u>'s presses during the thirty-nine years constituting this period, one is impressed by the multitude of subjects presented. The stability of management, which characterized this period, in marked contrast to the first, makes it possible for us to study the more orderly evolution of the paper. Concomitant with the paper's growth was the great drama of Michigan agriculture and rural life during the last half of the nineteenth century and the beginning of the twentieth.

It is impossible to describe in detail more than a representative sampling of the subjects presented. To treat this material in an orderly manner, the author has chosen to present the <u>Farmer's program</u> and policies through the following categories: agricultural production and marketing, transportation and communication, agricultural organizations, education, improvement of rural life, house-hold material, and general material including literature.

In the first issue of the new series, Johnstone laid down several points of policy which he felt the Farmer should advocate. Writing in somewhat the paternalistic manner of the editors of the early years, he stated that he hoped to make the Farmer a "true and trusty counsellor" in helping to correct extremes in farmers' judgments, such as had been shown in years past and particularly during

the recent "hop and sheep craizes." He would endeaver to inform farmers on the "results of practices and experiments immediately in their own vicinity." The paper, under his guidance, would be the voice of the State Agricultural Society and the local agricultural societies. He hoped to bring the Agricultural College into "closer relations with the citizens of the State interested in agricultural improvement, than it has heretofore enjoyed." He advocated co-education as a means of solving "woman's problem. . . . a present social problem," and believed that women should be given the same opportunity as men for acquiring higher education. He urged that aid be given Michigan railroads because of their service in developing 34 the state. He disclaimed any desire to meddle in politics.

<u>Ibid.</u>, May 15, 1869, p. 4. Those who raised hops made money in 1865-66, as "war prices" still prevailed for that crop. Then the so-called hop boom, promoted mainly by sellers of hop roots, flourished. By 1867 roots were selling for \$5 a bushel, and three bushels were required to plant an acre of vines. Within two years came trouble from insects, frost, drought, and a drop in hop prices. Then, as a writer in 1897 stated, "Hop poles for firewood! Hop sacks for horse blankets! Hops for stable bedding! . . . The Michigan climate is not adapted to hop profits -neither is the Michigan farmer's pocketbook. Maybe it will be tried again but it will be when the memory of the last hop epidemic is in memory's sere and yellow leaf. . . . " Ibid. Oct. 16, 1897, p. 270. The Michigan sheep industry expanded greatly under the war-time demand for wool. The wool boom burst in 1868, however, and thousands of sheep were slaughtered. Bands of 500 to 1,000 head were butchered along the roadsides, and their skins hung on fences to dry. Many sheep were sold for a dollar a head. Wentworth, op. cit., pp. 152-154.

^{34&}lt;u>Tbid.</u>, May 15, 1869, p. 4.

Early during this period, Johnstone began his extensive visitations to farms and farm groups throughout the state. These trips, and those later made by Gibbons helped to make the partners widely and favorably known in agricultural circles. The Agricultural College was a favorite destination for Johnstone, and he continued to maintain a keen interest in the development of that institution. On one occasion while visiting there, he made an extended survey of the nearby marshland owned by former Senator Zachariah Chandler, and discussed with Chandler a project for draining the area and making it productive. Another time he visited the D. M. Ferry Seed Farm, near Dearborn, and described in the Farmer the methods used in the commercial production of seed. 36

The <u>Farmer</u>'s presentation of news and opinion on farm crops reflected the changing picture in kinds of crops grown during the last half of the nineteenth century. Though many articles continued to feature wheat culture, as was true in the 'forties and 'fifties, more and more space was devoted to other crops, such as corn and potatoes. At the turn of the century, two new crops began to claim attention, sugar beets and alfalfa.

As a part of its program to improve and expand the

^{35&}lt;u>Tbid.</u>, Nov. 25, Dec. 9, 16, 1871, pp. 369, 385, 396; Oct. 13, 1874, p. 321; July 31, 1877, p. 1.

^{36 &}lt;u>Thid.</u>, May 27, 1871, p. 160.

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Michigan livestock industry, the <u>Farmer</u> in 1876 urged the growing and feeding of more corn. By feeding the corn at home, the operator kept the manure on the farm where it was needed to help maintain soil fertility. The <u>Farmer</u> has the distinction of being the first farm paper to print an account of the work of Dr. William James Beal in corn breeding. Beal is the first person of record to cross two varieties of corn for the purpose of increasing yields. In commenting, in an article published by the <u>Farmer</u>, on his hybridization experiments, Beal stated that farmers should "breed corn with the same thought and care that you would breed Shorthorns or Ayrshires." A. C. Glidden, who wrote many articles for the <u>Farmer</u> during the late 'eighties and 'nineties, in 1886 correctly predicted the coming importance of corn in Michigan agriculture.

In the early years of the twentieth century,

Michigan joined the ranks of those states that held corn

shows. At the 1904 Round-up Institute, held at the Agri
cultural College, the Michigan Corn Improvement Association

was formed, 40 which was the parent organization of the

present Michigan Crop Improvement Association. The Farmer

^{37&}lt;sub>Ibid.</sub>, May 9, 1876, p. 145.

³⁸ Ibid., Jan. 3, 1882, p. 1. Beal did not follow up his pioneer corn breeding work.

^{39&}lt;u>Ibid</u>., Feb. 23, 1886, p. 1.

^{40 &}lt;u>Ibid</u>., April 23, 1904, p. 400.

printed accounts of corn exhibits "overshadowing" all others at the Kent County Farmers' Institute meeting in Grand Rapids in February, 1905, and described the corn exhibit at a similar meeting in Battle Creek. In 1906, the Farmer induced the famous corn authority of that day, Professor Perry G. Holden, to write a series of articles on corn culture, including breeding and improvement of varieties, selecting and testing the seed, preparing the ground, planting and cultivating. By the end of the first decade of the new century, Michigan was growing three times the corn acreage it had grown in 1869, and the production had more than quadrupled. The value of the 1869 crop was estimated to be slightly less than \$9 million, whereas that for 1909 was figured at about \$34 million.

In 1869, when the <u>Farmer</u> was revived, potatoes were grown on about 100,000 acres of Michigan's crop land,

⁴¹Ibid., Feb. 4, 1905, pp. 93, 128.

¹⁵id., Feb. 17, April 28, 1906, pp. 145-147, 433. Professor Holden is an alumnus of the Michigan Agricultural College and a former student of Dr. Beal. He performed many valuable services to corn growers for more than thirty years after 1890. Results of his work were especially noteworthy in Iowa. Staff of Iowa State College and the Iowa Agricultural Experiment Station, A Century of Farming in Iowa, 1846-1946 (Iowa State College Press: Ames, 1946), pp. 34-37.

⁴³ Office of Agricultural Statistician (Michigan), op. cit.,

Little attention was given the crop by the <u>Farmer</u> during the 'seventies, except for some articles on the use of insecticides, but in 1885 the editor agreed with a correspondent that potatoes had been neglected. The following year, the paper reprinted a bulletin, "Potato Culture," by Samuel Johnson, Professor of Agriculture at the College. Other cultural suggestions followed.

The subject of sugar production in Michigan was a perennial topic for <u>Farmer</u> editors and writers for many decades before the present sugar beet industry became established. In the early days and for a time after the Civil War, the plant from which it was hoped sugar might eventually be produced was the Chinese sugar cane or sorghum. This plant did lead to some production of syrup in a few of the most southern counties. In 1881 legislation was enacted which provided for a bounty of 2 cents a pound for sugar made from Michigan-grown cane or beets. Only one person is said to have qualified for the award.

¹bid. By 1909, the acreage had increased to 365,000, on which more than 38 million bushels of potatoes were grown, valued at more than \$13 million. Ibid.

⁴⁵ Farmer, July 25, Aug. 1, 8, 1872, pp. 233, 241, 249; June 9, 1885, p. 4; Feb. 1, 1890, p. 1.

^{46&}lt;u>Ibid.</u>, April 20, 1886, p. 1; May 11, 1886, p. 2; Feb. 1, 1890, p. 1.

^{1883,} pp. 1, 1; Aug. 1, 1887, p. 1. R. C. Kedzie, "Domestic Supply of Sugar for Michigan," Collections and Researches Made by the Michigan Pioneer and (continued on page 66)

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Dr. R. C. Kedzie, Professor of Chemistry at the College, proved that some Michigan soils were suited to sugar beet growing. In 1890 the College began distribution of sugar beet seed to farmers, and the commercial possibilities of the new crop were soon realized. The <u>Farmer</u> in 1897 praised the passage of a bounty bill for beet growing and expressed the hope that Michigan might soon have sugar factories in production. He Farmer rejoiced when the first one began operation in October, 1898, near Bay City. In that year the paper reported about 1,900 acres being grown in Bay County alone. He following year, more than 40,000 acres of beets were grown in the state, and in 1909, 78,000 acres.

Heralding the increasing importance of dairying in Michigan were the articles and editorial admonitions on better hay-making, improvement of permanent pastures, and

⁽Historical Collections) (Lansing: 1901), XXIX, pp. 201-204. R. C. Kedzie, "Sugar Beet Raising in Michigan,"

Michigan State Farmers' Institutes, Institute Bulletin 3
(Michigan State Board of Agriculture, Lansing, 1897), pp. 48-50.

⁴⁸ Farmer, March 27, 1897, p. 246.

^{49&}lt;u>Ibid.</u>, Dec. 11, 1897, pp. 442-443; Oct. 1, 1898, p. 246.

⁵⁰U. S. Bureau of the Census, Twelfth Census of the United States: 1900, Agriculture, Vol. VI (Washington: Government Printing Office, 1903), pp. 328-329; Thirteenth Census of the United States: 1910, Agriculture, Vol. VI (Washington: Government Printing Office, 1913), p. 779.

the growing of more leguminous hay crops. 51 The Farmer was cautious, however, in recommending alfalfa or "lucerne" in the 'nineties, stating, "The desire for more complete information about this plant and its adaptability to Michigan. . . is quite widespread among our farmers, largely as the result of poor success with clover during the several years past in which a season of drought has been experienced.* ⁵² The College. also in the 'nineties, did not show much enthusiasm for the new crop, calling it one of the "doubtful substitutes for clover. ** 53 As late as 1902, an associate editor of the Farmer, Colon C. Lillie, stated that he personally cannot see the practicability of growing it here in Michigan except on hilly ground where one wishes to do away with plowing for a number of years." The Farmer's attitude, as well as that of the College, changed during the first decade of the new century, and the paper

⁵¹ Farmer, June 16, 1894, p. 369; Sept. 30, 1899, p. 237; July 7, 1900, p. 14; Feb. 8, 1902, p. 105; Sept. 3, 1904, p. 154.

⁵²<u>Ibid</u>., June 15, 1895, p. 374.

Thirty-third Annual Report of the Secretary of the State Board of Agriculture, op. cit., pp. 434-435. In 1899, alfalfa was reported on 213 farms, making a total of 1,087 acres; in 1909, 1,456 farms reported 6,553 acres. U. S. Bureau of the Census, op. cit., 1900, Vol. VI, pp. 218-219; 1910, Vol. VI, p. 776.

⁵⁴ Farmer, Jan. 4, 1902, p. 1. Another staff member, who later became editor and business manager of the Farmer, seeded some alfalfa on his farm in the early 1900s. "Folks did not think too well of his judgment..." Ibid., May 22, 1937, p. 368.

became an ardent crusader for alfalfa about 1912.

In appraising the rise of such specialty crops, as mint, chicory and ginseng, the <u>Farmer</u> urged caution but at the same time stated that growers interested in such crops should not regard them as one-year ventures but should give them a fair trial before rendering judgment.

As for fruit crops, the editors of the <u>Farmer</u> displayed a consistent interest. In the first issues of the revived paper and throughout the period under discussion, at least one page was regularly devoted to horticultural topics. Until the latter half of the 'nineties a great share of the horticultural material was obtained from exchange publications and often was not pertinent to Michigan. Allied material found on the "horticulture" page included items dealing with apiculture, floriculture and landscape gardening. As in earlier years, the <u>Farmer</u> favored the promotion of horticultural and pomological societies on both a local and state basis. Regularly and at great length, the paper reported the activition these organizations.

^{55 &}lt;u>Tbid.</u>, Oct. 17, 1887, p. 1; Dec. 28, 1901, p. 490; July 21, 1906, p. 42; July 20, 1907, p. 40.

The Farmer in 1871 praised the organization of the Michigan State Pomological Society, which later became the present State Horticultural Society. Many of the early leaders of that society wrote articles on fruit growing which appeared in the Farmer. Ibid., Aug. 12, 1871, p. 99.

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By the 'eighties, a large proportion of the state's total fruit output was concentrated in three southwestern counties, Allegan, Berrien and VanBuren, and that section continued to increase in horticultural importance. In 1887 the editor of the <u>Farmer</u> urged the Michigan Secretary of State to enlarge the annual state crop reports by including statistics on the apple and peach crops.

Horticultural material included articls on fruit varieties, fruit drying, cider making, orchard management, spraying and marketing. A bewildering avalanche of fruit varieties was presented, many of which were essentially the same but which were known by different names. Only a few of the names are in common use in the horticultural nomenclature of today. Farmers were regularly warned to avoid patronizing those traveling agents who sometimes sold mis-labeled fruit trees or trees of inferior quality.

For a time in the 'seventies, the Farmer was of

⁵⁷L. A. Chase, Rural Michigan (New York: The Mac-millan Co., 1922), p. 204; Farmer, Sept. 19, 1887, p. 1.

In 1889, the State Horticultural Society published a list of 219 apple varieties. Only about 20 were said definitely to have poor bearing qualities or other defects that would exclude them from favor in Michigan. Eighteenth Annual Report of the Secretary of the State Horticultural Society of Michigan, 1888 (Lansing, 1889), pp. 382-396.

⁵⁹ Farmer, Nov. 28, 1887, p. 3.

the opinion that fruit growers might profitably invest in drying equipment and thus utilize inferior fruit; it later conceded that such operations should be done by commercial processors. As the control of insects and diseases became more scientific, the quality of the fruit was improved and more of it could be shipped long distances or stored for later sale.

During the years, 1869 to 1908, much progress was made in the control of orchard insects and diseases. In the 'seventies, the Farmer's advice on "bugging fruit trees" included the use of long poles with which to strike the branches and thus knock off codling moths. In that same decade, a correspondent recommended the tieing of old woolen rags around the tree trunks as a means of trapping insects. He stated that unless the codling moth were controlled, a "tree may cast its fruit from habit. . . . such as do animals that abort." By the end of the 'eighties, the value of arsenicals in controlling insects had been demonstrated by Professor A. J. Cook, entomologist at the Agricultural College. About the same time, control of orchard diseases by the

^{60 &}lt;u>Ibid.</u>, Jan. 11, 1872, pp. 11-12; Jan. 26, 1875, p. 27; June 27, 1876, p. 201.

^{61&}lt;u>Ibid</u>., May 9, 1872, p. 147; April 8, 1873, p. 122.

^{62 &}lt;u>Ibid</u>., Nov. 10, 1874, p. 355.

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use of fungicides had been accomplished by his fellow worker, Professor Levi R. Taft, a horticulturist.

The <u>Farmer</u> showed keen interest in their work, and in 1890 printed a suggestion from a fruit grower that all orchardists be required by law to spray their trees.

In the 'nineties, the <u>Farmer</u> suggested the use of better packing methods to improve the shipping ability of Michigan fruit and urged the establishment of an experiment station in the fruit section. The subsequent establishment of such a station at South Haven by the College was praised. After 1900 the paper favored greater specialization on the part of fruit growers and stated the belief that fruit growing was no longer a profitable side-line activity for general farmers. The editor also urged the elimination of all neglected orchards because they harbored insects and diseases.

Considerably in advance of its time, the <u>Farmer</u> in 1901 lauded the good qualities of the blueberry and predicted correctly that some day this fruit would be a profitable venture for some Michigan growers.

^{63&}lt;u>Ibid.</u>, May 9, Dec. 5, 1887; pp. 3, 3; July 22, 1893, p. 3.

^{64&}lt;u>Ibid</u>., Jan. 4, 1890, p. 3.

^{65 &}lt;u>Ibid.</u>, Feb. 1, March 15, 1890, pp. 4, 3.

^{66&}lt;u>Ibid</u>., Jan. 7, 1905, p. 14.

^{67 &}lt;u>Ibid</u>., Aug. 24, 1901, p. 127.

Johnstone and Gibbons were greatly interested in livestock raising and followed such developments closely. Gibbons, in particular, was widely known for his knowledge of that occupation. About him, it was stated, "In the halcyon days of the live stock business no one had a wider and more comprehensive understanding of what each breeder was doing, or the lines in and purpose for which his stock was being bred. . . . "68

motion of better livestock through the use of improved foundation animals. Both Johnstone and Gibbons had a thorough knowledge of pedigrees, particularly those in the Shorthorn breed, and were quick to engage in long, technical disputation with correspondents over bloodlines of various animals. Gibbons, however, did not advocate a slavish adherence to purebred animals; he stated that though every animal of pedigree might not be meritorious per se, such an individual would be a safer breeding animal than one of an unknown family.

In 1869 interest centered upon the dual-purpose breeds, the Devons and the Shorthorns. The Devons soon lost favor to the Shorthorns, which reached the peak of their popularity between 1880 and 1890; after that, they lost ground to the specialized beef and dairy cattle

^{68 &}lt;u>Thid</u>., Aug. 24, 1895, pp. 113, 120.

^{69&}lt;u>Thid</u>., Aug. 1, 1882, p. 1.

breeds. The <u>Farmer</u>, it must be noted, was somewhat reluctant to change with the times, and in 1902, Gibbons stated:

For something like 25 years the editor of the Michigan Farmer has been advocating general purpose cattle for the general farmers of the State, both in its columns and at farmers clubs and institutes. He never changed his opinion in the face of the great stampede to the dairy breeds some ten or twelve years ago.

Competition from western beef producers and the growing importance of dairying in the years after 1890 caused Michigan farmers to display decreasing interest in raising cattle for meat purposes. Livestock men in the early 1900's deplored the indiscriminate mixtures of beef and dairy blood-lines that characterized so many animals. These mixtures produced a serious lack of uniformity in type and color. The College in 1904 was aware of this situation and started a long-time experiment with twenty "typical" grade Shorthorn cows purchased in state markets. The objective of the experiment was to demonstrate how many of the state's common dairy stocks could be improved in quality and quantity of milk production by a program of up-grading. In addition, the animal husbandmen wished to show the effects of good

⁷⁰ Butterfield, op. cit., pp. 1-8.

⁷¹ <u>Farmer</u>, Jan. 4, 1902, p. 10.

<sup>72
&</sup>lt;u>Ibid.</u>, April 12, 1902, p. 304; May 28, 1904,
pp. 508-509. <u>Fiftieth Annual Report of the Secretary of the Michigan State Board of Agriculture</u>, 1907 (Lansing, 1907), pp. 163-180.

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feeding and management. The cows were separated into sections and bred respectively to Jersey, Holstein, Guernsey and Shorthorn bulls.

The Michigan Farmer long advocated the need for the production of better quality dairy products. Soon after Johnstone and Gibbons began publication of the paper, they chronicled the first annual meeting of the Michigan Dairymen's Association at Adrian. 74 Periodically, they printed articles and editorials on improved butter and cheese making. The Farmer's stand on the highly controversial butter substitute question was objective and free from the more emotional type of argument sometimes advanced by the dairy interests. paper favored legislation compelling butter substitutes to be correctly labeled, and stated that the dairyman's prime weapon was the marketing of a standardized product of high quality. In one issue, Gibbons even justified the buying of a butter substitute if good butter were not available, and said that the farmer who produced poor or dirty butter was the one who caused consumers to

⁷³ Forty-ninth Annual Report of the Secretary of the Michigan State Board of Agriculture, 1906 (Lansing, 1906), p. 280.

⁷⁴ Farmer, Feb. 20, 1873, p. 58. Among other matters discussed, the dairymen debated the propriety of making cheese on the Sabbath. According to the correspondent of the Farmer, "No conclusion was arrived at..." Ibid.

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Following the introduction of the Babcock test, and the rise of commercial butter-making plants and creameries, the <u>Farmer</u> enthusiastically predicted a bright future for the Michigan dairy farmer. ⁷⁶ Butter production on the farm changed considerably from 1899 to 1909, as is shown by Census figures. In the first-named year, 77 percent of the state's farms, or 157,000, produced over 60 million pounds of butter, whereas by 1909, the percentage of farms reporting butter production had fallen 13 percent and the total farm butter production had decreased about 10 million pounds. Fluid milk sold had increased from about 56 million gallons in 1899 to more than 74 million gallons in 1909. Income from the sale of dairy products rose from about \$10 million in 1899 to \$22 million in 1909.

In 1894, the <u>Farmer</u> printed a special dairy issue, devoted to articles designed to increase the output and to improve the quality of Michigan dairy production.

A short time later, the editor praised the

^{75 &}lt;u>Ibid.</u>, Nov. 14, 1878, p. 1; Jan. 4, 7, 18, 1881, pp. 1,1, 1; March 14, 1882, p. 1; April 28, 1894, p. 264; Jan. 18, 1896, p. 40.

⁷⁶ Ibid., March 4, 1893, p. 1.

⁷⁷ U. S. Bureau of the Census, op. cit., 1900, Vol. V, pp. 588-589; 1910, Vol. VI, p. 773.

⁷⁸ Farmer, Nov. 17, 1894, p. 305.

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College for starting a short course in dairy methods. Two developments that were to become widely used during the next half-century by dairymen were illustrated in issues of the Farmer in 1897. One was a plan for a water system to supply cows in stanchions with an abundance of fresh drinking water. This was the forerunner of the automatic drinking fountain for cows. The other was a drawing of a milking machine manufactured by Hussey and Cushman. The Farmer believed there was a need for such a machine because of the difficulty dairymen were experiencing in finding help to milk Michigan's expanding dairy herds. Some doubt, however, was expressed as to the continued need for such a machine. Mechanical cream separators were on trial use during those years, and in 1906 the editor of the Farmer stated, "Most people who have given the subject careful thought believe that hand separators have come to stay. The old system of raising cream by the gravity process is certainly out of date." 82

Another phase of Michigan's agriculture that experienced considerable change during the years 1869 to 1908 was sheep raising. Except for set-backs,

^{79&}lt;u>Ibid.</u>, May 18, 1895, p. 316.

^{80 &}lt;u>Ibid</u>., June 19, 1897, p. 485.

^{81 &}lt;u>Ibid</u>., Dec. 11, 1897, p. 441.

^{82 &}lt;u>Ibid</u>., April 21, 1906, p. 416.

following the end of the Civil War and for a short time in the 'seventies, sheep raising continued to expand until 1900. In numbers, the state had 1,985,000 sheep in 1870 and reached a peak of 2,747,000 in 1900. By 1910, the total had declined over 400,000 and continued to drop. 83 A marked change in the nature of the industry came during the 'eighties, with the beginning of the importation of feeder lambs into southern Michigan from the western ranges. With this came the change from an emphasis on wool, as in the early days, to mutton production. The increase in European immigrant population in the area between Buffalo and Detroit brought a demand for mutton, as many of these 84 industrial workers had retained their dietary habits.

Johnstone and Gibbons many times stated that sheep were essential in Michigan agriculture, even after the emphasis had been transferred to the mutton types. In addition, they sought to improve management and breeding, and were vigilant in observing wool tariff developments. They believed that the Michigan sheep raiser's prosperity was geared to a high protective tariff to keep out foreign wools, regardless of

Vol. III, p. 82; 1900, Vol. V, pp. 334-335; 1910, Vol. VI, p. 772.

Farmer, April 2, 1898, p. 163; Wentworth, op. cit., p. 163; Butterfield, op. cit., pp. 11-13.

the domestic mutton prices.85

Before interest in wool production waned, the Farmer helped to promote shearing festivals and carried detailed accounts of those events. 86 In the controversy that developed, during the late 'eighties and 'nineties, over the custom of washing sheep before shearing, the Farmer threw its support to those who favored discontinuing the practice.

Declines in sheep and wheat production in the early years of the twentieth century were not matched by similar drops in horse and swine production. On the contrary, both horses and swine continued to increase in numbers and value. By 1910, the state had more than 610,000 horses and 1,246,000 swine. The total value of the horses was estimated to exceed \$71 million, or well over half the total value of all livestock, thus making them by far the most valuable of the farm animals. Both horses and swine had increased in numbers about three times over the totals reported in the 1870 census. These increases were logical in

^{85&}lt;u>Farmer</u>, May 22, 1869, p. 12; July 15, 1871, p. 217; May 9, 1872, p. 148; June 2, 1874, p. 169; Jan. 4, 1887, p. 1; April 2, 1898, p. 265; April 26, 1902, p. 349; May 10, 1902, p. 393.

^{86 &}lt;u>Ibid.</u>, May 17, 1881, p. 1; May 18, 1889, p.1.

^{87&}lt;u>Ibid</u>., June 8, 1886, p. 1; June 13, 1891, p. 1; **Jan**. 23, 1892, p. 1.

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view of the great increase in corn production, as previously mentioned. 88

The type of horse preferred by Michigan farmers for many years prior to the 'eighties was what might be called a horse of all work, one strong enough to do plowing and some heavy work but one which could also pull a carriage at a reasonable speed. There was little or no demand for the heavier, draft breeds until long after the Civil War. The first purebred Percheron stallion in the state is said to have been owned by Michigan's former United States Senator, Zachariah Chandler, in the 'seventies. 89 Indicative of increased interest, a regular department on horses began in the Farmer, in January, 1871. This feature gave advice on hitching and caring for horses. Soon after that, the paper began regular accounts of breeding stock being brought into the state, with special attention being paid to Percherons. A regular department on veterinary advice was started in 1878. Many of the questions answered and much of the material in the department concerned common equine diseases and injuries. Diagnoses were given and remedial measures

⁸⁸ U. S. Bureau of the Census, op. cit., 1910, Vol. VI, p. 772; op. cit., 1870, Vol. III, p. 82.

⁸⁹ Butterfield, op. cit., pp. 9-11.

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recommended. 90 A year later, the <u>Farmer</u> made it possible for its readers to receive veterinary advice by mail for a fee of \$1 for each question asked. The amount of space devoted to veterinary advice increased, and the paper rendered its subscribers a needed service during the years before 1910 when the supply of trained veterinarians was small. 92

During the 'eighties and 'nineties, some interest was shown in Thoroughbreds, and the material published in the <u>Farmer</u> reflected that interest.

Articles on trotters and the racing gossip of the day probably were an accompaniment of the increasing popularity of fairs in Michigan. 93

His love for good horses seems to have blinded

Farmer, Jan. 7, Feb. 25, March 18, 1871, pp. 10, 64, 81; May 9, 1872, p. 148; Nov. 6, 1877, p. 1; Nov. 7, 1878, p. 1; April 20, 1880, p. 1.

Ibid., Jan. 2, 1879, p. 1. The editor of the Farmer engaged in a heated controversy with the Michigan State Veterinary Association in 1903 for its action in seeking to have a law enacted that would forbid non-veterinarians from practicing on animals. The association, for a time, caused the veterinary advice to be dropped from the Farmer's columns. The department was resumed after several weeks' omission, but restrictions were placed on the giving of free advice which might be construed to be in competition with private veterinary practice. Ibid., Feb. 20, May 7, 1903, pp. 168, 425.

^{92&}lt;u>Ibid</u>., Feb. 20, 1903, p. 168.

^{93&}lt;u>Ibid.</u>, June 26, 1897, p. 501; Oct. 13, 1900, p. 260; April 12, 1902, p. 302.

Robert Gibbons to the possibility that some day they might be superseded. In 1898, in discussiong the operation of a few of the "horseless carriages," Gibbons agreed with the editor of the <u>Breeder's Gazette</u> that horses would not be displaced by such "large, heavy, ungainly looking things. . . more or less noisy and ill-smelling." Gibbons added, "Every reaction of such efforts to displace the horse. . . will only increase confidence in him and add to his value. . . ."

The <u>Farmer</u> did not show the interest in swine raising as it did in the case of sheep, cattle or horses. An occasional article on the raising of hogs and the merits of the various breeds was printed, but interest seems to have lagged. Not until during the late 'eighties was there a state swine breeders' association. A discussion of hog cholera occurred from time to time, and the belief was expressed once that the disease was caused by feeding too much corn in the fattening ration. He <u>Farmer</u> in 1908 invited its readers to relate their experiences in hogging-down corn, but stated that the practice "has not been very extensively followed in Michigan, and we do not believe

⁹⁴ Ibid., July 30, 1898, p. 75.

^{95&}lt;u>Tbid</u>., Dec. 29, 1888, p. 1.

^{96&}lt;u>Ibid.</u>, March 5, 1878, p. 1; March 5, 1904, p. 214.

Poultry production in Michigan continued for many years after the Civil War to be in the nature of a spare-time activity and one which was sometimes regarded as a woman's job. Most farmers, as well as did many village residents, kept a few chickens of uncertain breeding, but the specialized poultry raiser did not come into existence until after 1900. The development of cold storage facilities in the late 'eighties and early 'nineties, together with the improvement of incubators, were important factors in the rise of the new industry. Poultry on farms in the state in 1900 was valued at about \$2\frac{1}{2}\$ million, a figure that was more than doubled by 1910.

Before 1900, the Farmer reflected the lack of interest in poultry. In 1897, the editor gave some "hints" for incubator management "to some of our readers who are struggling with one, " which would indicate that the paper did not feel that the incubator was in a high state of perfection. Also, it would indicate that use of the device was on a com-

^{97 &}lt;u>Ibid</u>., Jan. 4, 1908, p. 1.

Ibid., April 27, 1935, p. 205; U. S. Department of Agriculture, Agriculture Yearbook, 1924. (Government Printing Office: Washington, 1925), pp. 382-388.

⁹⁹U. S. Bureau of the Census, op. cit., 1900, Vol. V, pp. 648-649; op. cit., 1910, Vol. VI, p. 772.

¹⁰⁰ Farmer, Feb. 27, 1897, p. 161.

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paratively small scale. By 1906, however, the paper stated that "the incubator has come to stay" and gave suggestions on how to select one. Scattered articles on better breeding and the selection of birds 102 for winter laying appeared during the late 'nineties. Increased attention was given poultry topics with the beginning of the new century. In 1902, a diagram of a home-made device with which to candle eggs was printed, with an admonition urging producers to candle their eggs before marketing in order to get a higher price. The first interest in poultry record keeping came about that same time when a reader inquired about what constituted "a good year's work for the average hen."

Expansion in Michigan's animal industry during the years after 1869 was accompanied by a spectacular rise in farm machinery investment. From a total of slightly less than \$11 million in 1870, the estimated investment in machinery and implements increased to almost \$50 million by 1910. The greatest period of advance was from 1900 to 1910, during which time the total in-

^{101 &}lt;u>Ibid.</u>, Jan. 6, 1906, p. 8.

¹⁰² <u>Ibid.</u>, Jan. 6, 1894, p. 3; Jan. 9, 1897, p. 29; Jan. 21, 1899, p. 53.

¹⁰³ <u>Ibid.</u>, June 21, 1902, p. 502.

^{104&}lt;u>Ibid</u>., Jan. 5, 1907, p. 5.

vestment in machinery increased about 73 percent. 105

One of the greatest services the <u>Farmer</u> performed for Michigan agriculture from 1869 to 1908 was in presenting news and opinion about new farm machinery. Advertisements of new machinery which appeared in the paper's columns during that period have already been mentioned.

Johnstone and Gibbons were optimistic about the future of devices to reduce farm labor and usually gave enthusiastic reception to news of most inventions. As early as 1871, they saw the possibilities of the portable steam engine for threshing grain and sawing wood. They believed that such an engine some day would power a grain separator that would thresh 100 bushels of wheat an hour. They correctly characterized as impracticable the recurrent proposal of plowing with 107 eight or ten plows drawn by a stationary steam engine.

The <u>Farmer</u> in 1882 warned its readers of the dangers of over-investing in machinery "just to keep up with the times," as the period of comparatively good prices would not likely continue for long. Rather, the editor stated, farmers should analyze their needs

¹⁰⁵U. S. Bureau of the Census, <u>op. cit.</u>, 1910, p. 768. 106_{Farmer}, June 10, 1871, p. 180. 107

<u>Ibid.</u>, July 22, 1871, p. 228.

before buying. 108 That type of advice is still considered good today.

By 1880, the Farmer foresaw the time when plowing would no longer be regarded as such a tiresome job, stating, "It looks as if the sulky plow is to be the plow of the future and that the work of plowing . . . is to be hereafter rendered as light and easy as the mower and reaper have made the heavy work of harvesting."

before the gasoline engine was perfected for operating stationary farm machines, windmills and devices utilizing animal power were widely advocated. The Farmer printed drawings of many of these devices, some of which were also advertised in the paper. The bulk of this material appeared in the paper only a short time before the perfection and extensive use of the gasoline engine. Some idea of the frustration possible when one depended upon a windmill for running may be learned from the statement of a Huron County, made in 1897. During periods of little or no wind he usually left his windmill "in gear" so as to permit his grinder to operate during the night if the wind

¹⁰⁸ Ibid., July 18, 1882, p. 1.

¹⁰⁹ <u>Ibid</u>., April 17, 1883, p. 1.

¹¹⁰ <u>Ibid</u>., July 3, 1877, p. 1; Oct. 27, 1888, p. 1; Aug. 22, 1891, p. 1; Jan. 2, 16, Feb. 27, 1897, pp. 3, 37, 157, 413; April 16, 1898, p. 309.

should happen to blow. When the wind abated while he had "three loads of fodder enroute to the silo," he was forced to use a horse-powered sweep and a "tumbling-rod" system to furnish power for the cutter.

The first mention of a gasoline engine was in 1896. It was used in a creamery, and the heat from the exhaust gases helped to heat water. A year later, the Farmer stated the advantages of the gasoline engine over windpower; the writer believed, however, that the engine was not so practical in the winter, as there was always the possibility that the water surrounding the cylinder might freeze. As a result, he stated a preference for treadmills and windpower devices because they were more fool-proof and had a lower maintenance The paper became more enthusiastic towards expense. gasoline engines, however, by 1903, and in 1906 it was stated that gasoline engines were superior to windmills. Also, in that year "a new method of making the automobile useful" was pictured. This showed a Ford car jacked up, with a belt running from one of the rear wheels to the pulley of a wood saw. The editor observed that, with the perfection of the car to do farm tasks,

^{111 &}lt;u>Ibid</u>., Aug. 7, 1897, p. 81.

^{112 &}lt;u>Ibid</u>., June 20, 1896, p. 415.

^{113 &}lt;u>Ibid</u>., Nov. 20, 1897, p. 374.

^{114&}lt;u>Ibid.</u>, Nov. 14, 1903, pp. 362-363; Aug. 11, 1906, p. 99.

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"horseless age will be close upon us."

The <u>Farmer</u> correctly prophesied still greater mechanization of agriculture and in 1904 urged the establishment of "a farm mechanics course" in agricultural colleges. Stated the editor, "The gigantic strides that have been made within five years in the application of various kinds of inexpensive power to farm machinery seem prophetic of still greater achievements than the past has known, thus compelling the belief that the important part which machinery is to play in the farm operations of the near future is not 116 fully realized."

The many labor-saving inventions that attracted the attention of Michigan agriculturists during the last quarter of the nineteenth century brought troubles over alleged royalties due and patent infringements. The first mention of such difficulties was in 1878 when farmers were contacted by agents of a manufacturer of a gate made in Ypsilanti. These farmers, who had purchased gates and had assumed that the matter was closed, were informed that they had purchased from a manufac-

^{115 &}lt;u>Ibid</u>., Oct. 31, 1903, p. 313.

Ibid., Oct. 1, 1904, p. 242. Michigan Agricultural College established a department of farm mechanics in 1906, as a part of the Division of Agriculture. Previous to then, agricultural students had received some shop training in the Division of Engineering. W. J. Beal, History of the Michigan Agricultural College (Michigan Agricultural College; East Lansing, 1913), p. 280.

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turer who had infringed upon a patent owned by the Ypsilanti firm. They must now pay a royalty of \$3 for each 80 acres of land on which the gates were being used, or face lawsuits. The defendants woes were aired in the Farmer, and the editor counseled them on how best to combat the threatened suits. A result was the formation of the Michigan Farmers Mutual Defense Association in September, 1878. Subsequent issues of the Farmer revealed that legal talent employed by the association advised the users of the gates to get evidence that such gates were in common use in their communities for several years prior to the time the Ypsilanti firm secured its patent. Thus, they would be able to defend themselves.

Sporadic outbursts against patent law abuses appeared in the <u>Farmer</u> throughout the 'eighties. The matter seems never to have become as heated an issue as it was in such corn-belt states as Iowa. Following one United States Supreme Court decision, upholding a patent on barbed wire in 1881, the editor of the <u>Farmer</u> calmly asserted that the ruling would not affect many Michigan farmers. This was because "barbed wire has not been used in Michigan to anything like the extent

^{117&}lt;u>Ibid.</u>, Aug. 1, 1878, p. 1.

¹¹⁸ Ibid., Aug. 8, Sept. 12, 1878, pp. 1, 1;
Jan. 2, 9, 1879, pp. 4, 1.

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it has in neighboring states."119

The Michigan Farmer rightly considered that though its readers might be able to obtain modern machinery and produce abundantly, yet the importance of marketing needed emphasizing. Through the years. it believed in consistently devoting a considerable amount of space to market news and quotations. Its publishing schedules were arranged to make possible the transmission of the market news to its readers in the quickest possible time. The extensive nature of this news is illustrated by the material which filled about five and one-half columns in one issue. Three and one-half columns of reading matter were devoted to a discussion of the market prospects for the important commodities of the day. These were presented under the following headings: "Wheat," "Corn, Oats, and Rye," "Hops and Barley." "Beans and Seeds," "Apples and Potatoes." "The Pork Trade," "Wool," "Dairy Products." In addition, over two columns were filled with market receipts and quotations from Detroit, Buffalo, Chicago, and New York. 120 In 1904 the market news from Detroit included the names of sellers, the commodities and quan-

^{119 &}lt;u>Tbid.</u>, Jan. 4, Nov. 29, 1881, pp. 4, 1; March 4, 1884, p. 4.

^{120 &}lt;u>Ibid.</u>, March 11, 1879, p. 4. In 1900 the editor of the <u>Farmer</u> stated that "Marketing the products of the farm is just as important as growing them ..." <u>Ibid.</u>, June 16, 1900, p. 460.

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tities sold, and the prices received.

Other ways in which the <u>Farmer</u> sought to aid Michigan agriculture's financial status included agitation for lower freight and interest rates, warnings against frauds, the giving of farm legal advice, and the advocacy of more farm account keeping.

Early in the 'seventies, the paper argued for lower freight rates, saying that the charge of \$150 for shipping a carload of cattle from Detroit to New York was three times what it should have been. Greater regulation of canals and railroads to safeguard the interests of the shipper was urged. At about the same time, the paper believed the state legislature should lower the legal rate of interest, which the Galesburg Grange had resolved should not exceed 7 percent.

In the 'nineties the <u>Farmer</u> urged that a grain inspection system be set up at the marketing terminals to protect shippers from fraud. It cited instances in which grain was mixed with other grain so as to lower the true grade and, thus, to defraud the shipper. Also, the editor stated, better grading would encourage farmers to market higher quality grain. The paper

^{121 &}lt;u>Ibid</u>., Jan. 9, 1904, pp. 34-35.

^{122 &}lt;u>Ibid.</u>, Feb. 4, April 8, 1871, pp. 36, 108.

^{123 &}lt;u>Ibid.</u>, Oct. 10, 1876, p. 321; March 4, 1878,

also called for "public scales at every railroad station as a protection to producers against the trickery and dishonesty of buyers." 124

Feeling that "wool has simply been talked down," Johnstone in 1872 urged his readers to hold their wool for higher prices. A recovery in prices occurred a short time later and lasted long enough to vindicate his stand and bring him praise. His advice to wool growers that year was similar to what he told them when he was editor in 1859. In 1883

A. C. Glidden, a correspondent, warned farmers to discount reports on crop conditions supplied by "middlemen," whom he said were trying to depress the market.

Warnings against frauds and dishonest buyers are sprinkled through all volumes of the <u>Farmer</u>. Persons aginst whom readers were warned included unscrupulous peddlers, hog buyers known to give short weights, sellers of shoddy merchandise, "slick" lightning rod salesmen, sellers of poor varieties of seed, and

^{124&}lt;u>Ibid.</u>, Dec. 27, 1890, p. 4; Aug. 22, 1896, p. 12.

125<u>Ibid.</u>, April 25, June 6, July 4, 1872, pp. 132, 180, 132.

^{126&}lt;u>Ibid.</u>, Jan. 20, 1874, p. 20.

See page 33 of this thesis.

¹²⁸ Farmer, Oct. 16, 1883, p. 1.

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tricky portrait agents and magazine subscription salesmen. 129 In one instance, the Farmer fearlessly exposed what seemed to be an attempt of one of its advertisers, a saw manufacturer, to defraud a subscriber. 130 scriber.

A department dealing with farm legal matters was begun in 1879 under the direction of Henry A. Haigh, a Dearborn lawyer.

The editors of the <u>Farmer</u> were aware of the business nature of Michigan agriculture, and no better statement of their philosophy is that which appeared in 1899 under the heading, "The Farmer Must be a Business Man":

The farmer is no longer an isolated individual whose sole business is to produce staples to feed and clothe the world. He is a part. . . . of the business world. Upon his labors and their results hang the greatest industrial enterprises.

The "new" farmer was urged to study other things than the production of crops and livestock. These included marketing, banking, farm accounting, and other business subjects.

^{129 &}lt;u>Ibid.</u>, Oct. 27, Nov. 17, Dec. 1, 8, 1874, pp. 340, 364, 380, 385; May 16, 1876, p. 159; July 20, 1886, pp. 1, 4; Nov. 26, 1904, p. 411; Jan. 6, 1906, p. 13.

<u>Ibid.</u>, Jan. 2, 1888, p. 4.

¹³¹ <u>Ibid</u>., June 3, 1879, p. 7.

¹³² <u>Ibid.</u>, Aug. 26, 1899, p. 146.

^{133 &}lt;u>Ibid.</u>, June 16, 1900, p. 460; Jan.4, 1908, p.1.

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The Michigan Farmer stated firmly at various times that it was not the advocate of any political party and that it did not wish to meddle in politics. Its policies relating to the tariff, the currency issue and on some other topics, however, leave little doubt in the reader's mind but that the editors were Republicans. At all times, the paper advocated a high tariff wall against foreign agricultural products. The editors, also, were unmoved by the arguments of the Greenbackers and, later, the Populists; they preferred to maintain a hard-money policy. 135 As for the issues in the election of 1896, the Farmer stated its position thus: "It believes in bi-metallism that will be such in fact --- with silver and gold in general use, and every dollar of each maintained at its face value." Then, in the same editorial, after a reference to the necessity of preserving "law and order," the editor abruptly terminated the subject of campaign issues by stating, "Discussions of political questions at this time. . . . when a heated campaign is in progress, we

^{134&}lt;u>Ibid.</u>, May 6, 1871, p. 4; Jan. 22, 1878, p. 4; Dec. 14, 1886, p. 4; Aug. 8, 1896, p. 88; March

¹³⁵ <u>Ibid.</u>, Oct. 27, 1874, p. 340; April 5, 1890, p. 4; Dec. 14, 1895, p. 376.

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feel, would accomplish no good. 136 After the election, the <u>Farmer</u> admonished its readers, "now, go to work." The editorial was entitled, "Be Conservative and Be Industrious!" 137

Coincidental with, and contributing to, the emergence of the farmer as a business man were the great improvements in transportation and communication facilities that occurred after 1880. By the end of the nineteenth century, emphasis on the traditional steam railroad had shifted to the electric interurban, with some attention being given to better highways and country roads.

The <u>Farmer</u>, though critical of freight rates, strongly favored the extension of railroads throughout

Ibid., Aug. 8, 1896, p. 88. The <u>Farmer</u> in the preceding issue had announced Bryan's nomination and had printed, without editorial comment, the text of the Democratic platform. Ibid., Aug. 1, 1896, p. 72. It is of interest to note the reluctance of the paper to show any support for Populism. At the same time, it printed accounts of distress in Michigan caused by low grain and livestock prices. Yet there is no indication that the editor believed relief might be obtained through measures advocated by the Populists. A. C. Bird, in his department on farmers' clubs, wrote of "Tens of thousands of farmers! homes in Michigan, where ruin stares the inmates in the face; where the mortgage is an everpresent thought by day and a restless dream by night; where unpaid interest has become a flaming sword; where even the necessities are cruelly curtailed beyond all bounds of reason; . . . where the children will be kept from school, from church. . . . because no money can be spared to buy them proper clothing. " Ibid., Aug. 29, 1896, p. 141. After nearly four years of falling prices, better prices came in September. 1896.

^{137 &}lt;u>Ibid.</u>, Nov. 14, 1896, p. 324.

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the state and supported them in other ways. In the first issue of the new series, Johnstone urged support for railroads because of their part in helping to develop the backward areas of the state. 138

Later, he stated, "The true interests of Michigan are intimately connected with her railroads." 139 The editor in 1879 stated that the construction of narrowgauge railroad lines might be ideal for the interior of the state because, he believed, such lines would be cheaper to build. The paper defended the Michigan Central in its reluctance to build a proposed overpass in Detroit, saying that the city should build the structure because of the benefit it received from the railroad.

The editor of the <u>Farmer</u> enthusiastically described some new railroad features in 1879. In the mew hotel cars on the Chicago and Northwestern line, the kitchens are so arranged that no fumes from cooking viands can reach the occupants of the berths. 142 A new type of livestock car, put in use that same year,

^{138 &}lt;u>Ibid</u>., April 28, 1900, p. 330.

¹³⁹ <u>Ibid.</u>, Jan.6, 1874, p. 4.

^{140 &}lt;u>Ibid.</u>, May 6, 1879, p. 1.

¹⁴¹ <u>Ibid.</u>, Jan. 6, 1874, p. 4.

^{142&}lt;u>Ibid., Feb. 27, 1877, p. 7.</u>

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permitted feeding and watering livestock without the necessity of unloading the animals each time. 143

It is possible that the <u>Farmer</u>'s cordiality towards railroads may have been influenced by the policy then generally observed by railroads of presenting passes to editors, clergymen and other persons considered influential.

About 1880 interest was shown in better country roads, and from that time on the <u>Farmer</u> devoted an increasing amount of space to articles and editorials urging improved roads. 144 Good roads encourage socialability, asserted A. C. Glidden, correspondents of the paper. He explained how improved roads would pay for themselves because farmers could haul heavier loads. 145

At first there was some argument over the merits of hiring professional road builders, one person stating that such individuals would likely become "political hacks." Later it was realized that road-building was an undertaking which required

^{143 &}lt;u>Ibid.</u>, Aug. 14, 1877, p. 1.

^{144 &}lt;u>Ibid</u>., Nov. 23, 1880, p. 5; Feb. 22, 1881, p. 1; March 14, 1896, p. 182.

^{145 &}lt;u>Ibid.</u>, May 5, 1881, p. 1.

^{146 &}lt;u>Ibid</u>., Feb. 13, 1879, p. 2.

more attention than farmers could give during their spare time. In 1888, the <u>Farmer</u> sponsored a series of articles on road-building by Professor R. C. Carpenter, a member of the Agricultural College faculty.

The county road systems came into being after passage of state legislation in 1893, which had been sought by bicycling enthusiasts. Progress was slow, however, for many years. In 1897 Frank Hodgman, of Climax, who was in charge of some road construction in that part of the state, pointed out the fallacy of laying out roads to coincide with section lines. He criticized, also, the needless cutting of shrubs and trees and the prevailing practice of piling the dirt high in the center of the roadbed. As for the future of paved roadways, he stated:

I believe there are but few country roads in Michigan that will ever require or pay for paving of any kind. The railroads will continue to carry the heavy traffic between large places even more than they do now. 149

¹⁴⁷ Ibid., March 9, 1888, p. 1. One correspondent, in arguing for systematic care of the roads, stated that good roads would aid morality by eliminating the possibilities for swearing when teams became mired. Ibid., Nov. 12, 1892, p. 4.

M. M. Quaife and Sidney Glazer, Michigan:

From Primitive Wilderness to Industrial Commonwealth
(Prentice-Hall, Inc.: New York, 1948), pp. 294-295.

The Michigan Farmer acquired a bicycle dealership in 1895 and sold 136 models in July of that year. The prices were \$45 for men's and \$48 for ladies' models.

Farmer, Aug. 3, 1895, p. 72; April 25, 1896, p. 285.

¹⁴⁹ Farmer, Sept. 25, 1897, pp. 214-215.

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¹⁴⁹ Farmer, Sept. 25, 1897, pp. 214-215.

Editors of the <u>Farmer</u> believed that there was a great future ahead for electric trolley lines serving rural residents. This type of transportation was expected to cause freight rates to be lowered and would do away with the necessity of building many expensive country roads. 150

By 1897, the <u>Farmer</u>, which in 1876 had been non-committal on the proposition of digging a ship canal across lower Michigan, now opposed the project, which it was estimated would cost \$15 million.

As indicated previously, the transportation possibilities of the automobile were not realized. In 1898, the <u>Farmer</u> stated that there were "a few, perhaps a half dozen" horseless carriages in operation, but that the kerosene and gasoline types had been failures. The editor speculated that perhaps electricity might be used as a source of power. The paper continued to look at the automobile rather critically for several years after 1900, as shown by a headline, "The Deadly Automobile," and such expressions as "auto fiends" and "auto bums or tourists who do not act like gentlemen on country roads." The editor

^{150 &}lt;u>Ibid.</u>, Nov. 13, 1897, p. 362; Jan. 7, 1899, p. 10. 151 <u>Ibid.</u>, Jan. 4, 1876, p. 4; Oct. 2, 1897, p. 239. 152 <u>Ibid.</u>, July 30, 1898, p. 75.

¹⁵³ <u>Tbid.</u>, Sept. 31, 1904, p. 159; Aug. 19,26, 1905, pp. 129, 149.

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in 1905 advocated passage of laws to curb "the criminally careless and irresponsible auto 'scorcher' who is unfortunately too common."

Two innovations of the 'nineties which had a great influence upon Michigan rural life were supported wholeheartedly by the <u>Farmer</u>. These were the inauguration of rural free delivery in 1896 and the rapid extension of telephones in the rural areas after the expiration of the original Bell patents in the early 'nineties.

out of the Climax post office on December 2, 1896, and the two carriers, in horse-drawn carts, traveled routes of 22 and 27 miles in length. These routes in Michigan were two of the earliest to be established in the United States. The cost of the service for the first two months was \$97.24, or 1.15 cents for each piece of mail delivered. The Farmer was pleased over the results of the experiment, but expressed surprise at the reluctance of the metropolitan daily newspapers to encourage the R.F.D., as the new venture would surely help them increase circulation.

^{154 &}lt;u>Tbid</u>., April 15, 1905, p. 382.

^{155 &}lt;u>Thid.</u>, March 27, 1897, p. 237.

<u>Ibid.</u>, Nov. 13, 1897, p. 371; Jan. 28, 1899, p. 78. Agitation for inauguration of a parcel post system began in the <u>Farmer</u> shortly after 1900. <u>Ibid.</u>, Nov. 28, 1903, p.402; Dec. 31, 1904, p.529.

Many articles were printed in the <u>Farmer</u> on 157 how to organize and construct rural telephone systems. In commenting on the rapid extension of the lines, the editor stated in 1899, "Farmers report that noth-has given them greater value for the expenditure than the telephone, for a line once started with half a dozen telephones soon spreads throughout the entire county." The telephone was destined to be of great value to shippers of livestock and producers of horticultural products, the <u>Farmer</u> believed. Said the editor, "These two inventions, the telephone and the trolley line, will revolutionize farming in the older states and put the farmer and business man in entirely new relations to what they were a few years ago." 159

Use of the telephone was not restricted to business or social calls, as was illustrated by the experience of a group of farmers and their wives living near Leslie, in the winter of 1901. The <u>Farmer</u> reported that bad weather had ruined the plans of nineteen families to hold a meeting to organize a local Grange. One day all members of the group who shared the same party line were contacted and they

^{157 &}lt;u>Ibid</u>., July 8, 1899, p. 17; July 26, 1902, p. 160. 158 <u>Ibid</u>., Aug. 26, 1899, p. 146. 159 <u>Ibid</u>., Sept. 1, 1900, p. 146.

agreed to organize via telephone. Within a short time, the necessary business was transacted, officers were elected, and the Telephone Grange of Leslie, as it became known, was in existence. To announce future telephone "meetings," the group agreed to use a general call of "eight longs."

The alertness of the <u>Michigan Farmer</u> in reporting the formation of the Telephone Grange was typical of its policy of supporting the activities of farmers' organizations. Perhaps the fact that Robert Johnstone was an officer of the Michigan State Agricultural Society may explain in part the attention he and Gibbons gave to all farmers' groups.

During their frequent trips about the state,

Johnstone and Gibbons in the 'seventies addressed organizations which they described as "farmers' clubs."

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They urged the formation of more similar groups. These,
later, were known officially as Farmers' Clubs. In

1879 Johnstone proudly announced that the state had
fifty-three agricultural, horticultural and "mechanical" associations which held annual exhibitions and
twenty-two others that met periodically to discuss
various topics.

The first local Grange in Michigan

¹⁶⁰ Ibid., Jan. 5, 1901, p. 18.

^{161 &}lt;u>Ibid</u>., June 20, 1872, p. 193; March 11, 1873, p. 81; Feb. 10, 1874, p. 44.

162 <u>Ibid</u>., Feb. 13, 1879, p. 2.

came into being in 1872 in Lapeer County, and the
State Grange was organized at Kalamazoo the following
year, at a meeting attended by about 500 members representing twenty subordinate Granges. In January, 1874,
the <u>Farmer</u> began the inclusion of a regular weekly
department, "Patrons of Husbandry," which was renamed
"Grange Department" in 1897 and greatly expanded.
The first regular Farmers' Club was formed in June,
1879, in the home of A. C. Glidden, <u>Michigan Farmer</u>
correspondent living near Paw Paw.

August, 1897, material concerning the Grange and
Farmers' Clubs filled a total of fifteen and one-half
columns.

A regular department, "Associated Farmers'
Clubs," was started in 1896. A part of the space occupied in each issue was devoted to furthering the discussion program of the clubs. Each month a different

^{163&}lt;sub>Tbid.</sub>, Oct. 27, 1900, p. 315.

^{164&}lt;u>Ibid.</u>, Jan. 9, 1897, pp. 22-23.

Ibid., June 24, 1899, p. 474. In discussing the history and achievements of the Ingham County Farmers' Club, organized in the 'seventies, Dr. Eben Mumford stated, "The farmer's club is probably the oldest type of local farm organization. It seems never to have been promoted, having neither national nor state organizers, butgrowing as it were, spontaneously out of the social and economic needs of the farm people. It is the only farm organization that meets regularly at the homes of its members, and it is probable that this has had much to do with the interest in the organization, and with its long and useful service to the agriculture of the state. Ibid., Jan. 30, 1926, p. 131.

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Ibid., Aug. 21, 1897, pp. 118-119, 130-131.

which was intended to be helpful to those persons

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These topics embraced a wide range
of interest and revealed some of the more controversial issues of the day. Included from 1898 to 1904
were these: "The Present Rural School System--- How
Can It Be Improved," "Dairy and Pure Food Laws and
the Farmer's Relation Thereto," "The Farmer's Duty
Regarding the Temperance Question," "Governmental Ownership of Public Utilities," "The Farmer as a Business
Man," "Should Higher Education Draw Farmers' Sons and
Daughters Away From the Farm?," and "Education of
Women."

Though the <u>Farmer</u> was generous in devoting space to the activities of organizations, including the work of the State Agricultural Society in promoting the State Fair, it was critical of some things that occurred at the fair. In particular, the editors criticized the fair management for permitting "cheap and vulgar shows" and gambling to have choice spots on the grounds. They urged that fair activities should be centered more upon agriculture and that less emphasis

¹⁶⁷ Ibid., March 21, 1896, pp. 192-193.

^{168&}lt;u>Tbid.</u>, April 2, May 21, 1898, pp. 266, 406, 426; Jan. 17, 1903, p. 60; Feb.6, April 2, 1904, pp. 128, 336; Aug. 27, 1904, p. 150.

be placed on "fakirs and freaks." 169

The State Fair was not the only agency criticized by the <u>Farmer</u> for allowing other activities and interests to supplant agricultural matters, in the judgment of the editor. In the 'nineties, the Agricultural College, now Michigan State College, was criticized by Gibbons for neglecting agricultural instruction. At that time, June, 1891, the "college bill" was being held up in the Legislature because, according to Gibbons,

A well-defined belief exists that the College is getting further away each year from the purpose for which it was founded, and that agricultural instruction, such as will fit young men for the practical duties of farm life, is being more and more ignored. . . . It [the college] is getting away from the people. 170° and therefore is regarded with distrust.

At other times during the period 1869 to 1908, the <u>Farmer</u> was critical of policies and actions of the State Board of Agriculture, governing body of the college. These included the dismissal of Samuel John-

^{169 &}lt;u>Ibid.</u>, Oct. 15, 1898, p. 286; Oct. 6, 1900, p. 246; Oct. 5, 1901, p. 242; Sept. 17, 1904, p. 202.

Ibid., June 27, 1891, p. 4. A few issues later, the editor of the Farmer quoted State Senator John Bastone as saying, "more practical knowledge was obtained from one dollar by subscribing for the Michigan Farmer than we derived from the thousands we spend on the Agricultural College." The senator opposed the construction of a new greenhouse. Ibid., Aug. 22, 1891, p. 4.

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son, Professor of Agriculture, the authorization for the establishment of a new weekly newspaper at the College, and the delay in establishing more short courses. It must be stated, however, that through the years the College has had no better friend than the Michigan Farmer. Both Johnstone and Gibbons warmly endorsed most of the policies and activities of the school, and were always quick to defend it when the school was attacked. Typical of those defenses was that which was made by Johnstone in 1871, in explaining why the College did not give satisfaction to all Michigan farmers. He ascribed the dissatisfaction to misunderstandings and a proneness on the part of many persons "to convert the least appearance of a blemish into an unpardonable error.^{#173}

The <u>Farmer</u> supported the College's policy of requiring manual labor, even though the editor acknow-

¹⁷¹ Ibid., Aug. 10, 1889, p. 4; Jan. 11, April 11, 1896, pp. 25, 248. The Farmer criticized Governor Begole's appointment of E. W. Rising and William L. Walter to the State Board of Agriculture, in 1883. The editor said that Rising's spelling ability was faulty as shown by his writing the words "foridge" and "forritch" when he submitted his report as superintendent of the Forage Department of the Michigan State Fair in 1881 and 1882. Ibid., Feb. 13, 1883, p. 4.

^{172 &}lt;u>Ibid.</u>, June 12, 1869, p. 36; March 30, 1875, pp. 68, 97; Jan. 24, 1887, p. 4; March 31, 1894, p. 200.

^{173&}lt;sub>Ibid.</sub>, July 1, 1871, p. 200.

ledged that farm-reared boys likely didn't profit from it. If the State Board of Agriculture were to abolish the policy, the paper feared such a move would "abrogate the sympathies of the agricultural class, as indicating a desire to ape the University where science is taught theoretically and manual labor discredited." 174

tutes in 1875 and short courses in 1894 was praised by the Farmer. Occasionally, the paper published digests of pertinent College bulletins, and in 1899 a regular question—and—answer department was started. In this department members of the College faculty answered questions submitted by farmers. The editor felt that many bulletins might be improved by simplification of the vocabulary used and they would, thus, be more useful to farmers. He believed that the reform might be accomplished through a committee of the Association of Agricultural Colleges and Experiment Stations, which would,

urge upon the faculties of Colleges and Experiment Stations the necessity of using the simple English terms in their bulletins, so that they may be understood by everyone. Some of the bulletins read as

^{174&}lt;u>Tbid.</u>, June 15, 1895, p. 380.

^{175&}lt;u>Ibid.</u>, Feb. 9, Nov. 16, 1875, pp. 44, 357; Jan, 13, 1894, p. 17.

^{176 &}lt;u>Ibid.</u>, Aug. 12, 1899, p. 106.

as if the parties preparing them were more anxious to display their knowledge of Latin and acquaintance with high-sounding but little used English words. than to convey information. There has been considerable improvement in this respect within the past ten years, but it can be extended further without injury to the reputation of the professors and to the great advantage of the farmer and horticulturist. The entomologists, especially those connected with experiment stations, have wisely discarded a great many technical terms in their bulletins. and have given popular as well as scientific names to the various insects they write about. such bulletins are primarily intended to give information upon the subjects treated, not to furnish an opportunity for a display of the wonderful knowledge of the writers. 177

In 1897 the editor of the <u>Farmer</u> evaluated the worth of the College during its four decades of existence, and set forth several objectives of agricultural education. Said he:

We believe there is such a thing as an agricultural problem. . . . this problem is serious the future condition of the farmers of this country is to be . . . the criterion of our success as a nation. Our thought for the agricultural college is that it must solve this agricultural problem. Thus, the true function of the college is to educate farmers. There are three phases to the education which farmers should receive. First, the farmer must be educated in business. . . including 1. Cheaper production; 2. A diversification of production; 3. Wider markets and a better distribution of farm products. The second necessity of education for the farmer is that he be educated as a man. This means his social and intellectual advancement. . . . The third line. . . . is as a citizen. He must be politically trained, in the best sense of the term The college must touch the farmers at all points. Insofar as it fails to do this, it fails of its mission. Insofar as the college becomes a follower instead of a leader it misses its opportunity. The college must not be theo-

^{177 &}lt;u>Ibid.</u>, May 8, 1897, p. 366.

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retical. It must not keep too far ahead of the people. But it must be a leader. . . . The next forty years ought to bring to the college, in a vastly increased degree, more of influence and power among the farming people of the State. 178

The <u>Farmer</u> opposed intercollegiate athletic participation by students at the Michigan Agricultural College on the grounds that it would make them overtrain, neglect their studies, and likely would undermine their health. Especially did the editor deplore the playing of football, which he regarded as the most brutal form of sport in existence.

Promotion of better rural living was a policy of the <u>Farmer</u> since its founding. The means by which

later, in writing about the value of agricultural experiment stations, the editor stated: "There is probably no other department or line of work in which public moneys are expended in which the results attained are of more immediate economic benefit to the farmers of the country than the state experiment stations. To these institutions the practical farmer has come to look for information which be obtained only by scientific research work or exhaustive experimentation, which he himself cannot make or which is too expensive for him to undertake on his own account. . . . Our own Michigan experiment station is not the least helpful of these beneficient institutions." Ibid., May 16, 1908, p. 508.

p. 40. In 1900 the paper reported that "Owing to the poor condition of the football team, the Athletic Association of the College has directed the manager of the team to cancel the remaining engagements with other college teams." Ibid., Nov. 10, 1900, p.345. This would indicate that football, at least, was not being over-emphasized at the College.

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this improvement was to be effected and the goals of the program were changed as farming progressed more and more from a pioneer status. During the period under consideration, the paper gave its support liberally to a wide range of subjects concerning rural life and health. Included were articles and editorials on better home construction, beautification of the farmstead, improvement of farm sanitation, personal health, prevention of accidents, recreation and self-improvement.

Articles on home construction included the

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selection of the site, house architecture, and heating.

In 1896 plans were given for "a cheap and convenient
house" which the author stated could be built for about
\$1,200. Its dimensions were 24 by 29 feet, and it had
four rooms on the first floor and four bedrooms on the

181
second.

In addition to encouraging the planting of more flowers, the <u>Farmer</u> urged its readers to take greater advantage of their opportunities to have beautiful lawns. They were also told how to make the grounds around their homes more attractive by planting native

^{180 &}lt;u>Ibid</u>., May 2, 1878, p. 3; Feb. 16, July 27, Aug. 3, 1886, pp. 2, 1, 4; Jan. 25, 1896, p. 49; June 11, 1898, p. 457; July 29, 1899, p. 66; Dec. 3, 1904, p. 421.

^{181 &}lt;u>Ibid</u>., Jan. 25, 1896, p. 49.

trees and shrubs. 182 During the first decade of the twentieth century the <u>Farmer</u> sought to encourage more attractive farmsteads by regularly printing photographs of attractive farm homes.

The need for better farm water supplies was recognized by Johnstone as early as 1871, and plans were printed, showing the construction of a water 183 filter. Other articles and editorials on sanitation included those on selection of a well site, use of window screens to keep out flies, building of sanitary privies, and the desirability of having bathing facilities in the house. Owing to a lack of convenient power for pumping, not many water systems were in use on Michigan farms prior to 1910, and no 185 mention of septic tanks was made until after 1900. The ease with which farmers might store ice during the winter for warm weather use was pointed out periodically, beginning as early as 1880. As the state's dairy

^{182 &}lt;u>Ibid.</u>, May 15, 1869, p.3; Jan. 20, 1874, p. 17; Jan. 2, 1877, p. 3; June 13, 1878, p. 3; Feb. 18, March 4, 11, 1879, pp. 3, 3, 3; May 16, 1882, p. 1; July 4, 1887, p. 1; Oct. 19, 1895, p. 242; April 18, 1903, p. 345; March 12, 1904, p. 237.

^{183 &}lt;u>Ibid</u>., Aug. 5, 1871, p. 242.

¹⁸⁴ <u>Ibid.</u>, June 30, Sept. 15, 1874, pp. 205, 293; May 17, 1881, p. 7; Sept. 18, 1897, p. 189; Sept. 23, 1899, p. 223; May 28, 1904, p. 506.

^{185&}lt;u>Ibid</u>., Sept. 24, Oct. 15, 1904, pp. 214, 273-274.

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production increased in the 'nineties and after 1900, many dairymen were glad to have such a cheap source of refrigeration for keeping milk and cream cool.

Material concerning health and the prevention of accidents included first aid suggestions, warnings of potential danger spots and practices on the farm, endorsement of the work of Dr. R. C. Kedzie in promoting the marketing of "safe" kerosene, and the exposure of vendors of dangerous proprietary remedies and persons engaged in food adulteration.

In the 'seventies, Johnstone and the conductor of a regular department on health, Dr. C. Henri Leonard, named a number of proprietary remedies and cosmetics which they said were hazardous to health. Many of the compounds were said to contain opium, lead and other substances likely to produce ill effects if taken internally or applied to the skin. As a result of those exposures, a Buffalo remedy manufacturer, Dr. R. V. Pierce, published a pamphlet for circulation in Michigan which libeled Johnstone. The latter brought suit

¹⁸⁶ 1bid., Nov. 9, 1880, p. 1; March 3, 1894, p. 126; Jan. 25, Feb. 8, 1896, pp. 49, 90; Feb. 6, 1897, pp. 67-70; March 12, 1904, p. 238; Jan. 20, 1906, p. 25. 187<u>Ibid.</u>, Nov. 1, Dec. 29, 1874, pp. 367, 409; Jan. 18, 1876, p. 23; Jan. 2, 9, March 6, 1877, pp. 7, 7, 7; Feb. 18, 1879, p. 4; April 6, 1880, p. 4; Jan. 6, 13, 1894, pp. 1, 24; Nov. 16, 1895, p. 312; Jan. 27, 1900, p. 72; April 30, May 21, 1904, pp. 415, 494.

for damages and was awarded \$200.

Before the enactment, about 1900, of stringent laws relative to adulteration of food, mis-labeling and the addition of other materials to packaged foods seem to have been commonly done and the consumer had little or no protection. In 1880 the Farmer urged the legislature to enact anti-adulteration measures. In the early 'nineties progress was made with the organization of the State Dairy and Food Commission. The paper supported the work and, in one editorial, cited the instance of a sample of coffee which was found to contain 12 percent coffee, 20 percent wheat or barley, and 68 percent peas or beans. Some jellies were said to contain hydrochloric acid. The results of these analyses, the editor stated. "must be astonishing to many people in this city [Detroit], where wholesale food adulteration has been carried on for years as a legitimate business. *189

In addition to showing concern for the physical well-being of Michigan rural residents, the editors and correspondents of the <u>Farmer</u> believed that people should spend more time in social contacts and in self-

^{188 &}lt;u>Ibid.</u>, Jan. 2, 9, March 6, May 1, 1877, pp. 7, 7, 1; March 26, 1878, p. 4.

^{189 &}lt;u>Ibid.</u>, April 6, 1880, p. 4; Jan. 6, 1894, p. 1; Nov. 16, 1895, p. 312.

improvement. A. C. Glidden, a correspondent living near Paw Paw, in 1883 urged that farmers spend more time together socially, because "This mingling together shakes off the dust of farm labor, brightens the intellect, and fills the mind with fresh ideas to be worked out in the practical affairs of farm life."

Occasional announcements were made of musical instruments, such as "solid walnut" reed organs, which could be purchased for \$65 and which "would be the means of providing pleasure for young and old." Later, towards the end of this period, the Farmer became the agent for violins and guitars, priced at \$3.50 each, and pianos at \$180. A "concert" model Edison phonograph was advertised in 1899 for \$100, and eight years later a similar machine and twelve records could be obtained for only \$2 a month, or until \$27.20 had been paid.

The <u>Farmer</u> in 1882 listed the titles of about eighty-five books for which it was an agent. The average price was \$1.75, and the offering embraced the

^{190 &}lt;u>Ibid.</u>, Feb. 6, 1883, p. 1.

^{191 &}lt;u>Ibid</u>., March 23, 1880, p. 8.

^{192 &}lt;u>Ibid</u>., July 23, 1898, p. 63.

^{193 &}lt;u>Ibid.</u>, Nov. 25, 1899, p. 403; Jan. 19, 1907, p. 72; Aug. 24, 1907, p. 124.

following general topics: "Travel and Adventure, "Biography and History, " "Agricultural and Practical," "War Books," "Medical Books," "Religious Books," and "Humorous Works." In the late 'nineties, an agent for the Farmer, B. A. Wood, ascribed the rapid adoption of improved methods and labor-saving devices to the "increased tendency for sound reading matter. . . . and the average farmer reads more and better literature than the average resident of our towns and cities. It is no uncommon thing to find a farmer who is taking one or more farm journals, several newspapers and one or two leading magazines. 195 The editor in 1904, in recommending the cultivation of better reading habits, warned that two common practices were bad--- that of not having a skeptical attitude as one read and a carelessness in skimming over the pages in search of interesting items. He said that people should read material that would help to educate them.

In promoting better rural living, the <u>Farmer</u> has almost always recognized in some manner the importance of the housewife's work. Since its earliest years, as mentioned in the previous chapter, the paper printed material selected for the farm woman's interest

^{194&}lt;u>Ibid.</u>, July 25, 1882, p. 1.

^{195 &}lt;u>Ibid.</u>, Jan. 2, 1897, p. 1.

^{196 &}lt;u>Ibid.</u>, April 23, 1904, p. 400.

and enlightenment. To be sure, much of this material, varying in quantity and quality from issue to issue, would have little appeal today. Before home economics education came to be recognized as an essential subject in the public schools and in higher education, the articles and advice directed to the housewife were inclined to philosophical or didactic rather than scientific. This was true of most of the "household" or "domestic" material which appeared in the Farmer until about the turn of the century.

The household section of the <u>Farmer</u> during the period under consideration was greatly improved from what it had been before the Civil War. The traditional manner of selecting and presenting household material persisted, however, for a long time. For several years after 1869, Johnstone had no regular conductor of the "Household Department," as the home economics material was designated. He accepted contributions from readers on their home-making experiences and theories, and selected additional material from exchange publications. As had been true in the earlier years, many of the contributions contained little practical advice but much philosophy and moralizing.

In the late 'seventies, Elizabeth Gardner began contributing household material, under the pen-name of

"Beatrix." In 1880 she was married to Johnstone, only a few months before his death. She remained in charge of the household department until 1895 and was succeeded by Mrs. Ella Rockwood, of Flint, who continued until 1910. 197

During the years that Mrs. Johnstone was on the staff, the paper printed a wide range of miscellaneous household hints, recipes, and essays on various matters of personal conduct, dress and housekeeping. Starting in 1885, this material was taken out of the regular part of the paper and appeared in an inclosed supplement, for which an extra charge of 25 cents a year was made. This supplement, which was of a smaller size than the paper, was discontinued in 1894. After that the household department became a part of the regular issue and occupied about the equivalent of two pages each time.

In addition to the usual sort of short items and articles on topics relating to food and cooking, "Beatrix" gave hints on such matters as washing dishes, removing stains including kerosene spots from rugs, and curing croup. Under the heading, "Fashion

^{197 &}lt;u>Ibid.</u>, Oct. 7, 1893, p. 4; Jan. 5, 1895, p. 4; Aug. 12, 1899, p. 108; Feb. 5, 1910, p. 152.

^{198 &}lt;u>Ibid.</u>, Dec. 5, 1872, p. 387; Aug. 25, 1874, p. 271; Oct. 16, 1877, p. 7; Jan. 6, 1894, p. 11.

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Points," it was mentioned in 1874 that "some of the prevalent styles in evening dresses have necessitated the revival of the sinful habit of tight lacing." As for household furnishing in the 'eighties, "Beatrix" stated:

Whatnots are rather 'out' as parlor furniture, but will still find favor in many homes because of their convenience for displaying small geological specimens, shells, mementoes and books. Any room
. . . is bare without a few volumes; they are as indispensible as the chairs. 200

About the same time, "Beatrix" urged her readers not to hoard their colorful dishes and good silverware "until the minister comes to tea" but to use them everyday. "One's own folks ought to be the very ones for whom the best is none too good," she observed.

A few years later, she suggested that left-over sandwiches would be good for the family to eat next day, which might be a questionable practice if the weather were warm and if the sandwiches had been filled with food in which bacteria could grow rapidly. In describing how "to sterilize" milk, she was on firm scientific ground when she advocated heating milk to 150 degrees Fahrenheit for fifteen minutes to make it a safer baby food. Said she, "It is claimed that the

^{199&}lt;u>Ibid.</u>, Jan. 13, 1874, p. 15.

²⁰⁰ Ibid., March 15, 1881, p. 7.

^{201 &}lt;u>Ibid</u>., Nov. 14, 1882, p. 7.

^{202&}lt;sub>Ibid.</sub>, April 28, 1894, p. 266.

perils of the dreaded 'second summer' are reduced to a minimum if babies are fed upon sterilized milk alone. 203

Both Mrs. Johnstone and her successor, Mrs. Rockwood, gave much attention to etiquette and personal conduct of women, with emphasis upon the behavior of young women and girls. "Girls' Rights" was the heading of one wordy, didactic essay on the need for properly training the adolescent girl. 204 A letter from "Hope" expressed the conviction that young girls needed a room of their own and that they should not be required to share a bed with the hired girl. 205 In an article entitled, Ready Made Relatives," readers were warned of the danger of conflicts with one's "inlaws" and how to avoid such trouble. 206 In "How Shall We Mourn?. "Beatrix" urged moderation and the exercise of good taste in the selection of mourning costumes and in one's conduct during bereavement. 207

^{203 &}lt;u>Ibid.</u>, April 28, 1894, p. 267. Mrs. Johnstone's views seemingly were not shared by all of her colleagues. A few years later, the editor stated that We have several times taken the position. . . that the sterilization or Pasteurizing of milk, while perhaps necessary where its purity was under suspicion, was really a serious injury, or detracted from its digestibility, especially in the case of infants. Ibid., March 1, 1902, p. 178.

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<u>Ibid</u>., Feb. 25, 1879, p. 7.

^{205 &}lt;u>Ibid.</u>, April 1, 1879, p. 7.

Ibid., Oct. 17, 1882, p. 7.

<u>Ibid., April</u> 28, 1894, p. 266.

In the nineties and after 1900, increased attention was given to better kitchens and kitchen equipment, including stoves and fireless cookers. The Farmer became an agent for oil cooking-stoves in 1896, and advertised a two-burner stove for \$5 and a three-209 burner one for \$7. In giving advice on how to keep cool during the hot weather, Mrs. Rockwood urged the purchase of an oil or gasoline stove, even though there was plenty of wood available. Using the old wood- or coal-burning stove was "one-sided economy." Said she, "It gets to be second nature for some women to save while their husbands never think of denying themselves expensive machinery, to say nothing of little things like tobacco and cigars."

Mrs. Rockwood encouraged a breezy informality on the part of correspondents, and she herself observed a similar manner in answering questions asked by readers. In giving advice on how to get relief from headaches, she told "a rosy maid whose shoulders and hips were lazy" to "just loosen your corset laces and sin no more!"

^{208&}lt;u>Ibid.</u>, May 22, 1897, p. 415; Aug. 19, Sept. 2, 1899, pp. 117, 157; Jan. 13, 1900, p. 32; April 23, 1904, p. 406; July 21, Aug. 11, 1906, p. 111; May 16, 1908, p. 514.

²⁰⁹ Ibid., June 20, 1896, p. 419.

Ibid., Aug. 12, 1899, p. 108.

Ibid., July 7, 1900, p. 10.

Indicative of a rising reader reaction against the traditional type of household advice, based more upon theory than practice, was a letter which Mrs. Rock-wood printed in 1899. In it, "Hope Daring" castigated home economics writers who had only a superficial knowledge of the subjects on which they wrote. She cited the instance of a writer in a national periodical who advised women to put their oil cooking-stoves on a "vine-covered back porch," and who also gave incorrect directions for making molasses cookies. The correspondent stated indignantly, "A day may come when people will tell only what they know. Then the trials of the woman who like myself believes all she hears and reads will be lessened." 212

Believing that their readers were interested in other things than the business of agriculture or running the farm household, the editors of the <u>Farmer</u> during the years 1869 to 1908 printed a considerable amount of news and literary material. In addition, many of the editorials were on subjects only remotely connected with agriculture.

In the early part of this period, the material was taken largely from other agricultural publications or from Detroit newspapers. About two pages were devoted

²¹² Ibid., Aug. 12, 1899, pp. 108-109.

each week to non-agricultural material. This was expanded as the size of the paper grew until in 1907 a "magazine" section was added. The news usually consisted of terse, one-paragraph summaries of important happenings of the day, such as the kidnapping of Charlie Ross, the Custer Massacre, death of Jesse James, the march of Coxey's "Army," Spanish-American War, and the Dreyfus case.

The literary material consisted of fiction in the form of short stories, a few serials, and some travel articles. Many poems also were used. Some of the poems were by Michigan authors, as were a few of the short stories. Many of the poems were of either an elegiac or sentimental nature and frequently were didactic. As a whole, the Farmer s literary fare during the period 1869 to 1908, was comparable to that which appeared in other journals of the time. It is likely that the only compensation the Michigan poets received was the satisfaction of seeing their names in print.

Some indication of the subjects presented in the fiction may be gleaned from the following titles: "My Afternoon with the Baby," "A Glasgow Privateersman,"

^{213 &}lt;u>Ibid.</u>, Dec. 22, 1874, p. 407; July 11, 1876, p. 220; April 11, 1882, p. 4; April 21, 1894, p. 249; May 6, 1897, p. 366; May 14, 1898, p.391; Sept. 2, 1899, p. 167.

"A Great Mistake (love story)," "The Fate of a Fast Young Man," "At Gettysburg," "Out of the Jaws of Death," "Running a Rebel Picket," "A Rogue's Nemesis," and "The Baiting of Foolish Ralph." A serial which ran for nineteen weeks in 1893 and 1894 was entitled, "In Dixie's Land Before the War." It was by an anonymous author and concerned the adventures of a northern man who sought to marry a mulatto heiress to a Louisiana plantation. The plot was well planned, but the narrative was marred by wooden dialogue and stiff action.

Typical of many of the poems were these: "Only a Lock of Hair," "Yes, Thou Art with Me," "Drowned," "Goodbye Old Home," "No Night," "The Old Grist Mill," "And Now Comes Autumn," "Baby Has Gone to School," and "Sale of the Old Farm." In 1886 the <u>Farmer</u> printed

James Whitcomb Riley's poem, "The Elf Child," later to become famous as "Lil' Orphan Annie." A good example

²¹⁴Ibid., Jan. 13, E74, p.-14; May 3, 1881, p. 7;

Oct. 24, 1882, p. 6; June 28, 1890, p. 6; Feb. 3, 1894, p. 70; March 26, 1904, pp. 314-315; Jan. 4, 1908, pp. 9
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Ibid., Nov. 11, 1893, p. 6, to Jan. 27, 1894, p. 54.

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Ibid., Dec. 5, 12, 26, 1872, pp. 390, 398, 414; Feb. 27, 1873, p. 68; Feb. 13, 1879, pp. 6-7; Oct. 17, 1882, p. 6; Jan. 2, 1904, p. 12; Sept. 10, 1904, p. 188.

Ibid., Jan. 12, 1886, p. 7. Another example of a poem by a well known author was "Only a Year" by Harriet Beecher Stowe. <u>Ibid.</u>, Jan. 9, 1904, p. 32.

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of the sentimental verse was "Old Letters" by Mary A. Simpson, of Hartford. This poem, written a short time before her death, is about an invalid who at first decided to burn her old letters, as she fears that her family will not keep them after her death. In the end, she cannot bear to destroy them, saying, "I never can burn them; I should put out the fire with my tears."

Typical of several poems, extolling the virtues of country life, was "Winter on the Farm" by Orlo L. Dobson. In it the author described the simple pleasures of working with animals, doing chores, winter recreation and the joys of childhood on the farm. One stanza, illustrating the author's rural philosophy as well as his struggle with meter, is,

Such a jolly time is winter

When the ground is white with snow,
And you hear the merry jingle

Of sleigh bells where'er you go;

Mid the city's rush and rumble

This glad spell may lose its charm;
But a happy time is winter

On the farm. 219

The major points of the editorial policy of the Johnstone-Gibbons period and the period of the Lawrence Brothers up to 1908 have been already treated in con-

Ibid., March 29, 1902, p. 288. Mrs. Simpson, who died in 1903, was the author of about 150 poems, which were published after her death. Ibid., Jan. 2, 1904, p. 12.

219 Ibid., Jan. 30, 1904, p. 106.

siderable detail. In closing this portion of the history of the Michigan Farmer, it seems desirable to mention a a few of the general non-agricultural policies.

Johnstone was critical of the leaders of the women's suffrage forces and revealed a somewhat reactionary philosophy on the subject of female participation in politics by this statement in 1871, "Women have a way of drawing conclusions from premises that are not well established, so it is not safe to place much reliance upon them."

Other stands taken by the <u>Farmer</u> during this period include opposition to a lottery endorsed by Governor J. J. Bagley in 1874, endorsement of temperance views held by its correspondents, opposition to foreign immigration to Michigan, opposition to federal free seed distribution, and opposition to the annexation of Hawaii. The <u>Farmer</u> opposed the election of United States senators by popular vote, saying in 1900 that "we need conservatism in the Senate." That same year, the paper opposed governmental ownership of utilities and expressed opposition to anything "that smacked

²²⁰ Ibid., March 11, Aug. 19, 1871, pp. 76, 260.

^{221 &}lt;u>Ibid.</u>, Jan. 27, 1874, p. 28; Jan. 8, 1878, p.7; April 11, 1887, p. 4; April 3, June 26, 1897, pp. 266, 504; May 26, 1900, p. 410; Feb. 3, 1906, p. 104; Jan. 25, 1908, p. 88.

^{222 &}lt;u>Ibid.</u>, April 28, 1900, p. 330.

of paternalism in government."223

Two editorial stands taken by the paper reflected the average rural person's attitude toward organized labor and the legal profession. The editor passed up few opportunities to chronicle accounts of organized labor's committing unpopular acts, such as engaging in riots or destroying property. 224 In 1886 the paper opposed an eight-hour day for Chicago packing house workers, and approved their returning to work on a ten-hour day basis. 225 Instead of advocating shorter work-hour days, the Farmer's recipe for success was for one to work hard and eschew extravagent habits. An editorial in 1896, "Hard Work and Its Advantages!" admonished young men,

don't be afraid of hard work. It is the furnace that separates the dross from the true gold of manhood, and is the lever which moves all enterprises, accomplishes all undertakings, and has made this world so much better for the habitation of civilized man. 226

Farmers in general have long had a distrust for

^{223 &}lt;u>Ibid</u>., Dec. 1, 1900, p. 406.

Tbid., July 31, 1877, p. 4; May 11, 1886, p. 4; July 5, 19, 1902, pp. 8, 40; Sept. 26, 1903, p. 222. In an editorial, entitled "Lacking in Good Sense," the editor in 1899 attacked the Chicago brick layer's union for causing a delay in plans to have President McKinley lay a cornerstone for a new building because he was not a member of the union. Ibid., Sept. 23, 1899. p. 226: April 14. 1900. p. 290.

²²⁵Ibid., Nov. 9, 16, 1886, pp. 4, 4.

²²⁶<u>Ibid</u>., Oct. 20, 1874, p. 332; Aug. 1, 1896,

lawyers and the processes of law because many times the latter has been worked in their disfavor, such as in the case of the nineteenth century patent-use suits, mortgage foreclosures and other litigation. The <u>Farmer</u> opposed increasing the attorney-general's salary from \$800 to \$3,500 a year on the ground that, "We regard the amount of money paid out to courts and lawyers holding public position in this country as an outrage upon the taxpayers and a public scandal."

A short time later, in an editorial, "An Oversupply of Law," the editor stated.

There has been let loose on the community about 260 young lawyers, over 200 from the University and some fifty-odd from the Detroit College of Law. We cannot get rid of them as we do with insect pests or contagious diseases--- by poisonous sprays or quarantine--- hence, they are becoming more dangerous as their numbers increase. 228

^{227 &}lt;u>Ibid.</u>, March 20, 1897, p. 226.

^{228 &}lt;u>Ibid</u>., July 7, 1900, p. 8.

CHAPTER III

MATURITY, 1908-1943

The <u>Michigan Farmer</u> had definitely discarded its knee breeches by 1908, and during the next three decades it wore its long trousers with increasing pride. As he lived out the remainder of his seventy-eight years, before his death in 1917, Robert Gibbons undoubtedly must have reflected many times on the growing up of the sickly infant to which he and Robert Johnstone had given new life in 1869.

In appearance the <u>Farmer</u> of 1908 was vastly different from the drab paper of 1869, and even more "face-lifting" was to occur during the last three decades of its first century of existence. Halftone photo-engravings first appeared in the paper in 1895, but their use was still restricted as late as 1908. After the first World War, they increased in number and quality. During the 'twenties the use of color became common in advertisements, and in 1929 the cover was printed in colored ink. Improved type faces, designed to promote ease in reading, were introduced in 1936.

Farmer, Nov. 24, 1917, p. 486. Gibbons retired from any connection with the paper in 1903.

The greatest change in the appearance of the paper came, however, in 1939, when the method of printing was changed from letterpress to rotogravure. With the new press equipment, as many as sixty-four pages could be printed at the same time and at a rate of about 18,000 copies an hour. It permitted the practical use of several colors throughout the paper, and from that time on increased attention was given to the use of color on the cover and in headlines, as well as in advertisements. The reproduction of photographs and other illustrative material was greated improved by the new equipment.²

The various improvements in appearance effected by the staff of the <u>Farmer</u> since 1908 reflected the constantly improving status of the paper as a business enterprise. From a circulation of about 80,000 in 1907, the paper reached a total of more than 142,000 in 1943, and might have increased even more if paper supplies had not been restricted because of the war. Almost ninety-five percent of the 1943 circulation was confined to Michigan. Advertising rates increased from

²<u>Ibid.</u>, Nov. 11, 1939, p. 217.

Audit Bureau of Circulations, Report for Twelve Months Ending December 31, 1943, Michigan Farmer (Chicago: Audit Bureau of Circulations, 165 West Wacker Drive, March, 1944), p. 1.

⁴Ibid.

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\$4.20 a column-inch in 1901 to \$15.40 in 1942.5

Not only did the advertising help make continued publication of the paper possible, but Editor Waterbury stated in 1910 that it provided a liberal education for the readers. Said he:

If you will think back a little, you will recall the many pieces of first news you have gained through the advertising columns—— new machines, new devices, new breeds, new lands, new styles, new household conveniences, new places to get the thousand articles that must be bought, and where to get them cheapest or to the best advantage. . . . the large amount of advertising carried, provided it is high class advertising, is a good feature of a paper, rather than a bad one.

An indication of the prosperity of a publication is the number of pages printed during the year or during a volume period. From 1908 to 1920, the size of the volumes increased until during the six-month period, January through June, 1920, the number of pages printed totaled 980, or an average of about 38 pages a week. During the depression in the 'thirties, the paper changed from a weekly to a bi-weekly frequency, and the number of pages printed during the

Farmer, Oct. 5, 1901, p. 242; Michigan Farmer Rate Card No. 9 (Michigan Farmer, Detroit, Feb. 18,1942, effective May, 1942), p. 1.

⁶Farmer, Oct. 29, 1910, p. 356.

^{7 &}lt;u>Ibid.</u>, Jan. 23, 1932, p. 58. In announcing the change, which was to become effective immediately, Burt Wermuth stated that the <u>Farmer</u> was following "the example of a majority of similar publications. Farm papers, just like farm folks, have some real problems to meet these days. We must all adjust ourselves to the conditions which exist." <u>Ibid.</u>

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period July through December, 1932, declined to 232. The number of pages per volume increased steadily after 1933, and 428 pages constituted the volume for period January through July, 1941. After the outbreak of Japanese-United States hostilities, paper supplies were so drastically reduced that by 1942 the publishers were forced either to refuse advertising or to curtail circulation expansion. Early in 1943 plans were made to print a special issue to commemorate the centennial of the paper's founding. Unfortunately, owing to the paper shortage, the special issue never materialized, even though a considerable amount of promotional effort was expended and much of the special editorial copy was prepared.

The <u>Farmer</u> during the period 1908-43 changed in other ways than in appearance. This was indicated by a content analysis of carefully selected sample of twenty-four issues published in February, May, August and November of the years 1904, 1914, 1924, 1934, 1939, and 1944. In all, more than 33,000 column-inches were measured, and more than 16,000 column-inches were classified as to subject matter, which was divided into sixteen main categories and approximately 150 subcategories. In brief, the following trends were indicated:

1. An increasing proportion of space was de-

voted to advertising. In 1904, 48 percent of the paper was used for advertisements as compared with 55 percent in 1944.

- 2. The amount of space devoted to articles on the technical aspects of farming decreased approximately two-thirds from 1904 to 1944. In 1904, more than 40 percent of the editorial space concerned articles dealing with technical production in the fields of agricultural engineering, animal husbandry, dairy husbandry, poultry husbandry, farm crops, forestry, horticulture, floriculture, apiculture, and soil science. By 1944 that percentage had declined to 13.
- 3. The space used for the printing of detailed market quotations decreased about nine-tenths. This
 probably was the result of the increasing competition
 of daily newspapers and the radio in furnishing lastminute market news.
- 4. On the other hand, the amount of space devoted to farm business analysis and agricultural outlook material more than tripled.
- 5. The amount of general farm news, such as local crop reports, governmental announcements, and the activities of special interest groups by 1944 had increased about four times what it had been in 1904.
- 6. The amount of material concerning home economics doubled. In the sub-category, foods and nutri-

tion, the amount doubled.

As mentioned in the preceding chapter, it is impossible to separate the story of the Michigan Farmer from the story of Michigan agriculture and farm life. Again, it seems logical and desirable to present the paper's program and policies for the period 1908-43, in approximately the same order as in the previous chapter:

Agricultural production and marketing, transportation and communication, agricultural organizations, education, improvement of rural life, "household" or home economics material, and general news
including literature.

Agricultural production in Michigan during the period 1908-43 underwent considerable change in kinds of crops grown and livestock raised as well as in methods employed. Perhaps one of the best examples is that of winter wheat, which in the 'nineties had been the state's leading grain crop. It had continued to hold leadership since the early times when wheat and wool were Michigan's most important products. The decline in wheat acreage began after 1899, when almost

BJoseph G. Duncan, "Content Analysis of a State Farm Periodical, 1904-44" (Unpublished seminar paper, Department of Sociology and Anthropology, Michigan State College, 1945), pp. 4-8.

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2 million acres was harvested. By 1908 the acreage had declined one-half, and by 1942 the amount of wheat grown in the state was only about one-third what it had been at the turn of the century. Both corn and oats now outranked it in acreage, production, and in value. Wheat was also outranked in value in 1942 by the potato crop, estimated to be worth more than \$20 million, and by the field bean crop, worth about \$23 million.

Michigan farmers since 1900 came more and more to realize that since the climate could not be changed to suit a particular crop, then the crop must be adapted to the climate. Also, they came to recognize the potentialities of the state's many soil types for producing specialized crops. As a result, there was a consistent trend towards specialization, and general farming was much less prevalent in the 1940's than in 1900. As the "Thumb" became the center of sugar beet and field bean production, so did the southwestern part of the state assert its supremacy in fruit production.

Office of Agricultural Statistician, Michigan Co-operative Crop Reporting Service, Lansing, mimeographed statistics, n. d.; U. S. Department of Agriculture and Michigan Department of Agriculture, Crop Report for Michigan, Annual Crop and Livestock Summary (1943) (Lansing, Jan.-Feb., 1944), pp. 8, 11, 14, 16, 21-22, 25.

One important specialized crop in 1940, sugar beets, had only a very small acreage in the years before 1900, and in 1909 it was grown on 78,000 acres and was valued at about \$4 million. In 1942 the crop occupied about 138,000 acres, and the production was valued at more than \$8 million. Another specialized crop came into its own in the 'thirties. It was the hybrid blueberry, a crop that thrives upon an acid soil, which heretofore was considered to be of little value for most types of farming. By the middle of the 'forties the blueberry crop brought raisers an annual cash return of more than \$345,000.

Illustrative of the <u>Farmer</u>'s progressive policy towards new crops is the cooperation its editors and writers gave in promoting alfalfa. It is true that the paper for many years shared the doubts held by many farmers concerning the growing of this crop in Michigan. By 1910, however, experimentation had revealed that adapted strains and systematic use of lime play an important role in the successful growing of the legume. A year later, there was an alfalfa "club" in existence

¹⁰U. S. Department of Agriculture and Michigan Department of Agriculture, op. cit., p. 21.

U. S. Bureau of the Census, <u>United States</u>
<u>Census of Agriculture: 1945</u>, Vol. I, Pt. 6 (Washington: Government Printing Office, 1946), p. 6.

near Jonesville, in Hillsdale County. The secretary of the club stated that the thirty-five members of the club were cooperating "to make a systematic study of the crop, and of their local soil conditions to devise methods to best adapt alfalfa to their farms and to make the conditions of their farms such as to raise the crop." In 1913 the paper enthusiastically supported the work of the College in organizing alfalfa clubs. Editor I. R. Waterbury urged the planting of from ten to forty acres of the crop on every farm and described the campaign as being "one of the greatest in economic importance."

The big alfalfa campaigns, however, came in the years after 1920. The paper continued to support the work being conducted by the College through its agricultural extension agents. "Get Behind Alfalfa" was the title of one editorial, praising the work undertaken. Waterbury, in 1921, related his personal experiences as an alfalfa grower, which began before 1900. 15 Other writers narrated their experiences and

¹²Farmer, June 5, 1909, p. 598; July 2, 1910,
p. 2; April 8, 1911, p. 410.

^{13 &}lt;u>Ibid.</u>, April 26, May 17, 1913, pp. 524, 658; July 5, Dec. 6, 1913, pp. 6, 505.

^{14&}lt;u>Ibid.</u>, Oct. 15, 1921, p. 354.

¹⁵ Ibid., p. 353.

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By 1939 alfalfa acreage had increased to 1,200,000 acres on a total of more than 88,000 Michigan farms. Thirty years previous, the acreage was only 6,500 on about 1,400 farms. The Farmer's role in helping to make this possible cannot be over-emphasized.

As in previous periods, the paper from 1908 to 1943 printed articles and editorials on a wide range of other farm crops, in an effort to keep its readers informed on newest production methods, as well as to urge the growing of those crops considered best for the state. Included were navy beans, potatoes, soybeans, sugar beets, corn, oats, wheat, and such specialty crops as chicory, ginseng, and peppermint.

In helping to promote improved crop varieties, the paper kept in close touch with plant breeding work at the Michigan Agricultural Experiment Station. In 1905 a member of the <u>Farmer</u>'s editorial staff, O. E. Young, was a prime mover in helping to organize the Michigan Corn Improvement Association. The activities of this group expanded from the conducting of corn shows and exhibits, and in 1914 the name of the organi-

¹⁶ Ibid., Sept. 3, Nov. 12, 1921, pp. 198, 451, 454; Jan. 2, 1926, p. 5.

¹⁷U. S. Bureau of the Census, <u>Sixteenth Census</u> of the <u>United States</u>, <u>1940</u>, <u>Agriculture</u>, Vol. I, Pt. 1 (Washington: Government Printing Office, 1943), p. 776.

zation was changed the Michigan Experimental Association. About the time of the first World War the name again was changed, this time to the one it bears today, the Michigan Crop Improvement Association. 18

The work of the Michigan Crop Improvement Association in helping to promote new crop varieties originated by the Michigan Agricultural Experiment Station at the College has become very important. It is one of the principal sources of certified and improved seed in the state.

important subjects for articles and editorials in the Farmer in the years after 1908. This was to be expected, as the virgin fertility in soils in the older portions of the state had long since been exploited and farmers were faced with problems not encountered by their fathers. Erosion was given some attention by the paper in 1912 and farmers were urged to protect land areas vulnerable to water damage. The general subject of decreasing crop yields due to fertility depletion was treated in an editorial in 1919, which suggested that farmers consult their county agriculagents for advice. Later, the importance of farm

¹⁸ Farmer, Feb. 4, 1922, p. 106.

^{19 &}lt;u>Ibid.</u>, Feb. 3, 1912, p. 116.

²⁰Ibid., May 10, 1919, p. 722.

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manure was emphasized by an article admonishing
farmers not to neglect manure hauling because valuable
soil nutrients were lost if the manure was permitted
to accumulate for too long a time.

In the middle 'twenties came the famous "soils" trains. Annually for more than a decade, Michigan State College soil and crop specialists traveled by railroad throughout the southern portion of the state, advising farmers on fertility and allied problems. Various railroads cooperated by furnishing an engine and some coaches containing crop exhibits, soil testing facilities, and living quarters for the specialists. one nine-day tour in 1926, a soils train on the Michigan Central line in southeastern Michigan stopped at 28 towns and villages. There the specialists tested more than 650 soil samples and gave advice to about 2.500 farmers. In praising the work of the soils trains. Waterbury stated that in 1925 similar trains had benefited many farmers, at a cost to the state of the trifling sum of about \$150. In an editorial in 1928, entitled "The Gospel of Better Soils," he asserted that the Farmer during the interval of slightly over three months had printed more than sixty columninches on the care and improvement of the soils of

^{21&}lt;u>Ibid</u>., Jan. 9, 1926, p. 33.

[&]quot;Ibid., May 1, 1926, p. 593.

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Michigan. 23 In 1941 Editor Milon Grinnell, in a plea that more attention be paid the results of water erosion. stated:

A fellow with a trailer hitched behind his car stopped alongside the road near a farmer's house and began to load some rich soil. Within a matter of minutes the owner came hot-footing it down the road, carrying a shotgun, with his dog a couple of jumps ahead of him, and soon told the motorist where he could go and to head for there immediately. The next day it rained fairly hard for an hour, washing away more rich top soil from cultivated, rolling land than the motorist could have loaded into his trailer, and the only thing the farmer said was that it was good for the growing crops and gave him a little time to catch up on some work in the barn.²⁴

Horticultural production in Michigan after 1908 became more specialized and gained in economic importance. From a total value of about \$12 million for all Michigan fruit grown in 1909, the production more than tripled in value within the next three decades, reaching more than \$40 million in 1944. Fruit growers realized a cash income from the 1944 crop of about \$32 million.

²³<u>Ibid</u>., March 24, 1928, p. 406.

^{24 &}lt;u>Ibid</u>., May 24, 1941, p. 360.

U. S. Bureau of the Census, op. cit., Agriculture: 1945, Vol. I, Pt. 6, p. 75; ibid., Thirteenth Census of the United States: 1910, Agriculture, Vol. VI (Washington: Government Printing Office, 1913), p. 778.

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Articles by staff members and readers' letters to the editor of the Farmer after 1908 reveal a growing interest in the possibilities of specialized fruit farming. It was foreseen that the necessity for spraying to control insects and diseases would make fruit growing less profitable as a part-time or sideline activity. A Calhoun County farmer, S. B. Hartman, wrote in 1909 that the work and expense connected with spraying made it difficult for the average livestock or general farmer to succeed as a fruit grower.

Another writer stated that, although he sprayed regularly, he knew of orchards "that are allowed only advantages that nature can give, with all of the disadvantages that man can impose."

Dusting as a means of supplementing the regular spraying program, or to protect fruit when weather conditions made use of the sprayer difficult, was endorsed in an article which appeared in 1920.²⁸

On several occasions the <u>Farmer</u> printed enthusiastic articles on Michigan's future as a fruit growing
state. Once the editor passed along to his readers a
statement in which apples were advocated as a remedy to
cure a craving for alcohol:

²⁶ <u>Farmer</u>, March 20, 1909, pp. 344-345.

^{27 &}lt;u>Ibid.</u>, Sept. 17, 1910, p. 226.

^{28 &}lt;u>Ibid</u>., April 3, 1920, p. 531.

There seems to be a peculiar combination in apples; in the acid in them, or in the peculiar chemical combination of the apple, that allays the irritation, or so-called appetite, produced by the use of alcoholic liquors.²⁹

Aside from special articles, most of the horticultural material appeared in a regular department conducted by persons who lived in the fruit belt. As might be expected, technical matters of production, such as fertilization, pollination problems, and insect and disease control, constituted a large proportion of the material. Articles on leading fruit varieties were frequent. Subjects discussed in this department in two issues of 1941 were typical of those which appeared in many issues. In a January issue, Herbert Nafziger, conductor of the department, wrote on the holding of fruit in storage, fruit juices, hormone sprays, and horticultural labor. In another issue, in March, he discussed apple scab, pruning, feeding trees growing on sod, and new fruit products.

In 1938 the paper printed a series of articles on the dehydration of fruit which were similar to the articles on fruit drying that had appeared more than a half-century earlier. This time, however, the editor

²⁹ Ibid., July 2, 1910, p. 18. The original statement appeared in a publication of the Iowa State Horticultural Society.

^{30 &}lt;u>Ibid.</u> Jan. 18, March 15, 1941, pp. 28-29, 193.

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was not so optimistic on the subject as Johnstone had been in 1872, and mentioned some of the difficulties to 31 be encountered.

Editor Milon Grinnell, in 1941, forecast a bright future for the new apple juice industry and pointed out the superiority of the product as contrasted with cider, a long-time by-product of the apple-growing industry. Commercial production of apple juice, designed for a highly competitive market, began in Michigan in 1937 through the work of Dr. Roy E. Marshall, Professor of Pomology at Michigan State College.

As field crop and horticultural production underwent changes during the last third of the <u>Farmer</u>'s first century of existence, so did the state's livestock industry. Being aware of the importance of Michigan's herds and flocks, the editors of the paper continued to devote considerable space to the problems confronting breeders and feeders.

In number of animals, sheep continued the decline which had begun in the eighties, and by 1943 the total of slightly over one million on Michigan farms was the smallest on record. During most of the

^{31&}lt;u>Ibid.</u>, Jan. 11, 1872, pp. 11-12; July 16, 1938, p. 19.

³² <u>Ibid.</u>, Sept. 20, 1941, p. 130; Aug. 15, 1942, p. 69.

first two decades of the twentieth century, the number of horses increased, but soon a steady decline reduced the number to about 300,000 in 1943, less than half of the total in the peak period of 1916-17. Cattle numbers continued to increase until in 1943 the total had reached about 2 million head, an all-time high. Contributing to this total was the number of dairy cattle, which rose from 635,000 in 1910 to 923,000 in 1940. Swine on Michigan farms in 1943 reached an all-time high in valuation, more than \$27 million; their total, however, did not exceed the peak reached in the early 'twenties. 33 The editor of the Farmer in 1921, I. R. Waterbury, endorsed the keeping of swine, and in an editorial, entitled "Do Not Overlook the Hog," stated:

A survey of general agricultural business impresses one with the fact that the hog is and will continue to be a most important factor in Michigan agriculture. . . . The hog has been the means of keeping many men and boys on the farm. This has been accomplished not because the hog is an especially tidy animal nor by reason of sentiment in his favor; but the efficiency of the animal in turning grain and other farm products into money has enabled the farmer to meet his interest or rent, to pay off the mortgages, and to furnish a good share of the family living in the meantime.

Ju. S. Department of Agriculture and Michigan Department of Agriculture, op. cit., pp. 68-69; U. S. Bureau of the Census, op. cit., 1940, Agriculture, Vol. I, Pt. 1, p. 775.

³⁴ Farmer, June 11, 1921, p. 712.

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The editors of the <u>Farmer</u> vigorously urged measures to promote the health of farm animals and consistently supported the strengthening of state laws to control animal diseases, such as tuberculosis, hog cholera, and Bang's disease. As the state's dairy industry expanded to meet the increasing demands for market milk, the necessity increased for producing more wholesome milk.

In 1909, Waterbury urged the inclusion of animal disease discussions at farmers' meeting, saying that such talks on the "grass roots" level would be more profitable than long-winded talks among veterinarians. He also was in favor of more adequate state laws relating to dairy cattle tuberculosis and hog cholera. A few years later, in 1913, the paper stated that opposition to the bovine tuberculin test was based largely upon a lack of knowledge of the test. The fight against Bang's disease, or brucellosis, in dairy cattle began in earnest in 1934, and county-wide testing was completed in 33 southern Michigan counties by the end of 1939.37

Other features of the <u>Farmer's</u> dairy program included promotion of silo construction and the more ex-

^{35&}lt;u>Ibid.</u>, April 10, 1909, p. 424.

<u>Ibid., Nov. 29, 1913, p. 485.</u>

³⁷ <u>Ibid.</u>, Sept. 9, Dec. 23, 1939, pp. 111, 130,

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couragement of cow testing associations, cooperative use of good bulls, artificial insemination, and the protection of the dairy market from oleomargarine competition. In 1913 the paper told about the great amount of silo building that had occurred during the previous year and predicted that eventually a farm that did not have a silo would be an exception. It is of interest to note that the first silo in the United States is said to have been builtin Wayne County, Michigan, by a former member of the State College faculty, Dr. Manly Miles, in 1875. In 1934 the Farmer described and illustrated how temporary silos could be constructed cheaply.

Michigan has the distinction of being the state in which the first cow testing associations were organized, after the idea had been brought to this country from Europe. Following formation of the first one in 1905 at Fremont, the number grew steadily, until in 1939 there were seventy-six active associations, having about 29,000 cows. Such organizations are now known as Dairy

^{38 &}lt;u>Ibid.</u>, Dec. 31, 1910, p. 585; Jan. 18, Feb. 8, 1913, pp. 62-63, 154; March 13, 1919, p. 291.

^{39 &}lt;u>Ibid.</u>, March 29, 1913, p. 412.

^{40&}lt;u>Ibid</u>., Aug. 19, 1911, p. 136.

<u>Ibid.</u>, July 5, 1934, p. 7.

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Herd Improvement Associations. The <u>Farmer</u> supported the formation of these groups, and in 1915 Waterbury urged that they be organized in every Michigan community. 43

The present-day Michigan Artificial Breeders
Co-operative, organized in 1939 and greatly expanded in
the 'forties, had its counterpart in the various cooperative bull associations organized in various parts
of the state, beginning in 1908. Both types of breeding organizations were praised by <u>Farmer</u> editors.

As in previous periods, the <u>Farmer</u> shared the fears held by dairymen about the possibility of losing the butter market to the oleomargarine interests. After 1920, the editors stated a conviction that propaganda and agitation against butter substitutes must be directed to farmers—— even <u>dairymen</u>—— as well as to the urban consumers. The <u>Farmer</u> suggested that the dairy interests should stage an advertising campaign to pre—

Anon., History of Cooperative Extension Work in Michigan, 1914-1939, Michigan State College Extension Division, Bulletin 229 (East Lansing: Michigan State College, 1941), p. 31.

⁴³ Farmer, May 22, 1915, p. 590.

Lbid., March 13, 1909, p. 291; Aug. 26, 1939, p. 91. The first mention of any system of animal breeding similar to today's artificial insemination appeared in the Farmer in 1909. A Cleveland firm advertised artificial mare impregnators. . . for getting one to six mares in foal from one service of a stallion. Ibid., April 17, 1909, p. 442.

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sent butter's good points, and once published a "butteronly" pledge form which it urged readers to clip out,
sign, and return to the office of the paper. 45 In 1930
cow testers reported large sales of butter substitutes
in rural stores, one store having been reported as
selling in one month 180 pounds of oleomargarine and
only 10 pounds of butter. Some years before, Waterbury had severely criticized such practices in an editorial, entitled "Killing the Goose,"

The man who owns a dairy farm and buys butter substitutes deserves mighty little sympathy when prices for dairy products hit the tobaggan. The farmers make up a large portion of the consuming public, and if every farm family used as much milk as it should use there would be no big surplus to deal with. If dairy farmers have not learned the food value of milk and butter, and have not pride in their business to use them, how can they expect the city people to buy them? 47

Indicative of the new position in Michigan agriculture attained by poultry husbandry in the second decade of the twentieth century was a series of articles on poultry raising. The first of these, in 1915, "The Hen as a Factor in Farm Profits," was featured on the first page of reading matter. This was the first time any article on poultry husbandry was accorded such promi-

^{45&}lt;u>Ibid.</u>, Feb. 8, 1930, p. 154; Feb. 3, 1934, p.
46
<u>Ibid.</u>, Feb. 8, 1930, p. 181.
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<u>Ibid.</u>, April 10, 1920, p. 578.

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nence in the <u>Farmer</u>. With the increase of interest in poultry raising, management became more scientific and less of a hit-or-miss proposition. No articles on culling appeared in the <u>Farmer</u> before 1918.

One of the reasons for the relative unprofitableness of the Michigan poultry industry for many years, according to Waterbury, was that too many farmers kept flocks of "mongrel birds." Asserted the editor:

as a result, some of their eggs are white, some brown, some large and some small; all other shapes, sizes and colors between. . . . The only kind of flock that will pay maximum returns for feed and labor is the uniform flock of purebred fowls that look alike, grow alike and begin laying at about the same time and produce eggs that are alike in quality and appearance.

Winter egg production was first emphasized in the Farmer in 1917, and with the extension of electric power in the 'twenties, the paper urged the installation of lights in the laying house as a means of obtaining greater egg production. The author of that article was careful to discredit a former belief that turning on the lights caused the hens to believe that another day had arrived and that it was time for them to lay another egg. Instead, he said, lengthening the day induced the hens to eat more mash and that was the principal factor

⁴⁸ Ibid., Nov. 13, 1915, p. 421.

^{49 &}lt;u>Ibid</u>., April 3, 1920, p. 530.

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Grading began to be emphasized in the 'thirties as a means by which poultrymen might obtain greater return from the sale of high quality eggs. S1 As in the case of horticulture, most of the material on poultry production, marketing and general promotion of the industry appeared in a regular department of the paper, entitled "Practical Poultry Pointers." Typical of the contents of many issues was the material comprising this department in one issue in 1941. At that time, Ray Conolly was in charge of the department, which included most of a page, and which featured the following: ordering chicks, feeding chicks, controlling lice, the importance of fresh air in the laying house, profitable poultry management, and an admonition that everyone should eat more poultry meat. S2

Playing a great part in the increasing productivity of Michigan's farms during the twentieth century was improved farm machinery, a fact recognized many times by the editors of the <u>Farmer</u>. And well they might, for a great proportion of the paper's advertising revenue came from an increasing amount of farm machinery an-

⁵⁰Ibid., Nov. 17, 1923, p. 499.

⁵¹Ibid., April 27, 1935, p. 205.

⁵²<u>Ibid</u>., Jan. 4, 1941, p. 9.

nouncements. The growth of investment in machinery and implements which was made by Michigan farmers from 1900 to 1945 was phenomenal and reflected the great strides made in mechanization of farm operations. From an estimated investment of about \$29 million in 1900, the figure rose to almost \$50 million by 1910, to \$122 million by 1920, and to \$214 million by 1945--- an increase of more than 700 percent in four decades!

The <u>Farmer</u> by 1912 recognized the growing importance of the tractor, even though the state's horses were still increasing in number. Within a few years, the paper was advocating the use of tractors for those farmers having large acreages, and the new machines were seen as a means of solving the farm help problem. The farm help problem became more serious as this country became involved in World War I. When smaller

Some of the farm machinery advertising during the early years of the twentieth century was extravagantly phrased, and it would seem that the Farmer might have done its readers a service had it rejected such advertising. For example, in 1911 an advertisement for the Chatham Cleaning Mill was headed by this statement, "This season I'll help 200,000 More Farmers to Get Rich — Don't You Want to be One of Them?" Then the reader was told about the "Chatham System of Breeding Big Crops; which was the advertiser's flowery way of introducing the sales arguments for buying a cleaning mill designed to remove weed seeds and foreign matter from threshed small grain. Ibid., Aug. 12, 1911, p. 128.

Agriculture: 1945, Vol. I, Pt. 6, p. 2.

⁵⁵ Farmer, March 28, 1914, p. 353.

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tractors became available more farmers could make use of them, and they were more versatile than the first, heavy, large machines. By 1920 about three percent of the state's farms had a total of 5,500 tractors. This total was tripled within five years and was increased more than six times by 1930. In 1940 about one-third of Michigan farms had a total of about 62,000 tractors, the total increasing to about 85,000 by 1945. 57

soon after 1912 the editors of the <u>Farmer</u> periodically invited their readers to relate their experiences in using some of the recently developed mechanical devices. Later the paper printed the facts gleaned by lengthy questionnaires on farmers opinions regarding such devices as gasoline engines, tractors, motor trucks, automobiles, acetylene gas plants for farm lighting, milking machines, auto trailers, and farm electric plants. In most instances upwards of twenty-five replies were published in detail, and the

⁵⁶<u>Ibid</u>., Aug. 2, 1919, p. 107.

U. S. Bureau of the Census, op. cit., 1940, Agriculture, Vol. I, Pt. 1, p. 781; op. cit., U. S. Census of Agriculture: 1945, Vol. I, Pt. 6, p. 2.

⁵⁸ Farmer, March 1, 1913, p. 272; Jan. 9, 1915, p. 34; June 22, 1918, p. 744.

Ibid., Jan. 20, Feb. 10, May 19, 26, June 9, 23, Aug. 18, 1917, pp. 58-59, 162-163, 607, 631, 675, 720, 132; Jan. 5, 1918, pp. 20-21.

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information undoubtedly exerted considerable influence on other farmers who might have been contemplating the purchase of such devices.

Standardization of farm machinery parts, so as to simplify the ordering and installation of repair 60 parts, was urged by Waterbury as early as 1913.

By the late 'twenties the small combine had made its appearance in the Lake States, and the editor of the Farmer believed that such a machine would find favor among Michigan grain producers. It would help to supplant the day laborer, "who too frequently lacks in efficiency," the editor stated. The small combine became established in Michigan by the middle of the 'thirties, and symbolic of the revolution in small grain harvesting methods was the experience of a Shia-wassee County farmer in 1936. This man, Mr. W. F. Alexander, harvested wheat in the morning with his combine, had the grain ground into flour that afternoon, and ate wheat gems which his wife made from the flour that evening.

In 1931 the <u>Farmer</u> joined with other groups in helping to erect a monument at Climax, in honor of

^{60&}lt;u>Ibid</u>., Sept. 14, 1913, p. 200.

^{61 &}lt;u>Ibid.</u>, Sept. 11, 1926, p. 227; June 11, 1927, p. 742. 62 <u>Ibid.</u>, Aug. 29, Sept. 26, 1936, pp. 81, 134.

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Hiram Moore, inventor of a machine similar to the modern combine. Moore's machine had weighed about five tons and required twenty horses to pull it. For the machine to operate satisfactorily, it was required that wheat be dead ripe. Small fields and rolling terrain caused the cumbersome machine to be of little practical use in Michigan. After almost two decades of experimentation and use in this state, the machine was taken to California, and almost a century elapsed before a similar one was operated again in Michigan. Reducing the size and improving such features as the pick-up made the later combine of use in this state.

Other agricultural engineering subjects treated extensively in the <u>Farmer</u> during this period included hay-making equipment, farm explosives, tiling, irrigation, farm building construction, farm labor-saving devices, fire prevention, care of machinery, and electric fences. As for the last-named subject, the paper campaigned unceasingly against the dangerous types of home-made electric fence energizers, which annually caused the deaths of several Michigan residents and those of many farm animals. In praising Michigan

^{63 &}lt;u>Ibid.</u>, Aug. 23, 1919, p. 188; Jan. 20, Feb. 24, 1923, pp. 67, 271; March 28, Sept. 21, 1931, pp. 326, 228.

⁶⁴ <u>Ibid.</u>, March 1, 1913, p. 272; Aug. 19, 1916, p. 145; July 22, Oct. 7, 1922, pp. 87, 357; Feb. 19, 1927, p. 231; May 12, 1928, pp. 642, 665 (continued)

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State College for providing facilities for a farm machinery show during Farmers' Week, 1941, Grinnell urged that such shows be regularly held.

By the end of the nineteenth century, the Farmer was becoming increasingly aware of some of economic problems facing Michigan agriculture in the years ahead. As mentioned in the preceding chapter. the editors urged the reader to become proficient not only in the raising of crops and livestock and in the use of modern machinery, but also in the role of a modern business man. The fast-changing series of events which affected agriculture in the new century provided ample justification for the Farmer's advice. the comparatively brief span of a quarter-century, the effects of the worst depression and the two greatest wars in history were to be experienced. A number of the aspects comcerning the farmer as a business man were treated in the paper during this period. Included were such subjects as farm management, taxation on farm real estate, farm labor, land inflation, farm mortgages,

^{64 (}continued from page 153) April 23, May 21, June 4, July 16, 1938, pp. 275, 286, 335, 350, 381, 22; Aug. 12, Nov. 25, 1939, pp. 62, 256; March 15, June 7, 21, 1941, pp. 178, 381, 413.

^{65 &}lt;u>Ibid</u>., March 1, 1941, p. 150.

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farm accounting, and marketing. In an article, entitled "Farmers Facing New Problems," I. J. Mathews in 1919 correctly predicted the necessity of farmers giving more attention to land management and the maintenance of soil fertility. Said he,

ment work in the state was begun in 1911 as a result of a newly created office in the United States Department of Agriculture's Bureau of Plant Industry. C. B. Smith, an employee of the Office of Farm Management, made a survey in Lenawee County, as a part of a nation-wide project to determine the most profitable types of farming. A year later the College established a Department of Farm Management Field Studies and Demonstrations; through this department was born Michigan's system of county agricultural agents. In 1915 farm management surveys were conducted in six counties in connection with other activities of the agents. That same year saw

⁶⁶ Ibid., Jan. 18, 1919, p. 77.

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the first farm account book made available to those farmers cooperating in the project. 67

The paper favored the work being done by the College, and in 1915 the editor stated his belief in the importance of good farm management. From the projects sponsored by the College farmers learned to evaluate the relative profitableness of their enterprises, how to save labor, and how to detect weak features of their business. Dairy farmers especially were benefited by systematic account-keeping, which revealed that they were not getting sufficient return from the sale of market milk. Having the accounting figures available helped them in bargaining with the distributors in Detroit, and was a factor in the formation of the Michigan Milk Producers' Association, which was organized in 1915.

Editor Waterbury stressed the importance of farmers adopting practices long utilized by business men, such as advertising, use of typewriter for letter writing, systematic attention to answering correspondence, and the adoption of a good filing system.

gan, op. cit., pp. 39-41

Farmer, Jan. 2, 1915, p. 12.

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1bid., Jan. 2, Feb. 13, 1915, pp. 2, 185-187.

⁷⁰ <u>Ibid.</u>, Nov. 4, 1916, p. 443; Aug. 18, 1917, p. 116; March 30, 1918, p. 423; Sept. 3, 1921, p. 224; Feb. 4, 1928, p. 129.

How to attract and keep good farm labor was stressed periodically by the <u>Farmer</u> in the years after 1912. Land operators were urged to pay fair wages, provide their hired men with comfortable dwellings, and to encourage their help to assume responsibilities. After the first World War the shortage of the traditional day laborer became more acute because of the attractiveness of urban employment.

As mentioned previously, the <u>Farmer</u> was alert to encourage agricultural organizations of all types. In the nineteenth century groups such as the Grange and Farmers' Clubs were given most attention. In 1890 only one cooperative marketing association existed in Michigan, but by 1915 the number had increased to 90. During the World War I period, they grew rapidly, reaching a total of 418 by 1920. In 1925 the College expanded work in the field of agricultural economics, mainly as a result of the need for such service by the

Ibid., Jan. 18, Feb. 22, April 12, 1913, pp. 61, 274, 457; Feb. 21, 1914, p. 195; Jan. 2, Dec. 25, 1915, pp. 2, 579; March 2, 1918, p. 275; July 10, 1920, p. 34; July 7, 1923, p. 3. After a brief taste of urban living and employment some farm-reared persons became disillusioned and returned home. One of these related his experiences in a letter to the editor, warning other youths to stay on the farm. Said he, "Mr. Ex-farmer, while you are looking for a job at the factory these cold winter days, do you think how warm you had your hog pen in winter, and still you want to work for men who do not care as much for you? What would the manufacturer do if his agent had no better place for his products than they have for the unemployed that come to their office?" Ibid., April 6, 1929, p. 537.

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state's many marketing associations. 72

Preceding the work of the College in promoting better marketing as a means of raising the state's agricultural income was the long-time policy of the Michigan Farmer. The paper, since its re-establishment in 1869, had carried extensive market summaries, and in the 'nineties and early years of the twentieth century had printed many articles on marketing. In 1908 the paper reported the efforts of a group of dairy farmers in Oakland and adjoining counties to form an organization to bargain with Detroit milk dis-Said Waterbury, "As we have always maintributors. tained, the organization of farmers along special lines of production is the most effectual kind of organization and should be everywhere encouraged."73

In 1912 the paper began a series of articles on marketing under the standard heading, "Farm Commerce," of which one was entitled "The No-mid System of Distributing Farm Products." The coined term signified "no middleman," and the series concerned means by which farmers could deal directly with consumers. 74 Among the

^{72&}lt;sub>History of Cooperative Extension Work in Michigan, op. cit., pp. 9-11.</sub>

⁷³ Farmer, Aug. 1, 1908, p. 78.

⁷⁴ <u>Ibid.</u>, Dec. 28, 1912, pp. 604-605; Jan. 4, 11, 1913, pp. 23, 49.

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co-operative groups organized after 1912 were the South Haven Fruit Exchange, Plymouth Tomato Growers' Association, Michigan Milk Producers' Association, Farmers' and Manufacturers' Sugar Beet Association, Michigan Bean Growers' Association, and the Michigan Elevator Exchange. 75

The <u>Farmer</u> supported the organization of Farm Bureaus, which were started in 1912, and the amalgamation of the county units into the state federation in 1919. One of the first projects of the Farm Bureau Federation was that of wool pooling, and the organization was praised by the paper for its work in helping to increase the income of Michigan sheep men in 1921 when wool prices were depressed. The paper in the 'thirties supported the organization of the Junior Farm Bureau, saying that such a group would "greatly benefit Michigan agriculture of the future" in its training of new leaders.

Phases of marketing stressed by articles and editorials in the <u>Farmer</u> included emphasis on higher

Ibid., Jan. 27, 1912, p. 81; Jan. 30, 1915, p. 113; Oct. 14, 1916, p. 342; Jan. 13, Oct. 13, 1917, pp. 27, 320; Sept. 12, 1936, p. 121.

⁷⁶ Ibid., Aug. 7, 1915, p. 100; Feb. 15, 1919, p. 244; July 10, Oct. 30, 1920, pp. 36-37, 528; Feb. 19, 26, June 4, 1921, pp. 220, 256, 680.

⁷⁷<u>Ibid</u>., July 18, 1936, p. 22.

quality, better grading to insure a more standard product, and better salesmanship. These took on added importance as agriculture went into the less prosperous days in the early 'twenties and, again, when the depression of the 'thirties struck.

In the boom years after World War I, the editor of the <u>Farmer</u> saw little reason to be alarmed over the rapid rise in land values:

Speculation in Michigan farm land did not reach the extremes experienced in the Corn Belt, and the agitation for farm relief in the 'twenties was relatively quiet in the state.

The <u>Farmer</u> in 1922 was conservative in its views on what the government should do for agriculture, saying that short-time credit through already existing agencies should be sufficient.

^{78 &}lt;u>Ibid.</u>, Jan. 4, 1919, p. 2; Oct. 13, 20, Nov. 17, 1923, pp. 351, 387, 499; Aug. 29, 1925, p. 156; July 16, 1927, p. 43.

⁷⁹<u>Ibid</u>., March 27, 1920, p. 490.

^{80&}lt;u>Ibid.</u>, July 30, 1921, p. 90; Sept. 11, 1926, p. 228.

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The real solution to these problems must. . . .lie with the farmers themselves after adequate machinery has been provided. Two factors must ever enter into this problem, viz, reasonable security, coupled with low moral hazard, and the prompt meeting of obligations on the part of the borrower. To avail himself of the full advantage of better credit facilities the farmer must be a good business man. The purpose or investment for which the funds are borrowed must be solid from a business standpoint and insure the probable ability to repay the loan on maturity. Credit is a valuable asset in any business if rightly used.

As the Michigan agricultural price situation became less secure, the paper devoted an increasing amount of space to money matters, with emphasis on the cost of government. It was conceded that the farmer's position was especially unfortunate, as compared with that of some businesses, because his property could not be concealed from the eye of the tax- assessor.

Readers were periodically told to contact their law-makers about the necessity for greater governmental economy, and many articles were printed on phases of taxation, designed to explain how taxes were levied and to illustrate how savings might be effected.

In the fall of 1930 the <u>Farmer's campaign</u> for state legislation limiting the amount of tax assess-

³¹<u>Ibid</u>., Feb. 18, 1922, p. 178.

^{82 &}lt;u>Ibid</u>., Nov. 17, 1923, p. 498.

<u>Ibid.</u>, Jan. 19, 1924, p. 82; Jan. 10, 1925, p. 28; Jan. 11, March 1, 15, 1930, pp. 34, 258, 337; March 4, 1933, p. 73.

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ment on real estate was launched. In November, the editor extended sympathy to an Oakland County man whose farm was assessed for more than its possible selling price. In his editorial entitled "Carl Tibbets--- Martyr, " Burt Wermuth urged the Michigan Legislature to pass an act limiting the amount of assessment possible and also to enact legislation that would enable an owner of real estate to have his assessment limited to an amount that he would be willing to accept for the property. 84 During the next two years the Farmer saw its efforts to promote tax relief bear fruit in a constitutional amendment which was ratified at the 1932 general election. This amendment limited the total amount of taxes assessed against property in any one year to one and one-half percent of the assessed valuation of the property. It was ratified by a vote of 671,124 to 641,162 after several months of strenuous work on the part of the editors of the Farmer and local agricultural leaders.

Early in 1933 the <u>Farmer</u> opposed a proposed state sales tax on the grounds that it would tend to lower prices of Michigan farm products because shipped—in products would not be taxed. The proposed tax would have

^{84&}lt;u>Ibid., Nov. 1, 29, 1930, pp. 388, 480.</u>

¹bid., Nov. 21, 28, Dec. 5, 12, 19, 1931, pp. 384, 397, 404, 411, 415, 427, 444, 445; April 16, May 14, 1932, pp. 318, 265; Oct. 15, Nov. 26, Dec. 24, 1932, pp. 137, 142, 185, 223.

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been collected from farmers selling products. Later that year, after the present sales tax law had been enacted, the paper stated its three-point tax program: a) A 15-mill tax limitation, and preferably a limitation not to exceed 10 mills, b) a reduction in sales tax rate, and c) a "workable" state income tax.

Another state constitutional amendment sponsored by the Farmer failed to be ratified at the election of 1934, possibly because of "ambiguity of wording."

Among other things, the proposed amendment provided for machinery for putting more property on the tax rolls, for a state income tax, and for a reduction in the rate of the state sales tax.

At the beginning of the Great Depression, the Farmer was overly sanguine as to the duration and

^{86&}lt;u>Ibid</u>., Feb. 18, 1933, p. 58.

⁸⁷ <u>Ibid</u>., Dec. 9, 1933, p. 169.

Ibid., March 17, July 21, Nov. 24, 1934, pp. 117, 21, 187. In starting the campaign to secure enactment of this amendment, the Farmer published the text of a petition to force consideration of the proposed amendment at the forthcoming election. The editor suggested that readers organize into canvassing parties to secure signatures to the petition. On the opposite page, and inserted as a "space-filler," appeared by coincidence a short item in which the writer commented sarcastically on the gullibility of the average person in signing petitions. The item was based upon a recent reported instance of several professors and students at an Ohio college who signed, without reading, a petition in which they agreed to commit suicide by beheading. Ibid., March 17, 1934, p. 116.

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severity of the hard times ahead. Commenting on the stock market crash in the fall of 1929, the editor stated:

A crash had to come before it [the market] could return to normal and the good suffered with the bad. But the speculator in the stock market is pretty much of a piker as compared with the out and out speculator on the farm.

In the same issue, Arthur Capper, president of the board of publishers, wrote:

Probably this ends the biggest gambling spree the world ever saw. . . . The country and business generally will breathe freer now that the collapse has come and the process of getting back to sanity has begun.

About a year later, in 1930, Senator Capper wrote in an editorial, entitled "Better Times Coming," that "this depression will not last forever," and the tide would turn "in the not too distant future." He was in favor of the Farm Board and urged its critics to give it time to operate before condeming it.

The paper was opposed to any dole system of relief, which the editor predicted would be "hatched" as a political scheme in Washington. Instead, it favored the setting up of work projects. More self-sufficiency on the farm and less reliance on factory-made goods were

^{89&}lt;u>Ibid</u>., Nov. 16, 1929, p. 458.

^{90&}lt;u>Ibid</u>., p. 459.

^{91 &}lt;u>Ibid</u>., Oct. 25, 1930, p. 367.

^{92 &}lt;u>Ibid.</u>, Jan. 18, 1930, p. 71

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advocated for farmers. The editor suggested that they make more use of vegetable garden produce, home-butchered meats, and home-baked goods.

By 1933 the paper had lost its early optimism about the duration of the depression. Commenting on the frantic attempts by farmers in some states to halt mortgage foreclosures, the editor stated:

This should be a warning to our political leaders that farm folks are tired of the fruitless efforts made in their behalf and they are preparing to take matters in their own hands if something worthwhile is not done shortly. . . . this tax and mortgage burden is forcing them to the wall. 94

The Bischoff-Munshaw bill to prevent mortgage foreclosures in Michigan until March 1, 1935, was signed by Governor Comstock in June, 1933.95

In the issue for September 16, 1933, appeared the first use of the NRA "eagle" in the Farmer. Editor Wermuth stated that its omission in the previous issue was an oversight and should not be construed to signify that the Michigan Farmer would not support the recovery program of the Roosevelt administration.

As for the first Agricultural Adjustment Admin-

^{93&}lt;u>Ibid</u>., Jan. 16, March 19, 1932, pp. 42, 184.

^{94&}lt;u>Ibid</u>., Jan. 21, 1933, p. 22.

⁹⁵ Ibid., June 10, 1933, p. 215.

^{96 &}lt;u>Ibid.</u>, Sept. 16, 1933, p. 78.

istration Act, Wermuth stated in 1936 that perhaps it was a good thing for the act to be declared unconstitutional as "there has always been serious objections to the methods employed. . . . After these few years of experiments is it not possible that something better and more universally popular can be worked out?"

In January, 1937, Wermuth jubilantly reported federal statistics which revealed that "agriculture is very definitely on the upgrade and farmers are once more a highly important factor in the buying market."

Although the paper felt that a comeback had been staged, it did not relax its vigilance in watching the rise in cost of government. Three years later, in 1940, the editor observed that the cost of government in Michigan had increased from about \$1 per person in 1880 to an annual figure of \$41.06 in 1937. He suggested that his readers give the matter serious consideration in the hopes of finding a remedy.

During the last portion of its first century of existence, the Michigan Farmer guided its readers not only through a war against depression but through one

¹⁰¹d., Jan. 18, 1936, p. 30.

^{98 &}lt;u>Ibid</u>., Jan. 2, 1937, p. 7.

^{99&}lt;u>Ibid., March 2, 1940, p. 142.</u>

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World War and through the preliminary phases of a second World War. Its part in recording the story of Michigan agriculture's essential contribution to the winning of both struggles deserves mention. As a medium of reliable technical information, the paper performed a great service in the battle for increased agricultural production.

The editor of the <u>Farmer</u> in 1914 was among the large number of American writers and editors appalled by the magnitude of the struggle unfolding in Europe, but who did not foresee our eventual involvement.

Commenting in August, 1914, Waterbury said that he believed the war "promises to be the greatest and most deadly conflict in the world's history." He foresaw correctly that it would produce a great demand for American products and goods, and that there would likely be trouble ahead in our carrying on foreign commerce.

Also. he stated:

It is a matter for sincere congratulations that the geographical situation of our country insures against any but the indirect consequences of this deplorable struggle during which we can do no better than to pursue the even tenor of our way in the production of foodstuffs, using our best judgment in the matter of marketing same, regardless of the feverish excitement of the speculative market. 100

In subsequent issues, the <u>Farmer</u> pointed out the possibility of higher trends in farm prices and

^{100&}lt;u>Ibid</u>., Aug. 8, 1914, p. 104.

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suggested that its readers increase production by clearing or breaking unused acres, feeding more livestock, using more fertilizer, and practicing scientific methods. 101 To help increase agricultural production, the paper urged the hiring of more county agricultural agents, of which the state had a total of twenty-two in the summer of 1916.

Wilson's neutrality policy was praised; Water-bury rejoiced, in June, 1915, that the President was firm, saying, "we have as president a man who cannot be stampeded by belligerent influences and who, at the same time, insists upon an adherence to justice and humanity on the part of the offending warring nations."

Even after the diplomatic break with Germany in February, 1917, the editor of the <u>Farmer</u> did not believe that hostilities would ensue, as there was a "potent force for peace." The next month he welcomed the news of the Russian revolution and predicted, "Undoubtedly under the new order, Russia will become a greater factor in world affairs." The day after the

¹⁰¹ <u>Ibid.</u>, Aug. 15, 1914, p. 124; Feb. 20, March 20, July 10, 1915, pp. 224, 356, 22.

¹⁰² <u>Ibid.</u>, April 22, June 10, 1916, pp. 546, 730.

¹⁰³ <u>Ibid</u>., June 19, 1915, p. 670.

¹⁰⁴ <u>Ibid</u>., Feb. 10, 1917, p. 162.

^{105&}lt;u>Ibid</u>., March 24, 1917, p. 386.

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United States declared war against Germany, the editor of the Farmer stressed the importance of an "ample supply of food stuffs" as "the most essential factor of preparedness for any eventuality which may arise."

In the next issue, "Agricultural Patriotism" was the the title of the lead-off editorial. In it, Waterbury stated that this war was different from that of the Revolution, when the patriot left his plow to fight for his rights. Now it was necessary for the patriot farmer to stay with his plow, to make the food program a success. Realistically, he added, "In addition to being a patriotic duty, this program has the advantage of promising increased profit for all who contribute to its effective accomplishment."

Besides promoting greater production, the paper cooperated with the national government in various other ways, such as in the meatless and wheatless days and Liberty Bond campaigns, and in the drives to collect scrap metal. In the late winter of 1918, the paper defended farmers against the charge of grain hoarding,

¹⁰⁶ Ibid., April 7, 1917, p. 442. Although this issue was dated a day after hostilities were declared, the editorial apparently had been written at least a week in advance of publication. It was entitled "Agricultural Preparedness."

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¹⁰⁷ <u>Ibid., April 14, 1917, p. 474.</u> 108 Ibid., Oct. 6, 20, 1917, pp. 286, 350.

saying that the weather had been unfavorable for the movement of grain to country elevators. 109

At the outbreak of the Second World War, in September, 1939, it was evident that the paper had not forgotten the experience gained during the period 1914-17. This time, the editor was not so confident that America's geographical position would keep her out of danger, and he suggested that readers contact their congressmen to promote neutrality. It was acknowledged that prices of farm products might behave as they had done in 1914-18, but the editor soberly stated, "All of us can stand prosperity but we do not want it at the cost of human bloodshed."

As the defense program increased in tempo, the paper was sharp in its criticism of those persons who put personal gain ahead of the nation's welfare. Especially did the editor feel that the country as a whole did not understand or appreciate the important role being played by agriculture in the defense program. In criticizing those who fomented strikes in key industries, the editor remarked,

If farmers suddenly decided to grow only what they needed for home consumption because of unsatisfactory prices and working hours they would be immediately condemned as unAmerican and unpa-

^{109&}lt;u>Ibid</u>., Feb. 16, 1918, p. 204.

¹¹⁰ <u>Ibid.</u>, Sept. 23, Oct. 7, 1939, pp. 142, 166.

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triotic. Undoubtedly their most severe critics would be those same individuals who are now staging strikes in many of the most important plants engaged in building the materials of national defense. Ill

In commenting on shortages of much needed farm machinery, he ascribed them to

union strikes in the manufacturing plants earlier in the year and the recent priority demands of the government for materials. . . . The farmer does not see eye to eye with the laboring man who ties up national defense for personal gain. 112

Even after the United States was officially at war, the editor of the <u>Farmer</u> continued to feel that the nation did not possess an adequate comprehension of the part agriculture was bearing in the conflict. Said Grinnell:

Every day the newspapers carry stories about special awards being made by the government to industrial plants that are doing a good job in the production of war materials. Individuals in many of these plants also receive special recognition. Farmers generally are commended for their efforts but beyond that nothing has been done to throw the spotlight on individuals who are excelling in food production. Michigan State College has decided to something about it, so during the 1943 Farmers Week. . . hundreds of outstanding farmers in every county of the state where rural war production has been above the average will be named and honored.

These rural war food production plants, manned by soldiers of the soil, in every corner of the state, are even more important than the industrial plants turning out munitions and weapons, for it is most important and essential that our armed forces and the workers in the plants be well fed to win this war in the shortest possible time and with the

¹¹¹ Ibid., May 10, 1941, p. 330.

¹¹² <u>Ibid.</u>, July 12, 1941, p. 8.

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minimum loss of lives. 113

During the "defense boom" the Farmer viewed with misgiwings the migration of farm labor to the urban centers and counseled men who had families and who were well established in farming, to weigh carefully the pros and cons of leaving agriculture for factory employment. The editor prophesied that after the current program to arm the nation was realized, then there would be possibility of depression and the farm would gain in attractiveness. 114 That issue of the paper had hardly left the pressroom before the Japanese bombers struck at Pearl Harbor.

In an editorial, entitled "Unity Will Bring Victory," the editor gave his views on the grim days ahead.

Our country is at war. That thing we have long feared might happen has happened. The suspense is over. . . . [The war] means working hard and long hours for all of us. All of us must make unlimited and unreserved contributions of time and money. That is, if we wish to win this war, and no true American has any doubt in his mind about the ultimate goal. . . . Michigan farmers realize the responsibility that has been placed upon them. They are expecting other groups to show no less patriotism. 115

^{113&}lt;sub>Ibid</sub>., Jan. 16, 1943, p. 30.

¹¹⁴ Tbid., Nov. 29, 1941, p. 258.

ll5 lbid., Dec. 27, 1941, p. 304. The managing editor, Milon Grinnell, wrote in this same issue, "I am sure most of the fathers and mothers of America... join me in hoping that finis may be written into the books of those responsible for the war... before many months of the new year will have passed." Ibid.

The story of the Michigan Farmer's activities in World War II belongs, for the most part, in any future narration of the paper's second century of existence.

An important factor in Michigan's agriculture and rural life in the years after 1908 was the great improvement in transportation facilities.

Better roads and improved motor cars and trucks aided farmers in many ways. As late as 1925 more than 100,000 of Michigan's farms were located on dirt roads. Only about one out of thirteen was located on a hard-surfaced road. By 1940 about one out of four was on such a road, and only about 15,000 farms were on unimproved dirt roads. In all, in 1940 about 140,000 farms, or about 80 percent, were on either paved or graveled roads, which could be traveled in all kinds of weather.

The <u>Farmer</u> during the years before the first
World War chronicled many instances of communities
sponsoring "bees" to improve local roads. It printed
pictures of the work being done and urged other groups
to undertake similar projects. 117 In reporting the work

¹¹⁶ U. S. Bureau of the Census, op. cit., 1940, Vol. I, Pt. 1, p. 781.

¹¹⁷ Farmer, Jan. 13, 1912, pp. 25-26; May 23, 1914, p. 552; Jan. 2, June 12, 1915, pp. 3, 650.

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done in one township in Oceana County, in building crushed stone roads, the paper stated, "It is estimated that the system of stone roads in the township will save the farmers annually in marketing their crops more than the amount of their taxes to pay the interest on the bonds and the bonds as they fall due."

The road from Battle Creek to Camp Custer, in 1918, was surfaced with asphalt, which is said to have been the initial use of that material in Michigan for country roads. The editor of the <u>Farmer</u>, Waterbury, described the ease with which such pavement could be repaired and said that it was "a joy to drive over this road."

Later, the <u>Farmer</u> approved the use of federal designations for inter-state highways, saying "state boundaries should cause no changes in road numbers."

The use of calcium chloride to stabilize gravel roads, thus preventing dust and possible accidents, was hailed as a practice that should be done on an extensive scale.

Better country roads made possible the extension of rural mail delivery routes, a project in which the

¹¹⁸ <u>Ibid</u>., July 9, 1910, p. 21.

^{119 &}lt;u>Ibid.</u>, Jan.12, 1918, p. 56..

^{120 &}lt;u>Ibid.</u>, May 21, 1927, p. 666.

^{121 &}lt;u>Ibid.</u>, June 6, 1936, p. 361.

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Farmer had been greatly interested since in the 'nineties. In 1912, it endorsed the proposed parcel post system, which went into effect the following 122 year. In 1917 was observed the twentieth anniversary of the establishment of rural mail delivery in Michigan. As previously mentioned, J. H. Brown, then a member of of the Farmer's editorial staff, helped to induce the Post Office Department to designate Climax as one of the first places of departure for rural mail delivery in the United States, "the beginning of a new era in American farm life." In the summer of 1917, a 123 monument was erected at Climax to commemorate the event.

Rapid expansion in numbers and improvement in quality of motor cars and trucks occurred after 1908. By that time the paper apparently had dismissed the doubts it once held as to the practicability of the motor car and had adopted the view that the new invention held great promise for Michigan farmers. A Huron County farmer reported his experiences with one of the new contraptions and cited many advantages of the automobile over the horse.

On a hot dusty day one can ride along perfectly cool and the dust all behind, with the pleasurable sensation of having a power carrying you along that

¹²² <u>Ibid.</u>, March 9, Sept. 14, 1912, pp. 294, 216; Jan. 4, 1913, pp. 16-17.

<u>Ibid.</u>, July 21, 1917, p. 38.

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responds to the slightest touch with the ease and comfort that is not found in a carriage, and I might say that an auto doesn't tire, sweat, and doesn't need a fly net. . . . they are a great convenience, the same as the rural telephone, the rural mail delivery, the daily newspaper. . . that the farmer now has. They all help to bring the farmer out of his isolation and make his vocation one to be desired, and his life worth living. 124

The number of cars owned by Michigan farmers increased rapidly during the second decade of the twentieth century, and a total of 79,000 farms reported having them in 1920. This figure represented about forty percent of all farms in the state. The total increased to 134,000 by 1930 and to more than 153,000 in 1940, cars being reported that year on more than eighty percent of the farms.

Some of the early cars and their listed prices which were advertised in the Farmer in the years before 1920 included the two-seated E-M-F for \$800; five-passenger, two-seated Mitchell touring car, \$1,500; Hupmobile runabout, \$750; five-passenger Jackson, \$1,100; five-passenger Chalmers "with a top," \$1,800; Model T Ford roadster, \$680; four-cylinder Overland touring car, \$1,000, and a Model Q-Il Maxwell roads-

^{124 &}lt;u>Ibid</u>., Aug. 28, 1909, p. 146.

¹²⁵ U. S. Bureau of the Census, op. cit., 1940, Vol. I, Pt. 1, p. 781.

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ter, \$900. 126 Of the sixty-nine makes of cars mentioned in a Mobiloil advertisement in 1914, only eight were on the market in 1943. 127 In 1912, R. E. Olds advertised his twenty-fourth model or his "Reo the Fifth—— My Farewell Car." Its price was \$1,055, with the following items requiring an extra charge: top, windshield, gas tank, speedometer, and side curtains. As quoted in the advertisement, Mr. Olds stated,

Reo the Fifth—— the car I now bring out——
is regarded by me as pretty close to finality.
Embodied here are the final results of my 25 years
of experience. I do not believe that a car ma—
terially better will ever be built. 128

The dawn of a new day in transportation was predicted by Waterbury in 1916 when he said that auto travel would soon be as common in the winter as in summer, or within "a few more years when permanent improvement of trunk line roads is completed." The custom of jacking-up the car about Thanksgiving and leaving it untouched until spring would soon be abandoned, he predicted. Greater use of motor trucks for hauling farm produce was predicted as early as 1911, and the editor foresaw the importance of trucks

¹²⁶ Farmer, Nov. 8, 19, 1910, pp. 375, 428, 435; March 25, 1911, p. 373; July 19, Oct. 21, 28, 1911, pp. 56, 331, 351, 375.

¹²⁷<u>Ibid</u>., March 14, 1914, p. 305.

^{128 &}lt;u>Ibid.</u>, Feb. 10, 1912, p. 151.

^{129&}lt;u>Ibid</u>., Jan. 29, 1916, p. 122.

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especially for fruit farmers and other growers who made 130 frequent trips to the city markets.

Ownership of trucks was reported on only about 4,700, or 2 percent, Michigan farms in 1920. This total increased about eight times by 1940. 131

Waterbury, in commenting on the new state law passed in 1919, which required all drivers of motor vehicles to be licensed, said that it would tend to make for safer driving.

Taking advantage of improved roads and more sturdy cars, the Farmer and some farm organizations sponsored several successful farm tours, the first being in 1920. Indicative of the interest in the first tour, to Mackinaw City, was the fact that more than fifty families signed up for the tour a month before it was scheduled to start. It was under the direction of J. H. Brown, former staff member, who was an early advocate of motor tours for farmers. The first tour was so successful that similar ones were sponsored annually for several years. Two of them, in 1926

^{130 &}lt;u>Ibid.</u>, Nov. 18, 1911, p. 429; Sept. 4, 1915, p. 178. 131.

U. S. Bureau of the Census, op. cit., 1940, Vol. I, Pt. 1, p. 781.

Farmer, Sept. 19, 1919, p. 50.

^{133 &}lt;u>Ibid.</u>, Nov. 2, 1918, p. 399; July 3, 1920, p. 7.

and in 1930 were to the Pacific Coast. The first of those tours attracted sixty-eight persons, riding in eighteen cars, who made the round-trip journey in three months. 134 Commenting on the value of tours by farmers, the editor stated:

These tours are popular because they go a long way towards making life more worth while for the farmer and his family. The trips contribute not a little to the general health of its members. They are taken away from the familiar surroundings of everyday life and are given new ideas and ideals • • • • touring has • • • a most refreshing and exhilerating effect upon both the body and spirit. Perhaps the educational feature of a well-planned auto tour is the largest contribution to the participants. . . . to see other people working at their tasks and thinking and planning to solve problems similar to those confronting yourself, gives one new ideas and increased courage and enthusiasm to go ahead with the work before him. Men and women usually return from these trips with lighter hearts and firmer resolves to become better farmers and better house-

In the late 'twenties the paper pointed out the possibilities for extra income for farmers who had room for housing tourists overnight. Such sideline enterprises, the editor said, would also "encourage a mingling of people, thus a better understanding and a feeling of friendship between the folks of the various walks of life."

^{134&}lt;u>Ibid.</u>, May 2, 1925, p. 601; June 28, 1930, p. 797. 135<u>Ibid.</u>, June 11, 1921, p. 712. 136<u>Ibid.</u>, Sept. 15, 1928, p. 244.

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One of the key points in the Farmer's program for better Michigan agriculture has always been the encouragement of education and more training for those who plan to farm. During the period under consideration, the program included promotion of better rural elementary and high schools, the consolidation of rural school districts to promote efficiency and improve instruction, promotion of rural youth groups, and support of Michigan State College. In the case of the College, emphasis was placed upon expansion in research and agricultural extension work.

In urging better rural schools, the <u>Farmer</u> stated that efforts should be made to provide instruction designed to aid boys and girls planning to remain in the country. One of the difficulties, the editor acknowledged, was the lack of good teachers who were sympathetic toward and qualified to teach agricultural subjects. The <u>Farmer</u> was enthusiastic in 1909 about a venture in teaching agriculture in the North Adams High School under the direction of Professor Walter H. French, of Michigan State College. This plan included evening classes in agriculture for adults and older farm youths not regularly attending school. The paper advocated more such projects.

^{137 &}lt;u>Ibid.</u>, July 25, Sept. 12, Oct. 17, 1908, pp. 64, 198, 302.

<u>Ibid., May 15, 1909, p. 542.</u>

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In 1915 more than forty Michigan high schools were reported to be teaching agriculture, such instruction requiring about a fourth of the student's time. 139 Establishment of agricultural courses in the high schools aided the formation of boys' and girls' agricultural clubs in the communities served by those schools. The first of these, the boys' corn-growing clubs, were active as early as 1908, and by 1912 there was a state organization of the clubs, under the direction of Professor French. These clubs later became the first 4-H clubs. By the time the United States entered the first World War, the activities of the clubs had expanded to include the growing of other crops besides corn, the raising of livestock, home canning and woodworking. 141

Waterbury praised the work of a boys' and girls' potato club in Marquette County, in 1917, saying,

The boys and girls who engage in this work get a new viewpoint of agriculture. Often too, they give their parents and neighbors a different angle of vision. . . . since in many cases the yields secured by these boys and girls are very much superior to those secured by their older contemporaries. 142

^{139 &}lt;u>Ibid.</u>, Feb. 6, 1915, p. 137.

History of Cooperative Extension Work in Michigan, op. cit., p. 6.

¹⁴¹ Farmer, Jan. 31, 1914, p. 105; Nov. 6, 1915, p. 398; April 15, 1916, p. 526; Nov. 16, 30, 1918, pp. 467, 522.

^{142 &}lt;u>Ibid.</u>, March 3, 1917, p. 274.

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was devoting at least one full page of each issue to a department, entitled "Our Farm Boys and Girls." A short time later, in the early 'thirties, a regular department on 4-H Club work was begun by A. G. Kettunen, State Leader of Boys' and Girls' Club Work, Michigan State College. This department is still a feature of the paper.

Growing out of the agricultural work with adults and older farm youth, conducted by some of the public schools, were the so-called extension schools which were held in various parts of the state and which were similar to old-time Farmers! Institutes. In 1912. as previously mentioned, Congress made appropriations for farm management studies to be conducted coopera atively by the United States Department of Agriculture and the state agricultural colleges. The men so employed in that work resided in various counties and became known as county agricultural agents. The Farmer in 1912 foresaw great possibilities in an expansion of this work and described the potential results to be "almost incalculable. The expansion of the program came. however, after passage of the federal Smith-Lever Acts of 1914. 143 From that time on, the importance of the

¹⁴³ Ibid., May 11, 1912, p. 556; History of Cooperative Extension Work in Michigan, op. cit., p. 6.

Farmers' Institutes declined rapidly, and they were discontinued about the end of World War I.

County agricultural agents grew in numbers rapidly as the war clouds gathered, but not rapidly enough to satisfy the editor of the Farmer. Thirtytwo counties had agents in 1917, and the paper stated that those counties having agents had experienced a lower incidence of hog cholera because of a swineraising campaign conducted by the extension service workers. The paper felt, however, that the reason why more counties did not have agents was due to local interests "fixing the various boards of supervisors against county agent work." In some counties. Waterbury said, the agent was regarded as a "harmless nonentity and provided with a small salary and a tinlizzie if he confined himself to potato scab work or the social status of his school district." Aggressive

The last report of Farmers' Institutes is in the Report of the Secretary of the State Board of Agriculture, 1917.

¹⁴⁵ Farmer, Oct. 9, 1915, p. 306; Oct. 13, Nov. 10, 1917, pp. 318, 430. In discussing the "County Farm Adviser," a correspondent in Allegan County wrote that this was a new factor in disseminating information, and that criticism would naturally be aroused. He stated that although the fertility of the soil was being rapidly depleted, yet the "proverbial conservatism of the average farmer" made it difficult to present new ideas. Declines in production were attributed to the weather or to seasonal changes, rather than to poor methods. Ibid., April 4, 1914, p. 386.

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agents were often prevented from carrying out constructive programs, the editor believed. Such conditions should be corrected, he said, as the county agricultural agents were a big factor in the "new co-operative movements." 146

In supporting the work of Michigan Agricultural College, later to be re-named Michigan State

College, the Farmer provided a regular medium whereby

college workers in agriculture and home economics

could reach thousands of farmers and their families

with new ideas. In 1914 the paper commended the

beginning of Farmers' Week at the College and predicted

a bright future for the new project.

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The <u>Farmer</u> supported the State Board of Agriculture in its controversy with the State Administrative
Board over control of the College. The matter was
settled by a State Supreme Court ruling in favor of the
Board of Agriculture. The paper, in discussing a
proposed investigation of the College for alleged irregularities in 1933, chided a State Senator for a
statement attributed to him. He is supposed to have said
that he would discharge six hundred of the College's

¹⁴⁶ Ibid., Nov. 16, 1918, p. 455.

^{147 &}lt;u>Ibid</u>., March 14, 1914, p. 300.

^{148 &}lt;u>Ibid.</u>, July 28, Sept. 22, 1923, pp. 72, 270; Feb. 9, 1924, p. 176.

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ating budget by about \$1,200,000. Retorted the editor of the Farmer, "We cannot afford to close shop at M. S. C. " He greatly feared that the events indicated that the school might become "a political football." The paper in 1937 supported the request of the State Board of Agriculture for more funds for the College, saying

In their Michigan State College the citizens of this state have one of the finest and most efficient institutions of its kind in the entire United States. . . . Michigan State College is like a boy who has outgrown his clothes, and legislators should be urged to give an attentive ear and supporting vote to the reasonable needs of the institution for the next two years. 150

Although the <u>Farmer</u> usually spoke in terms of praise for the State Board of Agriculture and the College, there were times when it was critical. In 1923 the paper criticized the Board for holding a secret meeting preceding the forced resignation of President Friday. The <u>Farmer</u> sent letters of inquiry to members of the Board, but received an answer from only one member, who would make no comment. As a result, the paper stated, it no other choice but to believe that the Board had been critical of Friday's "economic program, which most farm leaders thought to be sound." Again, the editor was

¹⁴⁹ Ibid., Feb. 18, 1933, p. 58.

¹⁵⁰ Ibid., Jan. 30, 1937, p. 70.

¹⁵¹ <u>Ibid</u>., May 26, June 2, 1923, pp. 708, 732.

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irked because of the lack of information, in 1932, concerning the reasons for the resignations of Dean J. F.

Cox and Professor J. B. Hasselman and the abolition of the position of College Historian held by Dr. Frank S. Kedzie, a former president. As for changing the name of the institution from Michigan Agricultural College to Michigan State College, in 1925, the paper felt that there was danger that "agriculture may be subordinated to the other courses." Waterbury hoped that farm leaders in the state would remain alert to make certain that agricultural training was not neglected at the College.

The Michigan Farmer in the twentieth century continued its previous policy of presenting a wide range of information designed to improve rural life. Included was material on rural electrification, sanitation, better health, better housing, improvement of the home grounds, and promotion of leisure-time activities.

Although rural electrification did not make rapid progress in Michigan until in the late 'twenties, the Farmer printed information on home lighting plants

¹⁵²<u>Ibid</u>., Dec. 10, 1932, p. 206.

^{153 &}lt;u>Ibid.</u>, April 25, 1925, p. 562.

as early as 1916. In 1921, the paper reported that most of these plants were in the three lower tiers of counties: Hillsdale County farmers were said to have 514 plants. Lenawee 335, Oakland 324, and Monroe 402. At a conference held at the College in 1925, the Grange passed a resolution which requested the College to conduct research to determine the feasibility of rural residents receiving electrical power from nearby cities. At that time there was a rural line near Parma. in Jackson County, and in 1927 the Mason-Danville experimental line was put into operation. In 1929 about 1.000 miles of rural electrical lines were constructed, serving about 8,000 patrons. A year later, the paper reported that more than 20,000 farms had access to power. During the thirties the state lead the nation in the number of rural extensions made. With the coming of the REA into the state, Wermuth in 1937 feared a possible conflict between that organization and the commercial lines that had been established without governmental support. In 1945 more than 138,000

^{154&}lt;u>Ibid.</u>, Feb. 19, 1916, p. 251; Feb. 19, 1921, p. 218.

155<u>Ibid.</u>, April 4, 1925, p. 462; March 5, 1927, p. 307; May 10, 1930, p. 615. The figures on number of of farms having electricity are somewhat lower than those in the Census, which reported 15,695 (8 percent) farms in 1920; 34,785 (20 percent) in 1930, and 133,000 (71 percent) in 1940. U. S. Bureau of the Census, op. cit., 1940, Vol. I, Pt. 1, p. 781.

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Farmer, Sept. 25, 1937, p. 142.

farms had been electrified. 157

Following the increase of electricity in the rural areas of Michigan, farmers were more receptive to consider the installation of water systems, and the use of septic tanks as a means of sewage disposal increased. The <u>Farmer</u> in 1915 urged its readers to check their water supplies and to exercise more care in the disposal of sewage and garbage, as two important steps in reducing the rural health risk. In 1920 the paper printed directions on the construction of septic tanks. The septic tanks the farm, which appeared in 1925.

Besides promoting the use of better water and sewage disposal facilities, the <u>Farmer's program</u> for improving rural health included farm safety admonitions and the encouragement of better personal health. Periodically the editors warned of the hazards one faced when working with farm machinery and animals such as bulls. In commenting on the disproportionate

¹⁵⁷ U. S. Bureau of the Census, <u>U. S. Census of Agriculture</u>, 1945, <u>op. cit.</u>, Vol. I, Pt. 6, p. 3.

158 Farmer, Sept. 18, 1915, p. 237; June 26, 1920, p. 951.

159 Ibid., May 9, 1925, p. 621.

¹⁶⁰ Ibid., Nov. 27,1915, p. 476; July 13, 1918, p. 27; Jan. 15, 1921, p. 21; Aug. 6, 1927, p. 97; Jan. 2, 1943, p. 6.

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number of physicians practicing in the urban areas in contrast to those in the rural sections, the editor urged his readers to study some of the more common means of preserving health. "The medical profession profits much through the ignorance of the masses regarding right living," he asserted. Early in the 'twenties, after Senator Arthur Capper had purchased the controlling interest in the Lawrence Publishing Company, the Farmer began publishing a regular health department, conducted by Dr. C. H. Lerrigo. His material had been appearing for several years previous in farm papers controlled by Senator Capper. Dr. Lerrigo's writings are still appearing in the Farmer.

For years the <u>Farmer</u> encouraged more attractive rural homes and the use of native plant materials.
In 1927 the paper announced that certificates would be awarded farmers on the basis of the appearance of their house and grounds. The certificate, "Michigan Approved Farm Home," would be awarded if a farm home received 800 out of a possible 1,000 points on a judging scorecard. The house could receive a maximum of 600 points,

^{162 &}lt;u>Ibid.</u>, April 22, 1922, p. 488.

Ibid., April 13, 1912, p. 333; Nov. 6, 1915, p. 408; March 31, 1923, p. 449; June 20, 1931, p. 603; Oct. 24, 1936, p. 189.

its furnishings 200, and landscaping accounted for the remaining 200 points. ¹⁶⁴ As a means of encouraging long tenure and appreciation for land that had been owned by the same family for many years, the <u>Farmer</u> in the 'thirties printed pictures of farmsteads that had been owned by the same families for several gen
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erations.

The most famous of the awards made by the paper was that of "Master Farmer," an annual presentation which was begun in 1926. Except for a few years during the worst of the depression, ten farmers were named annually to receive the award, which was presented at Michigan State College during Farmers.

Week. The scorecard which was the basis of nominations for the award included operation of farm (270 points), business methods and ability (200 points), general farm appearance and upkeep (90 points), citizenship (140 points), and a miscellaneous rating based on conveniences of the home, labor-saving equipment, the man's character as a husband and father, education and training of his children (300 points). Of some of the seventy-one farmers who received the award up to 1939,

^{164&}lt;u>Ibid</u>., May 7, 1927, p. 608.

¹⁶⁵ <u>Ibid.</u>, Feb. 15, March 28, 1936, pp. 92, 192; July 17, 1937, pp. 24, 26.

it is of interest to note that twenty-two had not gone beyond the eighth grade so far as formal education was concerned, and only fifteen of the number were college graduates.

Use of leisure time through various types of recreation was encouraged by the <u>Farmer</u>. These included community singing, the holding of social events in rural community meeting places, playing games, organization of rural base ball teams, patronizing a traveling library, the reading of good fiction, and learning to appreciate good music. 167

Before the time of the first World War, the phonograph was an important medium for bringing good music and entertainment to rural homes; in the 'twenties the coming of the radio had a similar effect but on a much vaster scale. A reporter of Farmers' Clubs activities commented in 1910 on the impact of the phonograph on rural culture, saying,

¹⁶⁶ <u>Ibid.</u>, Feb. 27, March 6, Sept. 18, Oct. 2, 1926, pp. 272, 305, 251, 311; Feb. 4,1933, p. 37; Jan. 15, 1938, p. 30; May 20, 1939, p. 302. Ten farmers were selected each year except in 1926 when eleven were named because two of them were partners.

^{167 &}lt;u>Ibid.</u>, Jan. 21, 1911, p. 61; March 29, 1912, p. 412; Nov. 6, 1915, p. 408; Oct. 21, 1916, p. 373; Dec. 9, 1922, p. 613; Jan. 16, Sept. 11, 1926, pp. 59, 228; June 4, 1927, p. 719; Jan. 28, 1928, p. 97; Aug. 31, 1935, p. 81.

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Nothing shows so plainly the steady trend of farm life towards culture, refinement and happiness in the home than the number of phonographs In the farmer homes where a phonograph is to be found, there is no such thing as dull nights or lack of appreciative company. Whatever the whim of the moment happens to be, the machine can satisfy it, band, orchestra, choir, humorous songs and stories in abundance, sweet love songs and plaintive ballads, sacred, holy hymns if you wish, or the classical arias from immortal operas. Whatever you desire is at your command from the best artists in the world. 108

The radio brought practical information as well as entertainment to the Michigan farm home. The first mention of the new device was in an advertisement in the <u>Farmer</u> for April 15, 1922. The set advertised was equipped with ear-phones, and with it the listener could "hear wireless music, weather reports, market reports. . . . in your home. You can hear Pittsburgh, Chicago and Detroit and other cities." The price was \$75, which probably did not include the antenna or the batteries. The editor of the paper greeted the new invention enthusiastically.

The radio not only makes the isolation of the farm a thing of the past but brings quickly to the farmer the agricultural information needed in the intelligent conduct of the farm business. The broadcasting of weather, crop and market reports is the most important use to which the radio is now being put, in the opinion of various radio experts.

^{168 &}lt;u>Ibid.</u>, Sept. 9, 1910, p. 29.

^{169 &}lt;u>Ibid.</u>, April 15, 1922, p. 473.

^{170 &}lt;u>Ibid.</u>, April 29, 1922, p. 607.

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A speaker from the College was scheduled to "deliver an address on a seasonable and important agricultural topic" every Saturday evening over the Detroit News station. WWJ. beginning the first week in April. 171
1922. Later, the College put into operation its own station. WKAR, and the Farmer in 1925 reported that from five to six hundred farmers were officially enrolled in extension courses being broadcast by the College station. The <u>Farmer</u>, like many other periodicals and newspapers of that day, soon established a radio department which ran for three or four years. This department presented information on how to construct and service receiving sets. Some of the material which appeared in the department, which was discontinued when mass production lowered the cost of manufactured sets, was of a technical nature. For instance, the person who conducted the department, in describing how listeners might lessen the annoyance of summer static. advised.

If the tuner is of the double circuit type, the tuning should be done with the coupling between the two circuits as loose as possible. That is to say, if a variocoupler is employed, the secondary should be turned nearly at right angles with the primary,

Professor Howard C. Rather, of the Farm Crops Department, was the first speaker, and his topic was on the use of better quality seed as a means of producing improved crops. Farmer, April 29, 1922, p. 607.

^{172 &}lt;u>Ibid</u>., April 11, 1925, p. 504.

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or if a loose coupler is used, the movable coil should be pulled out nearly to the end and all of the tuning done with the transformer in this position. 173

Perhaps the farmer's son may have been able to understand those directions, but it is doubtful if many farmers of mature years were able to comprehend such technical language.

In 1925 radios were reported on about 9,000 Michigan farms, a number which increased phenomenally during the next two decades. By 1945 they were reported on about 154,000 farms, or 90 percent of all farms in the state.

As Michigan rural residents enjoyed expanding opportunities for contact with urban centers in the 'twenties, their woes from this wes and misrepresented merchandise increased. The Farmer recognized this situation and expanded the function of its Service Department, which at first had been established to give free legal advice to subscribers. In 1928 the Farmer announced it would pay a reward of \$50 for information leading to the arrest and conviction of any thief who stole from its subscribers. A sign announcing the reward offer was

¹⁷³ Ibid., July 1, 1922, p. 20.

¹⁷⁴U. S. Bureau of the Census, U. S. Census of Agriculture, 1945, op. cit., Vol. I, Pt. 6, p. 3.

supposed to be posted in a prominent location on the subscriber's premises. The previous year the paper paper had been the moving force in securing passage of the so-called Horton Act which gave farmers the right to restrict trespassing on their land. This act, opposed by conservation interests and sportsmen, was said by the editor to be necessary because of the "depreditions of city people running over the farmer's land."

Through the medium of the Service Department readers were warned of the dangers in dealing with certain dealers in such things as insurance, silkworm and mushroom raising equipment, encyclopedias, gasoline "savers," false teeth, oil and mining stocks, and correspondence courses. In addition, readers were warned against certain "buy-back" and "work-at-home" schemes, itinerant eye "specialists," gypsies, and firms which purported to publish new songs. As might be expected,

¹⁷⁵Farmer, Jan. 23, 1926, p. 96; Feb. 18, 1928, pp. 214, 224.

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Ibid., April 23, 30, Nov. 19, 1927, pp. 554, 586, 482.

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Ibid., May 5, 12, Aug. 18, 1928, pp. 620, 642, 140; May 4, 1929, p. 658; Dec. 10, 1932, p. 204; Nov. 25, 1933, p. 155; Jan. 4, 1936, p. 2; Jan. 14, 1939, p. 26.

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Ibid., April 28, May 5, 1928, pp. 592, 620; 0ct. 12, 1929, p. 340; May 3, 1930, p. 589; Aug. 8, 1931, p. 97; Jan. 14, 1939, p. 26.

with the coming of the depression in the early 'thirties, the sellers of misrepresented merchandise increased their activities, but the <u>Farmer</u> did not relax its vigilence in protecting its subscribers. Not only did the paper expose unscrupulous dealers and salesmen, but it helped its readers to obtain settlement of many complaints. For instance, during 1940 the Service Department reported that it helped to settle 112 complaints, which averaged slightly over \$18 each, an amount too small in most instances to have justified the expense of regular legal procedure.

With a general decrease in rural isolation came greater opportunities for a more satisfactory life for farm women. Through its Household Department the <u>Michigan Farmer</u> exerted a constructive influence and helped rural women to take advantage of scientific advances in homemaking.

Mention has already been made of the paper's promotion of better rural health, more attractive and practical homes, and more beautiful home grounds. These were of particular benefit to the housewife, but other material printed in the paper was of help to her in the rearing of children, and feeding and clothing the mem-

¹⁷⁹ Ibid., Jan. 18, 1941, p. 41.

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bers of her family. Included in the articles on child training was an early plea by the conductor of the Household Section, Mrs. Alta Littell ("Deborah"), that care of infants be taught in the schools. Said Mrs. Littell,

But so far false modesty has kept this, the most necessary thing girls can know, far removed from them. Teachers and mothers both fail to prepare the girls for woman's most important work, while religiously cluttering up their minds with a jumble of material they will never remember after they leave the school room. 180

In the 'twenties colleges which provided home management laboratories also included the care of infants as a part of their home economics graduates' 181 training.

The greatest amount of space was devoted to food preparation and clothing. Long before our present-day emphasis on the importance of a good diet in promoting good health, the <u>Farmer</u> urged women to train their daughters in the art of preparing nourishing meals. One correspondent stated, with considerable firmness of conviction,

[after marriage] I learned that the one crying need of man is food; food three times a day, food well-

^{180&}lt;sub>Ibid.</sub>, Jan. 2, 1915, p. 21.

In 1921, in discussing the need for home economics expansion at the College, the Farmer quoted Mrs. Dora Stockman's remarks on what was needed. She argued for a new building and also for "a cottage filled with babies where the girls can learn by actual experience how to take proper care of infants." Ibid., Jan. 1, 1921, p. 14.

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cooked and in large enough quantities to keep one contented and cheerful. . . . the crying need of woman is to know how to prepare food so it will be palatable and digestible. 182

By 1920 the Farmer was presenting material on the scientific planning of meals. 183 Articles on foods included those on packing school lunches, canning and other means of preserving food, baking, meat cookery, home candy making, the importance of salads and green vegetables, vitamin preservation during cooking and, later, the use of enriched flour. By the middle of the 'twenties, the importance of vitamins in one's diet was being stressed. Homemakers were told by the conductor of the Household Department that those very essential substances could be provided easily and cheaply from the farm garden, by the frequent serving of rhubarb, tomatoes and leafy, green vegetables. 185 In 1930 Mrs. Leonard advocated the use of more cream and butter by farm families as a means of helping to reduce the butter surplus and to promote better health. She gave several recipes for the use of sweet and sour

^{182 &}lt;u>Ibid</u>., Feb. 26, 1910, p. 220.

^{183&}lt;u>Ibid., Nov. 6, 1920, p. 574.</u>

¹⁸⁴ <u>Ibid.</u>, March 19, 1921, p. 394; Sept. 16, 1922, p. 275; Nov. 24, 1923, p. 546; Jan. 10, 1925, pp. 46-47; Jan. 5,1929, p. 18; April 28, 1934, p. 200; Aug. 29, 1936, p. 88; Jan. 2, 1937, p. 15; March 15, May 10, Aug. 9, 1941, pp. 182, 334, 62-63.

¹⁸⁵ <u>Ibid.</u>, May 8, 1926, pp. 629-630; March 1, 1930, p. 277.

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cream in cooking, stating

Seldom does the solution of the farmers' problems lay within the hands of the farm family. But
in the case of the present butter surplus, preliminary investigations show that if farmers would
use their own product instead of buying butter substitutes, the butter surplus would be at least
partly wiped out, the price of butter would be again
on a sound basis, and farm folks generally would be
healthier.

That same year, Mrs. Leonard, correctly foresaw a bright future for the use of quick-frozen foods. In an article, entitled "From Package to Pan," she described how housewives could now buy frozen cuts of meat, all ready for the frying pan. She predicted that expansion of frozen food processing and distribution would benefit both the farmer and the consumer. Said she,

It looks like we were at the beginning of a new period of refrigeration. Dry ice and improved electrical refrigeration are overcoming many of our old objections to frozen foods. Food scientists have discovered that the cell structure of frozen foods does not break down under this new quick freezing process as it did under the old method. 187

For many years the <u>Farmer</u> advocated the use of an ice house and the preservation of ice in winter from farm ponds as a cheap means of saving foods during the hot months. In 1929 the paper printed an advertisement of the Crosley Icyball Refrigerator, a device which sold for \$85 and operated on about two cents worth of kerosene each day. The amount of refrigeration it pro-

^{186 &}lt;u>Ibid.</u>, March 1, 1930, p. 276.

^{187 &}lt;u>Ibid.</u>, May 24, 1930, p. 682.

duced was equivalent to about thirty-five pounds of 188 ice. Later, one issue of the paper featured the various types of home refrigerators and told how refrigeration should be used in preserving milk and cream. Thirteen makes of refrigerators were pictured, including three which operated on kerosene and which could be used on farms not having electricity. 189 In 1938 Michigan's first frozen-food locker plant began operation in Lapeer. The Farmer encouraged the construction of such plants and reported three years later that the number had increased to about one hundred in Michigan. Three-fourths of the total capacity of those plants was said to be used by farmers.

Articles on clothing and home furnishings included admonitions urging farm women to take more pride
in their daily dress, the use of commercial patterns,
crocheting, making of fancy work, knitting, choosing
of harmonious colors, use of home-produced wool for
bedding, remodelling of old clothes, making of slip
covers, home dry cleaning, and the selection of dress
accessories. The use of rotogravure in printing the
Farmer after 1941 made possible a great improvement in
the quality of illustrations. This was strikingly re-

¹⁸⁸ Ibid., April 20, 1929, p. 599.

¹⁸⁹ Ibid., Aug. 1, 1936, pp. 40-41.

^{190 &}lt;u>Ibid.</u>, March 12, 26, 1938, pp. 163, 204; March 15, 1941, p. 178.

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vealed in the changed appearance of the photographs used to illustrate articles on women's fashions. By the time of the early 'forties, the quality of some of the illustrations used in the Household Department was equal to that of pictures appearing in the best of the specialized women's magazines of national circulation.

During the period under discussion, there was a vast change in the manner of presenting homemaker information. Before 1920 many of the articles still retained some features that characterized women's articles of the nineteenth century. For example, the so-called Victorian ideas of conduct and feminine decorum were stressed. Girls were said to require special "protection." In an article, entitled "A Case of Criminal Negligence," Mrs. Littell in 1915 urged mothers to watch their daughters carefully after they started entertaining beaux. Girls were said to be "turned loose to have a good time" with men of all ages "from 15 to 50. . . . often with no escort." Stated Mrs. Littell emphatically,

The American girl is all right, of course. She's ours and we have to swear by her. But she might be

^{191 &}lt;u>Ibid.</u>, July 3, 1910, p. 84; Aug. 17, 1918, p. 140; March 15, 1919, p. 434; June 3, 1922, p. 664; Jan. 10, 1925, pp. 46-47; March 1, 1930, p. 277; March 5, 1932, p. 134; March 3, 17, 1934, pp. 96, 124; Oct. 7, 1939, p. 172; March 29, 1941, p. 226.

192 <u>Ibid.</u>, March 25, 1911, p. 365.

improved upon. Careful pruning is as necessary to make a perfect girl as it is to make a perfect shrub or tree, and it needs to be kept up longer. There never is a time when the mother can place her daughter upon her honor and cease to watch her. She can let the daughter think she is on honor from a tender age; but the maternal espionage must never cease if there are to be no regrets.

She marries, not with any idea of what she is doing, or with any proper conception of the real meaning of love, but because it is her mating time and some one of the men she knows proposes. The national evil is not divorce. It is paternal negligence. 193

By the middle of the 'twenties the traditional, often rambling, didactic essay on various phases of homemaking was fast changing to the present-day crisp, "how-to-do-it" type of article. Undoubtedly, the changed style of homemaker article was influenced by the changes that took place in women's magazines of that day.

From 1908 to 1943 many changes occurred in the type and quantity of general material and literature printed in the <u>Farmer</u>. As previously mentioned, in 1907 an eight-page magazine section had been added. For several years in this section appeared general material of a non-agricultural nature. Included were fiction, poetry, travel articles, a picture page, puzzles for the children, anecdotes, and short articles on a wide range of subject matter. Cost of the section was said to have been about \$10,000 a year. 194

¹⁹³ Ibid., July 24, 1915, p. 72. 194 Ibid., April 15, 1911, p. 433.

Some of the authors of the fiction which appeared serially were well known popular writers of the times, including Harold Bindloss, "Winston of the Prairies": William MacLeod Raine, "Crooked Trails and Straight": Zane Grey, "Light of the Western Stars": and Peter B. Kyne, "The Valley of the Giants." Others were Michigan writers, some of whose plots were based upon incidents in the state's history. The latter stories, though perhaps lacking some of the polish of those written by mationally known authors, doubtless were interesting to many readers because of the local historical sites mentioned. Included was "Once a Morman" by Irma B. Matthews, which was a fictionized account of the last days of Michigan's Morman leader. *King* James Strang. Another was When Michigan Was Young" by Ben East. This was a well written serial. based on Pontiac's conspiracy and concerned the struggles of the British to prevent the Indians from capturing Detroit. 197

Staff members also contributed some fiction.

These included the Household Editor, Mrs. Alta Littell,

^{195 &}lt;u>Ibid</u>., Aug. 29, 1914, p. 166 to April 10, 1915, p. 450; Dec. 4, 1915, p. 501 to June 17, 1916, p. 761; Oct. 18, 1919, p. 488 to March 6, 1920, p. 368; April 3, 1920, p. 552 to Nov. 13, 1920, p. 604.

<sup>196
&</sup>lt;u>Ibid.</u>, April 15 to May 27, 1911, pp. 444 to 590.

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<u>Ibid.</u>, Jan. 17 to June 13, 1931, pp. 55 to 595.

who wrote in a manner somewhat similar to that of Ruth Suckow and Willa Cather; the Service Editor, John R. Rood, and the Rural Health Editor, Dr. C. H. Lerrigo. Some of Mrs. Littell's stories concerned the tribulations of a newly married woman whose husband took 198 her to their new home in Michigan's cut-over country. Rood's "Romance of a Land Title" was about a man and woman who built a house on land to which they believed they possessed a clear, legal title. Later events showed them to be mistaken. The story sought to reveal the value of the Torrens land title system, which is not used in Michigan. 199
Lerrigo's "The Kidnapped Doctor" was a serial based on the life of a young medical physician in a backward mountainous section. The idea was good, but the plot was unduly complicated by too many kidnappings, and reader interest may have lagged before the end of the last installment. 200 -

Typical of some of the humorous short fiction
was a story by Harv Hess, "She Knocked Our Apartment, So
I Knocked Her Flat." In this story a country man paid a
visit to his urban friends who lived in a forty-family
apartment building. The latter lived in what "looked

¹⁹⁸ <u>Ibid</u>., Dec. 3, 10, 1921, pp. 539, 558.

¹⁹⁹ Ibid., Jan. 8, 1927, p. 41.

^{200 &}lt;u>Ibid.</u>, Jan. 4 to April 19, 1930, pp. 7 to 540.

like a hospital" and paid "\$85 a month rent!" Observed the rural man, with disdain,

the flat dweller can't look out his window and see who's coming, can he? The first intimation they get that someone is going to call is when the bell rings. We watch folks coming a mile down the road and try to figure out who it can be. 201

A regular department on religion in everyday life, "Our Family Sermon," was started by the Rev. N. A. 202 McCune in May, 1920. This feature is still appearing in the <u>Farmer</u>, and its conductor has the distinction of having served readers of the paper the longest of any of the current contributors. His period of service is two years longer than that of Dr. C. H. Lerrigo, whose department on rural health was started in April, 1922.

Use of syndicated news pictures was greatly expanded with the coming of the first World War. One picture in 1916 is that of a grinning soldier identified as "Lieut. Patton who aided in capturing Capt. Cardenas a well known lietenant of General Villa." The deeds of "Lieut. Patton" are more widely known today than those of the "well known" Captain Cardenas or General

^{201 &}lt;u>Ibid.</u>, May 2, 1925, p. 599.

^{202 &}lt;u>Ibid.</u>, May 1, 1920, p. 708.

^{203&}lt;u>Ibid</u>., April 22, 1922, p. 488.

²⁰⁴ Ibid., June 10, 1916, p. 737.

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In the late 'twenties the <u>Farmer</u>, for several months, printed a page of reproduced snapshots submitted by readers. The quality varied considerably, and most of the pictures were of children, animals, family reunions, and five-generation groups. This material was high in reader interest. Single pictures of similar subjects are used in current issues of the paper.

The first cartoon strip appeared in the paper 205 in May, 1920, entitled "Al Acres" by Frank R. Leet. It was still running in the Farmer in the late 'forties.

One of the early cartoons of "Al Acres" showed him using a vacuum cleaner to pick up cut hay, with a caption, entitled "As a self-loader, the vacuum cleaner is not a success." The bag of the huge cleaner became over-filled, burst and scattered hay and "Al" over the field. It may be of interest to note that a successful vacuum-type harvester for white clover seed was developed at Michigan State College in 1945. In appearance, the real-life vacuum harvester resembled the one used by "Al Acres." Another cartoon strip featuring homespun humor, "Song of the Lazy Farmer," began running in 1928.

With the coming of the depression in the early thirties and the change of frequency of issue from

²⁰⁵Ibid., May 15, 1920, p. 768.

²⁰⁶ Ibid., July 10, 1920, p. 49.

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weekly to semi-monthly, the quantity of non-agricultural material was drastically reduced. The regular departments, however, were not discontinued.

In addition to publishing news and literary material, the editors of the Farmer frequently stated opinions on questions that had only an indirect connection with farming. For example, although cigarette advertising was accepted for a time during the depression, the paper was opposed to cigarette smoking, especially by women. In 1913 a subscriber protested the inclusion of an advertisement showing a woman helping a man make cigarettes from Bull Durham tobacco. In deciding to eliminate all advertising pertaining to cigarettes at that time, the editor stated:

we desire to shun 'even the appearance of evil.'

It is a well known fact that if cigarettes are to be smoked at all (which we believe should be prohibited by law) it is less harmful to make them from pure tobacco of good quality than to smoke the ready-made kinds. 207

The editor in 1929 severely criticized women who smoked and thereby aquired "slimness and steadying their nerves," as the advertisements promised.

We may be old fashioned, but we cannot get used to the thought of the mothers of this great nation indulging in what some of them may term a new found liberty. For some reason, we are unable to picture our mother with a smoking cigarette between her lips and if we could, we feel quite sure we could not keep her from falling from the high pedestal of love

²⁰⁷<u>Ibid</u>., Feb. 22, 1913, p. 230.

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and reverence upon which we have placed her. 208

As the financial skies darkened in the early thirties, the <u>Farmer</u> temporarily lifted its ban on cigarette advertising. 209 Reader reaction to the acceptance of such advertising was unfavorable. In the forties an insertion of a small, conservatively worded advertisement for a pipe tobacco was the cause of periodic protest from some reader who objected to tobacco advertising of any kind.

Surprising as it may seem, it is difficult to form an opinion as to the <u>Farmer</u>'s policy on the prohibition question and the Eighteenth Amendment. The subject seems never to have been mentioned editorially except for one instance in 1922, in which Senator Capper discussed some of the difficulties in enforcing the provisions of the Volstead Act, under the heading, "The Booze Business Is Not Yet Dead." The only other material bearing on the subject was an anonymous letter to the editor in 1919, entitled "Don't Be Bamboozled By Booze," in which the writer urged readers to vote

²⁰⁸ Ibid. April 20, 1929, p. 584.

²⁰⁹ Ibid., March 21, 1931, p. 312. On this page appeared an advertisement in two colors, in which a woman wearing a bathing suit is saying, "Sunshine mellows, heat purifies, Luckies are always kind to your throat."

Statement by Mr. Burt Wermuth, interview.

Statement by Mr. Milon Grinnell, interview.

Farmer, April 22, 1922, p. 489.

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against an amendment to the State Constitution which would permit the sale of beer and wine. 213

Four policies of the Farmer in 1919 were firmly stated by M. J. Lawrence, publisher. He advocated the suppression of all "Bolshevistic. I. W. W. or other anarchist group, the promotion of harmony between "all classes in this country, the shunning of any "covenant with other nations" or any foreign alliances, and the ending of all governmental control over America's industries. He feared the League of Nations because it might permit foreign powers to gain authority over the United States. By removing governmental controls, the *stimulating influences of competition and fair rivalry would have their swing." He also advocated a protective tariff that would prevent the entry of the products of "cheap labor" which he feared might soon be entering this country. His definition of a good American citizen, WAS

An individual who adheres steadfastly to strict honesty and moral habits; who upholds truth as the basis of all good character; who abhors the idler, the spendthrift and the fanatic; who believes that work and constant engagement in industry is not only a duty but necessary to physical health and happiness; who respects the law and considers its violation a crime. 214

Three years later, Senator Capper, in his weekly

^{213 &}lt;u>Ibid.</u>, March 8, 1919, p. 368.

^{214 &}lt;u>Ibid.</u>, May 10, 1919, p. 722.

letter from Washington, opposed the cancellation of the war debts owed by European nations. Said he, "Let us hear no more nonsense about a cancellation of the foreign debt owed to the taxpayers of this country." 215

In making an expression of opinion on the celebrated Scopes "evolution" trial in Tennessee, the Farmer avoided offending fundamentalist church groups.

In an editorial, entitled "The Monkey Business," the editor stated, "The truth will prevail and will become evident to all in due time, whether that truth is now as the fundamentalists think it is or as the scientists conceive it."

A short time later, he let it be known that he believed firmly in the evolution of farm animals and plants, and in the subsequent betterment of the various species.

The recent 'monkey trial' gave the most of us an incentive to think about religion. We could weigh in the balance the different thoughts presented, and decide for ourselves. . . . there are some folks who ridiculed any opposing thought because they have accustomed themselves to certain conceptions of things and have therefore definitely and perhaps infinitely stabilized their thoughts.

Such is probably the case down in Indiana. There a man. . . . has gained national fame as a breeder of gladioli plants. By his selection and hybridizing he has added color and beauty to this kind of flower. . . . But the other day he was banned from an orthodox church because the authorities felt that in his hybridizing work he was interfering with the divine scheme of things; that if God wished a better gladiolus he would have

^{215&}lt;u>Ibid</u>., April 22, 1922, p. 489.

^{216 &}lt;u>Ibid</u>., July 25, 1925, p. 58.

produced it.

We just wonder if those people would prefer a sirloin steak from a wild Texas steer to that from a prize beef; pork from the wild boar than from a modern hog. Would they prefer fig leaves to clothing made from the cotton of the modern cotton plant. . . . Agriculture is all wrong if such conceptions would generally prevail. When man first tickled the ground, he started to improve things, and has been at it ever since. Perhaps it is part of the divine scheme to keep man busy improving things. God knows that man must be kept busy to keep him out of mischief, and we feel sure that as long as he is making things better he is not working with the forces of evil. Certainly there cannot be any harm in picking out the best of the things which God grows in such profusion and making them better, more beautiful or more useful. 217

When Dr. Charles W. Eliot, distinguished man of letters and the president of Harvard, died, the editor of the <u>Farmer</u> criticized the daily press for its treatment of the news of the educator's death.

It was unfortunate for the nation that Dr. Charles W. Eliot. . . . died during the illness of a popular movie actor Rudolf Valentino . As a result of this coincidence, the death of the great university president was given but a few lines of space in the daily press that there might be columns and pages depicting each groan and whim of the suffering film man. 218

In 1929 the <u>Farmer</u> opposed efforts being made to legalize fifteen-round prize fights in Michigan. In an editorial, entitled "Demseyizing Michigan," the editor criticized the visit Jack Dempsey made to the Michigan Legislature and urged readers to let their legisla-

^{217&}lt;u>Ibid</u>., Aug. 29, 1925, p. 156.

^{218 &}lt;u>Ibid</u>., Jan. 1, 1927, p. 5.

tors know their sentiments. Otherwise, he said, the state might be made "the prize fighting arena of the nation."

^{219&}lt;u>Ibid.</u>, March 30, 1929, p. 476.

EPILOGUE

ONE HUNDRED YEARS OF SERVICE

Just 100 years ago the fifteenth of this month the first issue of the Michigan Farmer made its appearance. On the first page of this number the editor and publisher, D. D. T. Moore, stated in part: "The primary objects to which the columns of the Farmer will be devoted are, to introduce useful Improvements in the Practice and Science of Agriculture in all its various departments--- to improve the cultivation of the rich and fertile soil of the West--- and to elevate the standing and ennoble the character of Western Agriculture.* In brief, it was his sincere desire and intent to serve the farmers of this state, and even though the job of editing and publishing your state farm paper has passed through many hands during the century coming to a close, those original objects have remained unchanged.

. . . at this time, as we are about to go into the second century, we who are now in charge wish to renew the pledge of Mr. Moore, for we deeply appreciate the responsibility placed upon us and trust there will be no occasion to feel we have seriously failed.

(An editorial by Milon Grinnell, editor of the Michigan Farmer, The Farmer, Feb. 6, 1943, p. 62.)

APPENDIX

EVOLUTION OF THE MICHIGAN FARMER

Confining the detailed bibliographical information concerning the Michigan Farmer to a section apart from the text seemed desirable for at least two reasons: It would avoid excessive citations, and the facts about the rather complex evolution of the periodical could be presented in the form of a continuous narrative.

There has been a Michigan Farmer serving
Michigan agriculture for over a century—— from the
time a paper named the Michigan Farmer and Western
Agriculturist began publication at Jackson in February, 1843. Although a claim that the Michigan Farmer
of 1943 was a direct, lineal descendant of the Michigan Farmer of 1843 can be disputed on technical
grounds, to all practical purposes the paper has a
century or more of distinguished service to its credit.
Despite early breaks in continuity of publication,
there has been continuous publication since 1869.

The following series of the Michigan Farmer have been issued since 1843:

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I. First Series, 1843-58

Michigan Farmer and Western Agriculturist, the first issue being that for February 15, 1843 (volume 1, number 1). With the beginning of the next volume, on February 15, 1844, the name was changed to Michigan Farmer and Western Horticulturist, and with the beginning of volume 3, April, 1845, the name was shortened to the Michigan Farmer.

The issues constituting volumes 1 and 2 appeared semi-monthly; those of volumes 3, 4 and 5, monthly; those of volumes 6 and 7, semi-monthly; and from 8 through 16 (end of Series I), monthly. The volume period was changed to coincide with the calendar year, with the beginning of volume 6, January, 1848.

Because of the exhaustion of the stock of back issues, a new series was published simultaneously with Series I from July, 1850, through March, 1853. Issues during that period carried a dual designation of volume and number.

The sub-title of the paper varied slightly during the fifteen years spanned by the first series. At the beginning, it was "A Semi-monthly Publication,

As mentioned in Chapter I, many subscribers of farm papers in the early years, in Michigan and elsewhere, kept back issues of those publications for reference purposes.

Devoted to Agriculture, Horticulture, and Domestic and Rural Economy and Designed to Elevate the Character of the Western Farmer." The sub-title of the third volume stated that the <u>Farmer</u> was "A Monthly Journal Devoted to Agriculture, Horticulture, and to Rural and Domestic Economy, Designed to be Particularly Adapted to the Soil, Climate and Staple Products of Michigan." Throughout the rest of the series, the sub-title underwent minor alterations usually with each change of editor.

The publishers and editors during Series I, 1843-58, were:

(Date)	(Publisher)	(Editor)
1843, Feb. 15	D. D. T. Moore	D. D. T. Moore
1844, Nov. 1	W. F. Storey and R. S. Cheney	Storey and Cheney
1845, Feb. 1	" and "	Henry Hurlbut
1845, March 15	Henry Hurlbut	n n
1846, April	Hurlbut and H. G. Woodhull	n n
1846, Oct. 26	Hurlbut	11 11
1847, Dec. 6	Warren Isham	Warren Isham
1853, April 15	R. F. Johnstone and William S. Duncklee	Isham and John- stone
1854, January	n and n	Johnstone
1856, February	Johnstone	· 17

The first series ended with the issue for

December, 1858. During the period from its founding, in February, 1843, through March, 1847, the paper was published in Jackson. Thence the place of publication became Detroit. For a short time in 1849, the paper was said to have been published simultaneously in Detroit and Niles. The author has examined only one issue, however, which carried a Niles date-line, that for January 1, 1849. Niles may have been selected as a means of generating interest for the <u>Farmer</u> and to keep the <u>Prairie Farmer</u> from gaining circulation in that part of Michigan. The plan was soon abandoned.

II. Second Series, 1859-62

Beginning with the new year, January, 1859,
R. F. Johnstone changed the frequency of issue to once
a week and designated the first issue, volume 1, number
1, thus beginning a new (second) series. In April of
that year, Johnstone, who was also secretary of the
Michigan State Agricultural Society, became general
superintendent of the Michigan Agricultural College
farm. This position took him away from active management of the Farmer. Mrs. Lois B. Adams, who had furnished financial backing for Johnstone's entry into
agricultural journalism in 1858, became manager.

²Farmer, April 16, 1859, p. 125; Van Buren, op. cit., pp. 312-318.

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Johnstone disposed of his interest in the paper in September, 1861, to William M. Doty, of Kalamazoo, who became publisher and editor. He retained Johnstone and Mrs. Adams as assistant editors. Doty nine months later made an agreement whereby the American Agriculturist, of New York, was said to have absorbed the Michigan Farmer in June, 1862. According to the publisher of the Agriculturist, Doty became a staff member of the New York publication and "brought with him the Farmer's subscription list."

The sub-title of the <u>Farmer</u> for January, 1859, the first issue of the second series, was "A Weekly Journal of the Farm, the Garden & the Household, and of Subjects Relating to Agriculture, Horticulture and Rural Economy in the Peninsular State." At the start of the third volume, January, 1861, the sub-title was shortened to "A Weekly Journal of Affairs Relating to the Farm, the Garden, and the Household."

III. Third Series, 1862-64

Apparently, publication of a monthly farm paper bearing the name, <u>Michigan Farmer</u>, was begun in Detroit by William S. Bond and George Snyder, almost immediately after Doty had sold his <u>Michigan Farmer</u> to the

Farmer, Sept. 21, 1861, p. 297; American Agriculturist, June, 1862, p. 168.

American Agriculturist. Copies of volume 1 of the third series are not available in the Library of Congress nor in any Michigan library. It may be presumed that publication of the third series began in July, 1862, inasmuch as volume 2 started in July, 1863. That volume listed Bond and Snyder as the publishers, R. F. Johnstone as editor, Bond as assistant editor, and Mrs. L. B. Adams as "editress."

The third series did not extend beyond the end of volume 2, in June, 1864. The publishers announced that the <u>Farmer</u> would be changed to a weekly paper with the beginning of the new volume in July, 1864, provided "enough of our subscribers will forward their names to make it an object." Evidently support was not forthcoming, for in July, 1864, the mailing list and other assets were purchased by H. N. F. Lewis, to become a part of his <u>Western Rural</u>. The latter publication was started in September, 1864. Lewis mentioned publishing the "valadictory" of Bond and Snyder in a number of the <u>Farmer</u>, issued as an "extra" in August, 1864. This "extra" may have been a prospectus announcing the <u>Western Farmer</u>.

The last regular issue of the <u>Farmer</u> of the third series appeared in June, 1864. Mrs. Adams ap-

⁴Farmer, June, 1864, p. 531.

⁵Western Rural, Sept. 3, 1864, p. 4.

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parently severed her connection the first of that year, as her name no longer appeared in the paper after January. Johnstone likely continued on the staff until the paper was sold to Lewis.

IV. Fourth Series, 1869-June, 1908

The <u>Farmer</u> was revived by Robert F. Johnstone and Robert Gibbons on May 15, 1869, as a weekly farm paper. That frequency of issue was continued throughout the series which ended in June, 1908.

Publishers, editors and principal staff members of the <u>Michigan Farmer</u> for the period 1869 through June, 1908, were:

(Date) (Publisher) (Editor and staff)

1869, May 15 Robert F. John- Robert F. Johnstone stone and Robert Gibbons

⁶Because the information presented here was derived mainly from the paper's "masthead," it is recognized that many of the dates may be only approximately correct. It is known that some persons served several months before their names were listed. For example, Burt Wermuth joined the staff in August, 1904; yet his name did not appear in the masthead as an associate editor until September 30, 1905. James More, was on the editorial staff from the fall of 1902 until sometime in 1903; his name was never listed. Statement by Burt Wermuth, personal interview.

One reason for postponing the listing of staff members' names was the fear entertained by the publishers, for a time, that the tenure of the person might be brief. The publishers did not wish to build up the readership appeal of such persons, for fear that subcriptions might lapse if popular persons left the staff. Statement by Milon Grinnell, personal interview.

(Date)	(Publisher)	(Editor and staff)
1877 (about)	• • •	Elizabeth Gardner Johnstone ("Beatrix") in charge of Household Dept.
1878, Jan. 7	• • •	Dr. Robert Jennings, Veterinary Editor
1880, Oct. 24	Death of John- stone; Johnstone and Gibbons still listed as publishe	editor
1884	Benjamin Gibbons "associated" with his brother, Rob no title given	
1886, May 25	Gibbons Brothers ("successors to Johnstone and Gibbons")	• • • •
1893, Jan. 7	• • •	Death of Jennings. Dr. W. F. Strong, Vet. Ed., Jan.21-Sept., 1893
1893, Sept. 19	M. J. Lawrence and brother pur- chased paper	M. J. Lawrence
1893, Oct. 7	• • •	Gibbons retained as Assoc. Ed.; Mrs. Johnstone cont'd as Household Ed.
1894, Feb. 3	• • •	Dr. W. C. Fair in charge of "Vet. Dept."
1894, Feb. 10	• • •	J. H. Brown, Assoc.
1894, June 23	Lawrence Brothers listed as publishers (M. J., W. H. and M. L.)	Gibbons, Brown,

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(Date)	(Publisher)	(Editor and staff)
1894, Dec. 29	• • • •	Last mention of Mrs. Johnstone as in charge of Household Dept.
1895, Jan. 5	• • •	Mrs. Ella E. Rock- wood of Flint, House- hold Editor
1895, Sept. 28		-
1896, March 21	• • • •	Benedict no longer on staff
1896, July	• • •	O. E. Young said to be "assistant to Robert Gibbons"
1899, Jan. 28	• • •	Colon C. Lillie, of Coopersville, to be "writer on dairying and horticulture"
1899, June 3	• • •	Young replaced Brown as Assoc. Ed.
1899, Sept. 15	E. H. Houghton listed as Bus. Mgr.	• • • •
1904, Jan. 16	• • •	Gibbons no longer listed
1904, Jan. 30	• • •	I. R. Waterbury and Young, Assoc. Eds.
1905, Jan. 7	• • •	Lillie resigned. (Contributing Ed. 7 until about 1917)

⁷Statement by Burt Wermuth, personal interview.

in the second of $\Phi(x) = \{x \in \mathcal{X} \mid x \in \mathcal{X}\}$ (Date) (Publisher) (Editor and staff)

1905, Sept. 30 . . . Burt Wermuth listed as Assoc. Ed. (had been on staff since Aug., 1904); other Assoc. Eds. were Waterbury and Young

V. Return to Original Series July, 1908-February 15, 1943

The volume for January-June, 1908, was numbered 53 (fourth series). Without any explanatory statement, at the start of the next volume, the paper reverted to Series I (original series) by designating that volume as number 132. Volumes 17 through 131 were represented by the span of years, 1859-1908, during which time Series II, III, and IV were published.

The desire to acquire antiquity has been increasingly pronounced among American periodicals since 1900. One of the best examples is that of the Saturday Evening Post, which claimed for many years the distinction of having been founded by Benjamin Franklin. Students of newspaper history have pointed out the fallacy of that claim. F. L. Mott, American Journalism (New York: Macmillan Co., 1941), p. 27. Stephen Conrad Stuntz states, "the truth has frequently been stretched by publishers in regard to the age of their papers.... For like effect, recently established periodicals are often identified with earlier papers of the same or similar name.... Many papers juggle their volume numbers to fit their daims." Stephen Conrad Stuntz, List of Agricultural Periodicals of the United States and Canada Published During the Century July, 1810, to July, 1910, U. S. Department of Agriculture, Misc. Pub. 398 (Washington: Government Printing Office, 1941), p. iv.

The publishers, editors, and principal staff members of the <u>Michigan Farmer</u> for the period July 1, 1908, to February 15, 1943, were:

(Date)	(Publisher) (Editor and staff)
1909, Nov. 20	Death of M. W. Lawrence (1873- 1909), Vice Pres. and Gen. Mgr., Lawrence Pub. Co.
1910, Feb. 5	• • • • Mrs. Alta Littell succeeded Mrs. Rock-wood as Household Ed.
1910, July 9	• • • • Mrs. Littell listed as Assoc. Ed.
1913, July 5	E. H. Houghton, I. R. Waterbury, Editor; M. J. Law-rence, Man'g Ed.
1913, Nov. 3	• • • • Frank A. Wilken, Horticulture Ed.
1914, March 21	O. E. Young no longer listed as Assoc. Ed.
1917, Dec. 22	Waterbury replaced
1917, Dec. 31	Houghton resigned
1918, Jan. 19	Waterbury named
1918, Feb. 23	Death of M. L
1918, July 13	L. W. Snell, W. Mil- ton Kelly, Assoc. Ed.

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(Date)	(Publisher)	(Editor and staff)
1920, Jan. 7	• • •	Gilbert Gusler, Mar- ket Ed.
1920, May 1	• • •	Rev. N. A. McCune began weekly sermon
1922, Jan. 7	• • •	Snell and Kelly no longer on staff
1922, Jan. 28	Controlling interest in Law-rence Pub. Co. sold to Sen. Arthur Capper	•
1922, April 22	• • •	Dr. C. H. Lerrigo began Health Dept.
1922, Dec. 9	Death of M. J. Lawrence (1843- 1922)	• • • •
1922, Dec. 23	• • •	P. P. Pope named Field Editor
1925, Jan. 3	Waterbury listed as Bus. Mgr.	Waterbury, Wilken, Wermuth, Leonard listed as Assoc. Eds.
1925, Jan. 10	• • •	Pope no longer on staff
1925, Sept. 5	• • •	Dr. Samuel Burrows succeeded Dr. Fair as Veterinary Ed.
1927, June 18	• • •	Stanley Powell began "News and Views from Ingleside Farm"
1928, Sept. 22	with Mich. Business Farmer. Lawrence Pub. Co. changed to Cappe Harmon-Slocum,	. Wilken no longer on

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(Date)	(Publisher)	(Editor and staff)
1928, Sept. 29	Waterbury listed as Manager	Herb Nafziger began "Orchards and Fruits"; V. O. Braun began "Chats with the Agr'l Teacher"; L. W. Meeks began "Broadscope Farm News and Views"
1928, Oct. 20	• • •	Wermuth listed as Editor
1928, Nov. 17	• • •	Grinnell, Man'g Ed.; John C. Cook, Service Bureau Editor
1932, June 18	• • • •	Cook no longer on staff
1932, Dec. 1	Death of Water- bury (1869-1932)	• • • •
1933, Jan. 7	Wermuth named Manager and Editor	• • • •
1935, April 27	• • •	Minard Farley, Jr., became Service Bureau Editor
1936, Jan. 4	• • •	Marjorie T. Whitburn, Assistant Editor
1936, Nov. 21	• • •	Whitburn no longer on staff; Barbara Lucas, Assistant Editor
1937, May 22	• • •	Ila Leonard no longer on staff; Barbara Lucas Household Editor
1938, Oct. 8	Wermuth named General Manager	Grinnell named Editor; Farley, Assoc. Editor
1941, April 26	Wermuth retired	Wermuth, Field Editor
1941, July 26	• • •	Leonard Westrate suc- ceeded Farley as Assoc.Ed.
1942, Feb. 7	• • •	Lucile Smith'succeeded Barbara Lucas as House- hold Editor

(Date)

(Publisher)

1943. Feb. 13

Capper-Harmon-Slocum, Inc., publishers. Arthur Capper, Pres.; George M. Slocum, Vice Pres.; James Pres.; Frank X. Gaughen, Sec. Neff Laing, Treas. and Gen. Mgr. A. K. Ungren (on leave), Advertising Mgr.; Homer R. Thurston, Acting Advertising Mgr.; J. W. Jordan, Circ. Mgr.

(Editor and staff)

Milon Grinnell, Editor: Leonard Westrate, Assoc. Ed.; Lucile Smith, Household Ed.; Burt Wermuth, Field Ed.; Herb Nafziger, Orrhard and Garden Ed.; R. Conolly, Poultry Milholland, Vice Ed.; Dr. C. H. Lerrigo, Rural Health Ed.; Rev. N. A. McCune, Religious Ed.; Dr. Samuel Burrows, Veterinary Ed.; Myron David Orr, Fiction Ed.; Gilbert Gusler (on leave), Market Ed.; E. S. Bayard, "Here's How I See It"; L. W. Meeks, "Broadscope Farm News and Views"; Stanley M. Powell, "News and Views from Ingleside Farm"

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