

THE SPECIALIZED MONTHLY MAGAZINE IN KANSAS:
HISTORICAL OVERVIEW AND FIVE CASE STUDIES

by

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Magazines are my favorite form of journalism so I have enjoyed reading and thinking about and looking at a good many Kansas magazines.

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CHAPTER I

INTRODUCTION

This paper is about Kansas and its monthly magazines; it is about Kansas history and its influence on the periodicals which have been published within the state. It is also about some present day Kansas magazines and their financial circumstances.

In its early days, Kansas was noted for having many newspapers and they have often been written about. Its far fewer monthly periodicals have been less well documented, but one can know what they were by reading the lists of publications prepared by advertising agencies during the 1800s. These directories are as helpful today to the student wishing to learn about periodicals of the past 106 years as they were to the advertiser during this time who needed to know what publications were available for his advertisements. This paper is about two of these directories, also.

The names of the magazines chosen for case studies came from the 1973 Ayer Directory of Publications, because when the study was begun this was the most recent year for which the magazines' financial records were complete. The five magazines chosen are typical of all specialized magazines, in that each is designed for a relatively limited, clearly defined group of readers. The magazines are supported in different ways, reach different audiences, and vary in age from a lively ten to a dignified seventy-four. All are good quality magazines produced with

care and even affection. The five chosen are Charolais Banner, Journal of the Kansas Medical Society, Kansas Stockman, Military Review, and Veterinary Medicine/Small Animal Clinician.

Early research on today's magazines brought to mind questions about the predecessors of the thirty-one monthly periodicals named in the 1973 Directory. What subject matter were they concerned with? How many were there? What had been the earliest monthly publication in Kansas?

To have attempted to learn about all the magazines ever published in Kansas would have been beyond the scope of this study. But the years between the first Ayer Directory in 1880 and the one in 1973 divided evenly into thirty-one year periods, 1880 to 1911, 1911 to 1942, and 1942 to 1973; to study about the times and the periodicals at these intervals seemed to be a reasonable goal.

An earlier directory, Rowell's, which first appeared in 1869, provided another list compiled only eight years after Kansas became a state.

Frequency of publication was used as the criterion to determine which periodicals to include for study, with monthly publication used as the limiting factor. This means that not all will fit the definition of a magazine: "a bound pamphlet issued more or less regularly and containing a variety of reading matter,"¹ because some had a newspaper or newsletter format and were not bound. Even so, this seemed the most satisfactory criterion.

A good many magazines must have been born and died in the intervals between the years studied. Still, more than ninety are

listed in this study. This seems to be enough to give insight into the kinds of magazines Kansas' unique history has produced.

Those listed in 1869, like those today, were specialized magazines, estimated by James L. C. Ford, 100 years later in 1969, to number 22,000.² The specialized magazines, he says, "expand and evolve with life itself, serving and entertaining men and women in every hour of every day, companions in every activity."³

Not everyone is aware of the diversity of these magazines. Ford says, "Specialized publications have been neglected by all concerned, even their own publishers and editors when it came to recognizing their own importance. Doubly neglected, by historians--especially the historians of journalism--and by journalists who talked and thought only of newspapers and maybe once in a while of magazines of so-called general circulation."⁴ Yet Ford points out, the specialized magazines had an aggregate single-issue circulation of at least a billion in 1969 and were "produced by an enthusiastic army of 100,000 men and women."⁵

All that was needed to start a new magazine, Theodore Peterson points out, "was an idea for a magazine and sufficient capital to finance the publication until it was accepted by advertisers and readers,"⁶ and printers and suppliers sometimes helped supply the capital. (Keeping a magazine going was another matter!)

Peterson also says, ". . . one of the most reassuring strengths of magazines was their variety in entertainment, information, and ideas. Their variety arose from their selectivity of audience. . . but the typical magazine was not edited for just 'everybody'; it was edited

for a following with some mutual activity or outlook. Because they sought out little publics within the population at large, magazines in the aggregate represented a wide range of tastes and opinions. So long as the nature of the magazine industry enabled new publications to arise as freely as they had in the first sixty-four years of the century, dangers to the free flow of ideas and information were diminished."⁷

And of the magazine of the future, Roland Wolseley writes, "At the core of the vital magazine world of the future, then, will be the specialized periodicals, with those that once were at the center and dominant--the mass appeal publications--only on the fringe of the industry."⁸

CHAPTER I

FOOTNOTES

¹Roland E. Wolseley, Understanding Magazines, 2d ed., Ames, The Iowa State University Press, 1969, p. 7.

²James L. C. Ford, Magazines for Millions, Carbondale: Southern Illinois University Press, 1969, p. 3.

³Ibid.

⁴Ibid., p. 3-4.

⁵Ibid., p. 4.

⁶Theodore Peterson, Magazines in the Twentieth Century, 2d ed., Urbana, University of Illinois Press, 1964, p. 75.

⁷Ibid., p. 451.

⁸Wolseley, Understanding Magazines, p. 432.

CHAPTER II

MONTHLY PERIODICALS AT SELECTED TIMES

IN KANSAS HISTORY

In the Beginning . . . 1869

The Shawnee Sun, a monthly newspaper printed at Shawnee Baptist Mission in 1835, was the first periodical printed in what is now Kansas and it was the first paper in the United States printed wholly in an Indian language. The printer was Jotham Meeker, a missionary at Shawnee Mission, who in February 1834, twenty years before Kansas became a territory, set up the first printing press in the area to use for printing hymns and selections from the Bible. He had bought the press and type for \$468.13 in Cincinnati.¹

First as a monthly, then less frequently, the little paper was published until 1844.

When President Franklin Pierce signed the Kansas-Nebraska Bill on May 30, 1854, Kansas became a territory. On September 15, just three and a half months later, the territory's first regular newspaper appeared. Type was set for the Kansas Weekly Herald under a tree at Leavenworth.²

What may have been the state's first monthly magazine, a journal for teachers, was also printed at Leavenworth. The territorial legislature had provided for common schools in each county, and more than 200 districts had been organized before Kansas became a state. In 1861 there were 152 schools, 5,817 students, and 185 teachers in Kansas.³

In the spring of 1863, a group of teachers met in Leavenworth to organize the first local teachers' association in Kansas. They decided a state teachers' association was needed also, so they invited teachers throughout the state to meet to organize such an association in the fall in Leavenworth. The meeting was a success, the state organization was formed, and its magazine, the Kansas Educational Journal, appeared in January 1864. In 1865 the magazine was moved to Grasshopper Falls, a now non-existent town which then was between Atchison and St. Marys. By 1869 the magazine was being published in Emporia.

Another early monthly magazine in Kansas was the Medical Herald, also published in Leavenworth. "A Monthly Mirror of the Medical Sciences," it was established in 1867 with a subscription price for the 64 page magazine of \$3 per annum in advance. The editors, two doctors, C. A. Logan and T. Sinks, explained that "It is intended as an exponent of Medicine, and its collateral sciences, throughout a region which is destined, before many years, to teem with a population of millions. Its field is ample, and its territory undisputed."⁴

Dr. Tiffin Sinks must have been a versatile and a community-spirited man. Not only was he a medical doctor and an editor, but he had been a delegate to the meeting which organized the Kansas State Teachers Association in 1863 and was on the committee which drafted the constitution and by-laws for the new teachers' association. He was also one of the speakers at the meeting, speaking on "The Mosaic Cosmogony." The Kansas Educational Journal said his speech "was an entertainment of the highest literary merit, and was listened to with profound interest."⁵

The Kansas Medical Society had been chartered by the territorial

legislature on February 19, 1859; a local medical society had been organized the year before at Leavenworth. In early Kansas doctors were few and much needed. The character of Doc Adams in "Gunsmoke" may fairly accurately portray the importance of the doctor in the early Kansas community.

In 1869 in the first issue of the American Newspaper Directory four monthly periodicals were included in the list of publications in Kansas. They were the Kansas Educational Journal and Medical Herald and two real estate advertising sheets, Kansas Southern Real Estate Magnet, Emporia, and Real Estate Advertiser, Topeka. They had large pages; the Magnet was 19 by 26 inches and the Advertiser was even larger, 24 by 36. It claimed 10,000 circulation.

Education, health, and land--these were the subject matter of the monthly publications in Kansas in the 1869 Directory; they were subjects of great importance to Kansans during the territorial period and the early years of statehood.

Population growth in Kansas was very rapid, especially after the Civil War, aided by the government's land policy, growth of railroads, and removal of the Indians.

Under the Pre-emption Act of 1841 land, up to 160 acres, could be bought for \$1.25 per acre. Then a particular incentive to move to Kansas came with the passage of the Kansas-Nebraska Act which provided that the voters would decide whether slavery would be allowed in the state, and both pro- and anti-slavery people came in. Later, in 1862, Abraham Lincoln signed the Homestead Act, providing 160 acres to anyone the head of a family or twenty-one years old who would file \$10 at a land office, live on the land five years, and cultivate and improve it.

Land was also available to buy for reasonable prices from former owners and from the railroads which had received generous grants of land.

Building of the railroads also encouraged settlement; in Kansas the railroads didn't follow the settlers, they preceded them. In 1860 the first steam engine entered Kansas at St. Joseph; ten years later 1,234 miles of track were in use and the state was spanned by the Kansas Pacific.

By a combination of treaties by the United States government and force by United States troops, the Indians were gradually removed from Kansas. In 1868 the governor of the state resigned to lead cavalry against the Indians, who were quiet by the end of the next year.

The first territorial census in February 1855 gave the number of voters as 2,005, but by 1860 the population had grown to 107,206. In the next ten years, it more than trebled.

Kansas had been well supplied with newspapers during its stormy territorial years and during early statehood, with twenty-two in 1858, twenty-seven in 1860, and forty-one in 1866. With 0.2281 papers per 1,000 inhabitants, Kansas had one and a half times the national average density of newspapers to population.⁶ In the first issue of the American Newspaper Directory in 1869 seventy publications, including the four monthly periodicals already discussed, were on the Kansas list.

The American Newspaper Directory, now a source of historical information, was begun as an aid to advertisers. The publisher, George Rowell, the head of an early advertising agency, found that lists of papers were hard to find; to secure a list, he said, began to seem pressing. He described how the list was assembled:

We began thereupon to prosecute inquiries on that head in every direction. Whenever a paper was quoted in another paper we made a note of the name and added it to our list. If an advertiser had a list of papers he had used, and submitted it to us for an estimate, that also served to enrich our collection of names. Something might also be done by going over the exchange lists of friendly newspapers. After a long time we compiled little leaflets containing the names of all the papers that we knew anything about, in each separate State, and, submitting these to the papers mentioned, asked each to erase those that had ceased to exist and add any that they knew that had failed to obtain mention; promising as a remuneration for the service that a free copy of a corrected list should be sent as soon as a revision was completed. Of these State catalogues a good many copies were sold to inquiring advertisers at 25 cents apiece; ⁷

Later the lists of papers were assembled into one book.

It was in the year 1869 that the first volume of Rowell's American Newspaper Directory appeared. It was modeled pretty closely after Mitchell's Directory of the Newspapers of Great Britain, but with two important differences. Mitchell's was sold for an English shilling, while ours was priced at five dollars. Mitchell's did not attempt to give any information about the circulation of the papers described, while with ours the rating of circulation was a feature considered of prime importance. It was a new thing, however . . .

So far as the success of our Advertising Agency was concerned the publication of the Directory was probably a mistake. The book placed at everybody's disposal as complete a list of papers as we ourselves possessed, and although it was copyrighted, that would not prevent others from extracting from it all the information they had use for, therefore being enabled to publish a competing book at little expense, . . . ⁸

Editors and publishers were very reluctant to give accurate circulation figures for use in the Directory, and Rowell was constantly threatened with law suits. He wrote:

It is often noted that the heart of a mother goes out most strongly toward the child that has made her most trouble. Perhaps the same sort of feeling explains why it is that the writer of these lines has always taken more interest in the Directory than in any other enterprise with which he has had anything to do. It has made him no friends, for being conducted in absolute good faith there was nothing that could be offered on the score of friendship that would not have to be accorded just as freely to the bitterest enemy . . . On the other hand, the book created for its originator so many enemies that for many years it seemed wise for him to steer clear of newspaper offices when on traveling expeditions . . . ⁹

When George Rowell was honored with a retirement banquet in 1905 and his accomplishments through his advertising agency and as the founder of Printers' Ink were cited, the Directory also came in for its share of praise. It was called the "Webster's Dictionary of American newspapers" and described as "an absolute requirement in the office of every newspaper publisher and of every advertiser."¹⁰

The American Newspaper Directory continued to be published by George P. Rowell and Company until 1908.

1869-1880

The decade of the 1870s was the period of most rapid population growth in the history of Kansas. When the 1880 census was taken, the number of Kansans had increased in ten years by more than 600,000 to 996,096--nearing the million mark. All Kansas counties were populated except seventeen in the western part of the state.¹¹ By 1875 all public land in Kansas had been surveyed. Each year from 1875 to 1879 the amount of public land claimed by settlers increased about 100,000 acres until in 1880 the annual distribution reached the two million mark.¹²

Drought and grasshoppers plagued settlers in 1874, but in the years after that, crops and prices were good. Sometimes one year's crop would pay for a farm.¹³ But fencing a farm sometimes cost more than the land itself, until a farmer in Illinois invented barbed wire in 1873.¹⁴

There were 3,000 miles of railroad track in Kansas by 1880, and the last battle with Indians was fought in 1878 north of Scott City. Also during this decade, thousands of cattle came up the trails from Texas and were shipped out from Kansas cow towns.

During this time of rapid population growth, the number of monthly periodicals increased rapidly; seventeen are listed in the 1880 American Newspaper Annual, in contrast to four in the 1869 American Newspaper Directory. The range of subjects had increased, also.

Advertising sheets listed in 1880 are the Republican Valley Banner at Clay Center, Commercial Review at Leavenworth, Solomon Valley Mirror at Minneapolis, and the New West Monthly at Atchison. The latter's purpose, as stated in Volume 1, Number 1, in August 1878, was:

The New West is published with the view of supplying a long felt want on the part of the people, both east and west, for reliable information in regard to the different sections of the 'New West,' their advantages and disadvantages, also a cheap means of communication between land seller and land buyer. ¹⁵

This magazine contained helpful articles about such topics as sheep and beef raising, told about the Atchison and Nebraska Railroad, and assured readers that no matter what they may have heard, this part of the country was in fact "civilized and Christianized."

The New West Monthly told about Nicodemus, the Negro town in Graham County, and said the settlement was "getting along finely." Nicodemus provided Kansas with the state's first Negro state official, E. P. McCabe, who was elected auditor in 1882.¹⁶

In 1875 a magazine for juveniles was begun in Topeka. Called American Young Folks, it contained stories with high moral tone, poems, jokes, puzzles, and letters from readers. Published for seven years, it claimed a circulation of 15,000, far more than any other monthly in Kansas listed in Ayer's American Newspaper Annual in 1880.

Three magazines listed in 1880 in the Annual represented churches or the Christian faith. Kansas Churchman was published by the Protestant

Episcopal Church for forty-six years from 1872 to 1918. Kansas Methodist was also published in Topeka. The Gospel Mirror, Galena, during a short life of less than two years, carried short secular items from all over the country headed, "East," "North," and "South."

In 1864 the legislature after some controversy decided that Lawrence should be the site of the state university and the first classes met there two years later. Two years after that, in 1878, a college monthly began, University Courier, and the next year brought another, Kansas Review. Kansas Monthly also came from Lawrence. It carried stories, informational articles about the various Kansas counties, and about the railroads. For every \$1.50 subscription, a large wall map of Kansas would be sent. Some of the editorial comment was that Kansas should have a state fair, and "Lawrence is the best location possible" and that parents choosing a college for their children should select one in a town which had no saloons.¹⁷

Home Record, Leavenworth, was the organ of an institution, Home for the Friendless, a home for children and women.

An agricultural magazine was published in Leavenworth called the Western Homestead. It contained a wide variety of material: stories, poems, practical articles about such topics as what to plant and poultry management, and articles about such far away places as China, Egypt, and London. The wheat crop was a topic of interest in 1878 as in 1975, and one issue carried a report on the prospects in each county, with the consensus that the crop would be only average. The costs of buying and improving a farm were delineated; with the land at \$1,600, a house at \$250, and a barn, equipment, stock, and trees for \$650, the total

cost would be \$2,500.¹⁸ Another agriculturally oriented magazine was the Kansas Horticulturist, published in Topeka.

The Kansas Medical Index, published at Fort Scott, may have been the second medical journal in Kansas, beginning thirteen years after the Leavenworth Medical Herald. The editor, F. F. Dickman, M.D., said, "We are persuaded that there is room and use for a live medical journal in the state of Kansas, and such we propose to make the INDEX."¹⁹ It was published until 1885.

The Little Hatchet, Clay Center, is identified in the directory as a humor magazine. It was a news and gossip sheet with uninhibited comment on political affairs, being especially critical of John Anderson, the first district Congressman.

The Western Reformer, Salina, was a paper of the Greenback party, a minor political group of the 1874-1884 decade. The party was strong enough to have national candidates, and in Kansas, gubernatorial candidates. In 1878 the Greenbackers did elect fourteen Congressmen. The name of the party came from the proposal that the United States government issue large amounts of paper money. The Western Reformer was short-lived, being published from March to July in 1880.

This list of monthly periodicals published in Kansas in 1880 came from a new directory which first appeared that year, the American Newspaper Annual, published by N. W. Ayer and Son, an advertising agency in Philadelphia.

George Rowell of the older advertising agency, George P. Rowell and Company, said N. W. Ayer was not well-known among advertising men.

It was his son, Francis Wayland Ayer, a handsomered-checked, dark-haired youth of twenty years, that did the work and created the great agency of N. W. Ayer & Son, the greatest institution of the sort that thus far came into being in any part of the world.²⁰

Rowell said F. W. Ayer was one of the richest men in the advertising business.

Of late years he seems to pay most attention to the Merchants' National Bank, of which he is president; and which has increased its line of deposits since he took hold of it from less than three to nearly five times as many millions. He is an indomitable worker; thinks of work all the time, eats little, drinks nothing but water; has no vices, small or large, unless work is a vice; is the picture of health; and I sometimes think a good deal such a man as Oliver Cromwell would have been had Oliver been permitted to become an advertising agent.²¹

When Printers' Ink made its first page available for advertising for a year for \$4,000, Ayer and Son engaged it for several years. Rowell tells of an incident during that time:

Once while the Ayer concern had the contract for the first page, they negotiated for the last page also for a specified issue.

It was at the time when the appearance of the American Newspaper Directory for that year was to be announced. When the Ayer copy came to hand the two pages were found to be devoted to the same thing. Both were announcements that on a specified day, not distant, their own imitation directory, called Ayer's Newspaper Annual, would be ready for delivery; and the weight of the argument, as well as the heading of the two pages, was "WAIT, Wait and get the Ayer Book." It was the only time that I ever saw anything emanating from the Ayer concern that seemed to savor of humor. This, however, was rather funny, for they had succeeded in making an advertising sandwich of our paper by announcing their own enterprise on it, both in front and rear. It seemed as though we actually must make some comment or protest in our own behalf, as we edited and controlled the paper, and I studied a good deal over the best manner of dealing with the problem without taking the joke too seriously. Finally, the heading of their two pages, consisting in both cases of the word "Wait," brought me thoughts of the thousand and one stories of the traditional slowness of Philadelphia, and at last the editorial to be used took shape in my mind . . . I was given first place under the editorial head and this was the beginning and the end of my great effort. It read:

"The Philadelphia Idea--Wait!"²²

In the seventeen monthly periodicals listed among Kansas publications in the 1880 American Newspaper Annual, Kansas is presented as a growing place full of opportunities. Many ambitious young men and families, too, came to make their homes in the New West.

1880-1911

Kansas was booming as the 1880s began. From 1880 to 1890 the population increased more than in any other decade in Kansas history, except for the one preceding it. By 1890 432,012 new Kansans had brought the total population to 1,428,108, and every county was populated, although seven had fewer than two persons per square mile.

But in 1888 the boom collapsed. Prices for farm crops fell, several poor crop years followed, and in Kansas alone, 11,000 mortgages were foreclosed between 1889 and 1893.²³ Towns suffered, too, with some losing half their inhabitants.²⁴

The population of the state underwent a drastic purge, and speculators, ne'er-do-wells, malcontents and other camp-followers of the pioneer army were swept away. The surprising fact is that so large a percentage of the bona fide farmers waged a successful struggle to retain their land. The financial mortality of them has been estimated as being not more than ten per cent.²⁵

Not surprisingly, the decade from 1890 to 1900 saw a net population gain of only 42,387, less than one-tenth the gain of the ten years before.

A time of growth came again from 1900 to 1910 with an increase in population of more than 220,000, so by 1910 Kansas had more than a million and a half inhabitants.

During this period Kansas became the wheat state; in 1909 it had the largest wheat crop of any state in the country. Alfalfa and sorghums had been found to be adapted to the dry conditions of the state, and were being grown in ever-increasing acreages.

The cattle drives from Texas ended in 1885, but the range cow and rancher found that they could live where the buffalo and Plains Indian had roamed not many years before.

During these thirty-one years Kansas became a mineral producing state with zinc, coal, petroleum, clay, and salt adding to the state's wealth. Manufacturing, too, was beginning.

Politically, this was a time of reform. Populism swept the prairies during the hard times and found a favorable climate in Kansas. In 1890 ninety-two Populists were elected to the state House of Representatives, and Populist Jeremiah Simpson went to Congress from Kansas. During the 90s Kansas also had a United States senator and two governors from the People's Party.

By 1904 Populism was dead in Kansas but needed reforms had been brought about. Interest rates had been lowered, the Australian ballot introduced, and regulatory laws, including protective laws of health and safety of laborers, had been passed. One of the greatest contributions of the Populists was to get people to thinking about things that needed to be changed.

In the new century the progressive branch of the Republican party "lit a fire under other politicians and they helped make life a little better for a great many people."²⁶ Some of the leaders were William Allen White, Walter Stubbs, Joseph Bristow, Arthur Capper, Edward Hoch, Victor Murdock, and Henry Allen.*

Some Kansas women were in the news during these years. Two Populist leaders were Mary Elizabeth Lease, a lawyer and orator, and Annie Diggs, an intellectually talented columnist for a Lawrence newspaper.

*Many of the progressive Republicans were newspapermen. William Allen White was editor of the Emporia Gazette, Arthur Capper became owner of Capper Publishing Company, Edward Hoch was editor of the Marion Record, Victor Murdock was editor of the Wichita Eagle, Henry Allen was publisher of the Wichita Beacon, and Joseph Bristow was editor of the Salina Journal.

Carry Nation crusaded for prohibition. In 1887 Susanna Madora Salter of Argonia was elected to be the first woman mayor in the United States, and the next year Mrs. Mary Lowman became mayor of Oskaloosa; the five council members were also women.²⁷

During this time from 1880 to 1911, Dr. James Naismith, inventor of basketball, was on the faculty of the University of Kansas; the battleship Kansas was christened with spring water; Charles Curtis was elected to Congress; the Kansas capitol building was completed at a cost of \$3,200,000; and in 1911 Carry Nation died.

As Kansas had grown and matured from 1880 to 1911, publications had grown and changed, too. The 1911 American Newspaper Annual and Directory listed 742 periodicals as published in Kansas. Twenty-seven were monthlies.

Again, these reflect the changes in the state and in the lives of the people. The papers advertising real estate were gone or no longer listed, but, with industry growing in the state, labor and occupational papers were among the new kinds which took their place.

The Boiler Makers and Iron Ship Builders Journal, Kansas City, published by the international brotherhood of boilermakers, iron ship builders, blacksmiths, forgers and helpers dates from 1892. The name of this monthly has changed a number of times over the years; a pleasing title given in 1953 was Boilermakers Journal and the Anvil Chorus.²⁸ Still listed in the Encyclopedia of Associations, this publication now has the prosaic name of Boilermaker-Blacksmith Reporter.

The coopers, too, had their own journal published in Kansas City. It was the Coopers International Journal published in both English and German by the Coopers' International Union of North America.

A trade publication, the Southwestern Grain and Flour Journal, was started in 1902 in Wichita. It was still serving the grain industry in 1965 as the Machinery and Supply Bulletin for Millers and Grain Dealers; it was then published at Olathe.

Doctors had the Journal of the Kansas Medical Society, then published in Kansas City; veterinarians the Missouri Valley Veterinary Bulletin, Topeka, forerunner of today's Veterinary Medicine/Small Animal Clinician; school teachers had the Interstate Schoolman, Hutchinson, and Western School Journal, Topeka. The latter carried many references to spelling reform; in one issue the editor, John MacDonald, pointed out that if 12 words were reformed in six years, it would take 125,000 years to reform the 250,000 words in our language.²⁹

Farmers could keep informed by reading Missouri Valley Farmer and Poultry Culture, both part of Arthur Capper's growing empire. He owned another of the publications listed in 1911; it was Household which with 485,386 subscribers had by far the largest circulation of the periodicals listed. In its early years it was an inexpensive home monthly printed on newsprint; later it became a slick, glossy publication.

When he was a young man just out of high school, Arthur Capper had begun work in June 1884 for the Topeka Daily Capital. He worked first as a printer, then as a reporter, then as city editor, then as Washington correspondent. But he wanted to own a newspaper and in 1893 he bought the Topeka Mail. The next year he bought another, and added three more in the next two years. At different times there were twenty-eight different journals completely or partly under his control. Of the three included in Ayer's Directory in 1880, he had bought Missouri

Valley Farmer for \$300 in 1900;³⁰ Push, the forerunner of Household, in 1903;³¹ and Poultry Culture in 1908.³²

Four colleges in Kansas had publications listed in the 1911 directory. In 1863 Bluemont College at Manhattan had become the nation's first land grant college as Kansas State Agricultural College; from there in 1902 came Alumnus. From Lawrence came the Graduate Magazine of the University of Kansas; from Ottawa, Campus, published by the Ottawa University Oratorical Association; and from St. Marys, Dial, published by the students of St. Mary's College.

The most long-lived religious periodical published in Kansas during this time was Kansas Churchman, Topeka, an organ of the Episcopal Church. The Quakers' publication, Central Friend, devoted to the religious and educational work of Friends in the central west, was published in Wichita from 1909 to 1913. A missionary paper from Lindsborg, Kansas Missions-Tidnings, [sic] was printed in Swedish.

The temperance movement was represented by two papers in the 1911 directory. The Kansas State Temperance Union published Kansas Issue from 1898 to 1917 in Topeka, and the Women's Christian Temperance Union published Our Messenger in Wichita.

In 1911 Kansans had a literary magazine to be proud of. It was Kansas Magazine, modeled after Atlantic Monthly, containing poetry, articles, stories, book reviews, photographs, and jokes. Among the contributors were Walt Mason, Frederick Funston, William Allen White, Margaret Hill McCarter, and Bliss Isley. An earlier version of Kansas Magazine was published in Topeka, and later it was revived again. This particular time, it was published in Wichita from 1909 to 1912.

Progressive Woman was a socialistic paper produced at Girard from 1907 to 1914. It was moved there from Chicago where it had begun as Socialist Woman. In its last two years this paper was called Coming Nation.⁵³

The oldest monthly publication in Kansas at this time was Home Record, the paper of the Home for the Friendless in Leavenworth. It was thirty-nine in 1911.

"An amazing number and variety of journals serving American secret societies were published during the present period," Frank Luther Mott wrote in his History of American Magazines of the period from 1885 to 1905.³⁴ They were also flourishing in Kansas; five of the twenty-seven listed in 1911 were published by fraternal organizations. In Kansas in 1909 the largest fraternal society was Modern Woodmen of America with 72,977 members; second with 36,213 members was Ancient Order of United Workmen.³⁵ A good many other fraternal organizations were active, also. The publications listed were: Woodcraft in Kansas, published in Wichita by Modern Woodmen of America; Kansas Workmen, published in Great Bend for the Ancient Order of United Workmen; Select Knight, published for the order of the same name at Yates Center; Sprig of Myrtle, Minneapolis, for the Knights of Pythias; and Western Chief, published at Atchison for the Improved Order of Red Men. Ethnic minority groups, especially, "during the period of rapid American population growth, found strength and purpose as well as social satisfaction in a new environment through such associations, which led them to assist each other to adapt more rapidly to their new homeland."³⁶

Five of the monthly periodicals had women listed as editors, two more than in 1973. They were Josephine Conger Kaneko of the

Progressive Woman, Mrs. Florence M. Hopkins of Home Record, Marcia Elizabeth Turner of Alumnus, Alice E. Wells of Household, and Mrs. Ella W. Brown of Our Messenger.

The directory from which this list of periodicals was taken was a special one; it was the first directory in which Rowell's and Ayer's lists of periodicals were combined. The publisher gave the background information:

The late George P. Rowell began the publication of his American Newspaper Directory in 1869, the year in which this firm began business.

To the gathering and publishing of newspaper statistics, an undertaking always abounding in difficulties and discouragements, Mr. Rowell devoted the best years of his life.

The press of this country owes much to the man who for so long collected and published the statistics which inform the outside world as to every newspaper enterprise, and contribute so largely to the prosperity and respect which the publishing business enjoys.

The firm of N. W. Ayer & Son was organized in April, 1869--forty-one years ago. It discovered early that in order to do successful newspaper advertising it was necessary to have at hand reliable data concerning the newspapers themselves. For years it industriously gathered these indispensable statistics. In 1880 they were bound in a volume and made available to the public under the title "The American Newspaper Annual."

The brief preface of the first volume said: "The object of the Annual is to assist an advertiser in making a selection of papers that will best serve his purpose in the territory he desires to cover."

On the important subject of newspaper circulation it said: "Every opportunity has been given publishers to furnish truthful statements. Careful consideration has been given to reports received, and but one object held in view--full justice to everyone. Any publisher whose circulation may have been under-rated may rely on having justice done him in future editions if he will furnish us with sufficient evidence of the truth of his statement. If we have erred in any case--and that we have is more than probable--it has been the result of want of sufficient proof or else an error of judgment. We desire in every case to give the honest figures. In the matter of circulation we have neither friend nor foe."

While there have been many changes during the intervening years, we do not to-day know how to state better the object of this publication. The reader now holds in his hands the thirty-first volume. We invite examination of it as a fresh, accurate and complete description of the Newspaper and Magazine Press of the United States. The vast publishing interest of this country are here or nowhere represented; and its advertising interests have here the essential facts on which their incalculably great expenditure is annually made.

Finding that his health was impaired, and realizing what some people have never discovered--that only an advertising agency can maintain such a publication--Mr. Rowell, in his later years, discussed repeatedly with us the purchase of his Directory. It was not, however, until after his death that the sale was consummated, and the rights, titles, records and property of his book became ours.

The consolidated work, under the title "The American Newspaper Annual and Directory," is now the only publication of its kind--no other attempts seriously to gather newspaper statistics from original sources. This volume lists 24,217 publications. Over fifteen hundred appear for the first time in it, and nearly as many have been dropped. There are more than fifteen thousand changes from last year's volume, aside from those dealing specifically with circulations.

This standard volume presents the condition of the press of the country as it is to-day. With its unbiased circulation estimates and other data; its commercial description of each place where a newspaper is published; its 61 up-to-date, specially engraved maps showing every newspaper town; its 182 special lists of publications--daily, weekly, monthly; and those covering every important class or trade--it places at the disposal of publishers, of advertisers, of government and corporation officials, of librarians, of students and of business men in general, information not to be procured elsewhere. Once used and given an opportunity to answer questions, the book is never willingly dispensed with.

In recent years Rowell's Directory sold for \$10.00* a copy. The price of the consolidated book is \$5.00, carriage extra. Postage 60 cents. Orders should be addressed to the publishers, N. W. Ayer and Son, Philadelphia.³⁷

1911-1942

Kansas' period of rapid population growth was over. In the thirty-one years between 1911 and 1942 the population increased by only about 200,000.

Kansas' period of rapid reform was over, also, and a time of conservatism began. When war was declared in April 1917 support of the war was of first priority. About 77,000 Kansans were in service during World War I and about 2,500 died. At home, Kansans over-subscribed the bond drives, supported the Red Cross, plowed up the buffalo grass to plant wheat, and discontinued teaching German in many high schools.

*For many years Rowell's Directory sold for \$5. One year it was reduced to fifty cents, but no more copies were sold than at \$5.

As the war ended, the influenza epidemic was beginning; more than twice as many Kansans died of flu than had died in service during the war.

Kansans welcomed the soldiers home and the return to "normalcy." During the 20s a trend unwelcome to many was the rise of the Ku Klux Klan.* William Allen White was so concerned that in 1924 he ran for governor as an independent because he feared the two regular party candidates might not fight strongly enough against the Klan. He ran third but his candidacy produced the desired result. In 1925 the Kansas Supreme Court ruled that the Klan could not continue in Kansas without a charter, and the charter board refused the Klan's application.

In 1928 Charles Curtis was elected vice-president, the only Kansan and the only person of Indian descent to hold this office.

During the 30s Kansas was economically depressed along with the rest of the country. In 1931 wheat sold for thirty-three cents a bushel. Then drought and dust storms plagued the state. A Kansas Congressman, Clifford Hope, wrote, "None of the calamity periods can compare from the standpoint of financial loss, long lasting distress, suffering and discouragement with the decade of the 1930's."³⁸

Life was not all "calamity" even during the depression. Historian Robert Richmond writes, "There were still people who could afford to pay their dues to a variety of organizations which offered inexpensive entertainment, particularly in smaller communities. Young people benefited from those organizations and from their 4-H Clubs and the extracurricular groups active in high schools."³⁹

*A student at the University of Kansas wrote a song which sold nationally entitled "Daddy Stole Our Last Clean Sheet and Joined the Ku Klux Klan."

But the drought made it difficult to carry out 4-H projects.

In his 1934 annual report, state 4-H leader Maynard Coe wrote:

With temperatures ranging close to a hundred degrees or more for more than sixty consecutive days, without rain or clouds and with a rainfall already deficient before this period of high temperatures began, one can realize the disheartening effect upon 4-H Club members, as well as their parents and leaders. Those in crops work have practically nothing to show for their efforts. Those in livestock work were severely handicapped because of the hardships thus imposed on the animals and also, through lack of feed. These results, together with the general disheartening influence that was felt by all, resulted in a severe handicap to 4-H Club work. Only the bravest continue their effort. Many others would have continued had it been physically possible for them to do so.⁴⁰

In 1930 Kansans experienced an unusual election. Two young war veterans ran for governor, Republican Frank Haucke of Council Grove and Democrat Harry Woodring, a banker from Neodesha. A third candidate ran as an independent. He was John R. Brinkley, who in 1918 had come to Kansas and had begun a medical practice at Milford, specializing in goat gland transplants which were supposed to restore masculine virility. With the twelve million dollars he earned over the years, Brinkley had paid for a hospital and drug store in Milford, opened his own bank, and originated KFKB, the first radio station in Kansas. He used his station to diagnose people's illnesses on the "Medical Question Box of the Air." The American and Kansas Medical associations pointed out that Brinkley had never completed work at a recognized medical school.

When Brinkley announced his candidacy, the ballots were already printed, so it was necessary for voters who were for him to write in his name. Many did. Many of these ballots were discarded because his name was not spelled correctly. The election was very close; it is quite possible that the goat gland doctor really had the most votes. Woodring was announced as the winner.

In 1932 Brinkley again ran for governor but was defeated by Alfred M. Landon. In that same election, Kathryn O'Laughlin McCarthy of Hays was elected as Kansas' first Congresswoman.

To cope with the depression Governor Landon was given special powers: power over banks, insurance companies, and building and loan associations. Taxes were cut, the time allowed to redeem mortgages was lengthened, and the Legislative Council, the first one in the United States, was established. Landon cooperated with New Deal programs to aid people suffering from the depression. In 1934 Landon won attention as the only Republican governor reelected and as a governor of a state with a balanced budget. In 1936 he won the nomination for the presidency, but was defeated by a large margin. Landon never again ran for public office, but is respected in Kansas as a wise elder statesman.

In 1940 defense contracts for construction of training planes and expansion of Fort Leavenworth and of Fort Riley brought fifty million dollars of federal funds into Kansas. More than 25,000 aircraft workers were employed in Kansas, most of them in Wichita. Factories for making ammunition were built near Baxter Springs and at Sunflower and Parsons.

Then on December 7, 1941, Pearl Harbor was bombed, and life changed for many families in Kansas. Before the war would end, 215,000 men and women of Kansas would serve in the armed forces. More than 3,500 of them would die in action.

In Ayer's Directory in 1942 thirty-three monthly periodicals are listed as published in Kansas, five more than in 1911, thirty-one years before, but the impression is not of growth, but of drawing in, of conservatism, perhaps of provincialism. The importance of organizations,

already referred to, is evident, with many county and state organizations publishing periodicals.

Some magazines were the same as those listed in 1911. These were Boilermaker's and Iron Shipbuilders Journal, Kansas City, with a circulation of 65,000; Graduate Magazine, Lawrence; and the Journal of the Kansas Medical Society, Topeka. Western School Journal had become Kansas Teacher and Western School Journal.

Two of the Capper publications had more than a million subscribers. Missouri Valley Farmer's name had been changed to Capper's Farmer; it claimed a circulation of 1,211,209. Household, named Household Magazine, had an even larger circulation of 1,901,161. It was a good quality publication in both physical characteristics and content, but was not financially profitable; it was described as "generally a loser."⁴¹ The third Capper publication listed in 1911, Poultry Culture, had been sold.

Arthur Capper's political career had gone well during this time; he had served as governor from 1915 to 1919. During the latter year he went to Washington, D. C., as a newly elected senator; he was to remain a senator from Kansas for thirty years.

Several county Farm Bureau papers were published at this time; they were found in Emporia, Lyons County; Eureka, Greenwood County; Oswego, Labette County; and Linn, Washington County. The first three were called Farm Bureau News but the last had the more interesting name of Cow and Hen Journal. The subscription for each was fifty cents; in Lyons and Greenwood counties this was part of the dues.

A statewide paper, Kansas Grange Monthly, Kingman, represented another farm organization. With a twenty cent subscription price, it reached 10,500 Grange members.

Two fraternal organizations' papers published at Wichita were Kansas Masonic Digest and, for the Knights of Columbus, Kansas Knight.

Other organization papers were: A.T.A. News, Anti-Thief Association, Cheney; Kansas Federationist, Kansas State Federation of Labor, Kansas City; Kansas Grocer, Kansas Retail Grocers Association, Kansas City; Kansas Clubwoman, Newton; K.P.A. News, Kansas Pharmaceutical Association, Topeka; Kansas Carriers, Kansas Rural Carriers Association, Weir; and Chamber of Commerce News, Chamber of Commerce, Kansas City.

Publications of interest to particular occupational groups were Midwest Truckman, Yates Center; Kansas Business, Topeka; School Activities, Topeka, and the Washington County School Journal, Greenleaf. The Times-Pilot, Pittsburg, was oriented toward labor.

Units of government at levels from township to state had access to a helpful monthly magazine, the Kansas Government Journal. The Disciples of Christ published Kansas Messenger. Two periodicals from colleges were Journal published by students of Hesston College and Bible School, and Kansas State Engineer, published by the Division of Engineering at Kansas State College. Colleges also provided a little bit of levity amid all the sobriety of Kansas' magazines printed in 1942; the Sigma Delta Chi chapter at the University of Kansas produced a humor magazine called Sour Owl and Kansas State College had one called Kickapoo.

In 1942 Kansas had a monthly paper which was anti-Jewish, anti-Communist, and anti-Catholic. Called the Defender, it was published by Gerald Winrod, Wichita, who had been an independent candidate for the United States Senate in 1938. Winrod had gone to Germany in 1935 and had been impressed with Hitler's plans for that country. He was

described by the Topeka State Journal as "a new phenomenon in the well-known museum of Kansas political freaks," while Drew Pearson called him "the first Fascist candidate for the Senate."⁴²

Clyde Reed won the election and Winrod did not run for office again, but he continued to preach his far-right ideas until his death in 1957.

The American Freeman was published at Girard by Emmanuel Haldeman-Julius from 1929 to 1951. A monthly journal of personal comment and free thought, it was the descendant of Appeal to Reason, a socialist periodical which had been published earlier at Girard. Haldeman-Julius' Little Blue Books were more noted than his magazine. Many of them sold for a nickel, so they made literature, both original material and the classics, available to many who were unable to afford more expensive publications. More than 300,000,000 copies of his Little Blue Books were sold; they were described as the "first of the paper-backs which were to revolutionize publishing."⁴³

1942-1973

In 1955 for the first time there were more than two million Kansans. The population in Kansas in 1973 was 2,301,623.

After World War II ended on August 14, 1945, people in Kansas found they had more time to travel, read, and broaden their horizons according to their individual inclinations. Of the more than 200,000 men and women who had been in the service, many went to college and enrollments climbed rapidly.

In the late 40s the legislature initiated a twenty-year highway building program; the state's treatment of the mentally ill was

improved so that, for a time, Kansas was in the forefront in this area of health care; the University of Kansas' Rural Health Plan worked to help small communities secure doctors.

In 1953 for the first time, manufacturing surpassed agriculture as a source of income in Kansas.

Kansans became more internationally minded. The president of Kansas State College, Milton Eisenhower, was also the national chairman of the United Nations Educational, Scientific, and Cultural Organization. Many young Kansans went abroad through exchange programs, and international students became a familiar sight in parts of the state.

Dwight D. Eisenhower was president for two terms during the 50s. He succeeded in maintaining peace, and during his terms "American national life regained a welcome degree of unity and stability."⁴³ Some have said he was the last president not ruined by the presidency. Kansas remained a Republican state during the thirty-one years between 1942 and 1973, but Democrats increased in number, and Democratic governors, George Docking and later his son Robert, provided leadership twelve of the eighteen years between 1956 and 1974.

Kansans in the 70s had an increasing awareness of their good fortune. In 1973 Kansas ranked thirteenth among the states in per capita income, with \$5,057 the average income per person.⁴⁵ The Kansas unemployment rate was 3.2.⁴⁶ By May 1975 unemployment in Kansas had risen to 4.4, which was less than half the national rate.⁴⁷

Crime statistics were low in Kansas, also, with frequency of crime below the national average in six of the seven categories designated

by the United States Bureau of the Census.*

And in January 1974 Governor Robert Docking was able to report that the state had a surplus for 1973 of revenue over expenses of \$166,328,000.⁴⁸ Kansas had come a long way since it began statehood with a debt of \$100,000 left from territorial days.

According to the 1973 Ayer Directory of Publications Kansas had 388 periodicals, 31 of them appearing monthly, 2 less than monthly periodicals thirty-one years before.

Periodicals for occupational groups were the most numerous category. They included Kansas Food Dealers Bulletin, Arkansas City; Veterinary Medicine/Small Animal Clinician, Bonner Springs; Charolais Banner, Shawnee Mission; Central States Construction Magazine, Journal of Kansas Pharmacy, Journal of the Kansas Medical Society, Kansas Optometric Journal, Kansas Publisher, Kansas Stockman, Kansas Teacher, Kansas Transporter, Midwest Industry Magazine, all published in Topeka; and Kansas Beverage News, Oklahoma Beverage News, Kansas Restaurant, and Mid-America Oil and Gas Reporter, Wichita.

The county Farm Bureau papers, except for the durable Cow and Hen Journal, Linn, were no longer listed, but Kansas Farm Bureau News, published in Manhattan with 88,415 subscribers had become the monthly periodical in Kansas with the largest circulation. The monthly with the third largest circulation was also published at Manhattan; it was the Kansas 4-H Journal. Second in circulation was Military Review published by the Command and General Staff College at Fort Leavenworth.

*The categories of crime used for statistics by the U. S. Bureau of the census are murder, rape, robbery, aggravated assault, auto theft, burglary and larceny-theft. The last is the only one in which Kansas' rate exceeds the national rate and this is only by a tiny difference: 2.051 offenses per 100,000 persons nationally to 2.055 in Kansas.

The fifty-seven year old Kansas Grange Monthly had been moved from Kingman to Fort Scott.

The Masonic magazine continued to be published in Wichita, with a slight name change, Kansas Digest, A Digest of Masonry in Kansas.

The increasing interest of Kansans in outdoor activities was reflected in Mid-America Outdoors Magazine, Topeka, and Kansas Sportsman, Emporia, the publication of the Kansas Wildlife Federation.

The International Flying Farmer, the official publication of International Flying Farmers, Inc., is published monthly at the municipal airport at Wichita. It is edited by a woman, Emily Kelly.

One of the most attractive magazines listed in the 1973 Directory was Apartment Living, a new (1970) colorful slick paper periodical with articles on a wide range of subjects--hobbies, travel, recipes, furniture, books, and a guide to finance. It is no longer published.

The official publication of the Kansas Electric Cooperatives was Kansas Country Living, Topeka, with feature articles about persons who receive their electricity through the rural cooperatives, and with information about economical and efficient use of power, with recipes for the homemaker, and a pen pals section for the youngsters.

Two college publications appearing monthly were Bethel College Bulletin, Newton, and University of Kansas Alumni Magazine, Lawrence. Research in the School of Business at the University of Kansas was published in Kansas Business Review.

The League of Kansas Municipalities continued to publish Kansas Government Journal for local and state units of government.

CHAPTER II

FOOTNOTES

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- ³²*Ibid.*, p. 59.
- ³³Frank Luther Mott, A History of American Magazines, Cambridge, Harvard University Press, 1957, IV, 205.
- ³⁴*Ibid.*, p. 221.
- ³⁵Woodcraft in Kansas, I (June, 1909), 5.
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CHAPTER III

FINANCIAL CASE STUDIES OF FIVE MONTHLY MAGAZINES IN KANSAS

Charolais Banner

Origin and History

The magazine Charolais Banner was first published in April 1965. Its purpose was to advance Charolais cattle, the breed which now ranks fourth among beef breeds in the number of animals registered annually in the United States, following Hereford, Angus, and Polled Hereford.

More than 200 years ago Charolais cattle were developed in Charolais, a region incorporated into Burgundy in Southern France in 1751. First introduced into the United States in 1936, the massive cream colored animals increased slowly in numbers until in recent years when they have become more popular when found to be superior gainers and valuable as herd improvers.

In 1957 the American International Charolais Association was formed and eight years later the Charolais Banner appeared. It was owned and operated by Hayes Walker III, the third generation of a publishing family; Walker's grandfather had begun the Hereford Journal.

In 1968 Hayes Walker hired Jim Scott, a young fellow he had met at a Charolais sale in Dallas, to be the magazine's fieldman. When Scott was in college at the University of Illinois, he had been impressed

in meats classes by the lean meaty Charolais carcasses. After he was graduated, he worked two years as assistant manager on a Charolais ranch in the Bahamas, and then managed a ranch near Natchez, Mississippi. This was when he met Walker and came to the Banner. Scott's name first appeared on the masthead in May 1968 with the announcement that, as special representative, he would have "the whole country as his office." In January 1969 his name appeared as managing editor, and in May of that year, Scott bought Walker's share of the Charolais Banner and Scott became editor. Walker wrote, "Jim Scott has purchased our interest in the magazine and plans to carry on with the same format and expanded coverage of the Charolais industry. Jim has been on the Banner staff for over a year now and has taken to the livestock publishing business 'like a duck to water.'"¹ Then in June Scott was listed as editor and publisher and he wrote, "A special thanks is due Hayes Walker III for his patient teaching in my 'short course' in agricultural journalism over the past fourteen months."²

In February 1974 Scott bought the remaining shares in the magazine from Rodney James, a part owner*, and was sole owner of the Charolais Banner. This past summer the Scotts moved the magazine's office to a farm near Stanley, a town in Johnson County, where the office of Banner Publishing, Inc., is just a breezeway away from the pleasant farmhouse where the Scotts live.

Circulation

In 1973 the Charolais Banner had a circulation of 17,000 with the magazine going to all members of the AICA. The magazine changed

*Rodney James now publishes the Canadian Charolais Banner.

to paid subscriptions and about 80 per cent of the members of the organization continued to subscribe.

Although the magazine is widely distributed throughout the country, states with the most subscribers are Texas, Missouri, Oklahoma, and Kansas.

Sources of Material

Editorial copy is 90 per cent staff written, Scott said. Assistant editor Steve Marbery, who came to the Banner in May 1973 succeeding Kathy Twogood, does most of the writing as well as editing and layout.

On the contents page, page 6 or 8, the headings are: Articles, Association, General, Monthly Items, Sales, Shows and Bull Tests. The short articles in the Sales, Shows and Bull Test departments report on events which have taken place. For events yet to come, there's a monthly calendar with dates and places.

Regularly in 1973 the two longest articles were the Banner interview and the ranch feature. The interview appeared in question and answer form, with the questioner, Jim Scott, identified as Banner. In 1973 the interviewees were widely varied: the head of the department of animal science at Kansas State University, the head of the Polled Charolais organization from Texas, the head of the Livestock and Meat Board, a meat packer, an order buyer, and a cattlegwoman from Wyoming who is a graduate of Vassar. Persons involved with other breeds, Angus and Herefords, were also interviewed.

Steve Marbery visits the ranches and writes the articles about them. States represented in 1973 in the articles were Arkansas, Colorado,

Indiana, Kansas, Kentucky, Louisiana, Missouri, Ohio, and Wisconsin, with the Bahamas thrown in for good measure.

Among monthly items are the AICA newsletter from headquarters in Houston, Texas; the editorial "Bannerline" by editor Jim Scott; and a unique feature, "For Those Who Care," with a picture of the American flag and an appropriate quotation.

Advertising

Advertising consistently makes up approximately 66 per cent of the magazine and the amount of advertising determines the number of pages. In 1973, this varied from 106 to 248.

Display advertising is the mainstay of the Banner with many full page ads, many with color. Ads smaller than a page occupied a dozen pages or less monthly in 1973, with classified ads filling a half page per issue.

Appearance

Ten and three-fourths inches long and eight and one-half inches wide, the Charolais Banner is printed on seventy pound coated enamel with one hundred pound coated embossed paper for the colorful varied covers.

An artist, Gene Paulsen, who designed the magazine, drew a pennant-like three colored banner, symbolic of the French tri-color and the French origin of the Charolais breed. The blue, white, and red banner with the word "Charolais" curving under it is registered and appears on the cover and on the contents page of each issue of the magazine. Then a tiny banner by the right hand margin marks the end of each article.

The September 1973 cover showed a cross section of the ribeye of the champion carcass, a Charolais-Angus cross, at the Missouri State Fair Carcass Contest. On the July cover was a photograph of a bronze casting of a Charolais bull, Cadet Roussel, from the John Rudiger ranch of Calgary, Canada. This special cover contained no printing; it had a flap turning under with the name of the magazine, the usual banner, and "Herd Reference Edition" on it, with information on the other side of the flap about the art and the artist, Malcolm Mackenzie, the Canadian who made the bronze casting.

Other covers showed one to four pictures, bleeding or filling only part of the surface, always showing Charolais cattle or something else related to the breed.

Opening the Charolais Banner, one finds several pages of advertisements as colorful as the cover. The contents page carries a small black and white reproduction of the cover picture, identifying the animal or scene as the case may be. The newsletter from the American International Charolais Association is on the next two pages, followed by "Bannerline," Jim Scott's editorial, on the next page. Then after a page ad, the interview begins, usually on page 11. Then editorial copy and advertisements continue throughout the rest of the magazine with many pages of ads together.

The Charolais Calendar comes near the back of the magazine followed by several pages of smaller ads. The list of advertisers faces the inside back cover, with colorful ads on the inside and outside of the back cover.

General articles and the ranch feature are set two columns to the page, 20 picas wide and 60 picas long. The interview is set in

three columns, the advertisers' index and calendar in four, and the breeders directory in five. Short articles such as those about shows and sales have simple sans serif headings. Heading the monthly interview is the interviewee's name in very bold old style Roman type, with a two line description in Roman italic.

Body type is a new sans serif called Oracle with thick and thin strokes. The size is 10 on 11.

Printer

Clark Printing Company in Kansas City prints the magazine by offset. Editorial copy deadline is the first of the month, with advertisements in about a week or ten days earlier. Then the magazine is printed and put together rapidly, and is mailed between the tenth and the fifteenth. In 1973, time in the mail varied from three to thirteen days, with an average of seven days for delivery.

In 1973 the press run was 18,000.

Staff

In 1973 eight persons made up the staff of Charolais Banner, with Jim Scott as editor and publisher. The advertising salesman, J. Fred Ferrell in Stillwater, Oklahoma, and Dick Carmichael in College Park, Georgia, spent much of their time at sales and shows.

Kathy Twogood, assistant editor at the beginning of the year, was succeeded in May by Steve Marbery, a graduate of the University of Missouri School of Journalism who had worked for a year in news services and liaison with headquarters of AICA. As associate editor, Dianne Swann wrote special features; Joan Davis was bookkeeper and office manager with the title of production manager; Jan Vandeventer was advertising coordinator; and Larry Atzenweiler, the publisher's representative, sold commercial ad space.

By February 1974 another advertising salesman had been added, Phil Stoll, in Georgia. Now Dick Carmichael works in Kansas as field service director with two men in the field. The position of associate editor has been dropped.

Income

In 1973 gross income of Charolais Banner was about, to the nearest hundred, \$537,000, \$520,000 from advertising and \$17,000 from subscriptions.³ The latter brought in about \$34,000, but half of this went to Turner Associates, Kansas City, the firm which handles all work in regard to circulation, including getting renewals and keeping the list of subscribers up to date. The subscription rate was \$8 a year or \$15 for two years, the same through the ten years of the Banner's existence.

To cope with rising prices, advertising rates were increased July 1, 1972, and are in effect today. A one page ad one time costs \$350, with a \$30 reduction if run twelve times. Color costs \$50 per color. Display advertising predominates in the Banner, with full page ads, many in color, making up two-thirds and more of the advertising.

The magazine accepts classified advertising, but rates, now thirty cents a word, are kept high enough, the editor said, so that space used by these ads is only about a half page per issue.

During the past two years declining cattle markets have had a somewhat negative effect on the amount of advertising in the Banner, Scott said, with a drop of about \$20,000 from 1973 to 1974. As the number of pages is adjusted in proportion to the amount of advertising, the effect is evident with about 170 fewer pages in 1974 than in 1973.

Expenses

In 1973 costs of production for Charolais Banner were \$213,600, with other costs amounting to \$240,000, for a total of \$453,600.

Printing was the major production cost at \$173,100. Postage and mailing cost \$17,500, binding \$11,500, color separations \$9,100, and art work and photography \$2,500, to make the total \$213,600.

Salaries and commissions at \$132,000 were the largest non-production figure, with a range from \$24,000 to \$5,700. Travel and entertainment cost \$35,600, professional fees \$15,000, telephone \$9,000, insurance \$7,000, taxes \$5,700, and rent \$5,000. Other costs less than \$5,000 were automobile, advertising, postage for the office, depreciation, office supplies, rent of machines, contributions and profit sharing.

Financial Summary

The Charolais Banner enjoyed a profitable year in 1973; with income of \$537,000 and expenses of \$453,600, the net profit based on gross income was \$83,400, a 15.5 per cent profit, the second highest of the magazines studied.

The financial success of this magazine is closely tied to the economic health of the cattle breeding and feeding industry. Unfortunately, the cattle business has been a "shambles," according to John Armstrong, president of Kansas Farm Bureau, and the Charolais Banner had a \$20,000 decline in advertising in 1974. But out of \$520,000 this is not such a large drop, and costs really did not go up much in 1974, Scott said, as the number of pages declined with declining advertising, so the Banner still had a profitable year. Scott said advertising might continue to decline until markets improve, but he added, "You have to keep going through good times and bad."

The Journal of the Kansas Medical Society

Origin and History

Of the monthly periodicals published in Kansas listed in the 1973 Ayer Directory of Publications, the oldest is the Journal of the Kansas Medical Society, first published in June 1901. It is the property of the Kansas Medical Society, a non-profit organization.

In Volume I, No. 1, of the Journal, the first article, beginning on the front page as there was no separate cover, gave the proceedings of the thirty-fifth annual session of the Kansas Medical Society.

Welcoming an out-of-state speaker, Dr. George A. Boyle spoke of two of the Kansas women newsmakers of the day. He said that although ". . . we cannot introduce you personally to Mrs. Mary Elizabeth Lease, nor to Grandma Carrie Nation, we can and will introduce you to the Kansas physician and to Kansas hospitality."⁴

At the 1901 meeting, the doctors were concerned about malaria; about TB, which was causing 12 to 14 per cent of the deaths; and about smallpox, which some doctors were not reporting, although "legally and morally obligated to report all cases of smallpox coming under observation."⁵

Throughout the years since, the Journal of the Kansas Medical Society has continued to report speeches and transactions of the annual meeting of the Kansas Medical Society.

In January 1904 the Wichita Medical Journal was incorporated into the Journal of the Kansas Medical Society. Then in the next month's Journal, Dr. A. J. Roberts, the editor of the Western Medical Journal of Fort Scott, announced that his magazine, also, would consolidate with the Society's periodical. He commented, "The managing

editor, Dr. George H. Hoxie, is well qualified to look after the interests of the Journal and with proper support will make the new Journal, combining as it does all the Kansas medical journals, one worthy of the support of every Kansan, and one of the best local journals in America."⁶

In March 1908 the Wyandotte County Medical Journal owned by Dr. James W. May also was incorporated into the Journal of the Kansas Medical Society. Dr. May served as editor for several years.

A pale green cover which appeared on some of the 1909 issues contained an advertisement for the Grand View Sanitarium for Mental and Nervous Diseases. For a number of years, the contents were listed in the top half of the cover with advertisements for such firms as Mead Johnson and Company and the Maltbie Chemical Company in the bottom half.

In 1917 the magazine increased in size from nine and one-half inches by six and one-fourth inches to ten by seven and one-fourth.

In 1919 the April magazine told of the Defense Fund of the Kansas Medical Society for the defense of members against suits for alleged malpractice. Dues paid to the society would furnish expert legal advice and would pay all expense for defense of suits. In June 1919 the fund contained \$2,890.65.

From 1901 to 1928, the volume number of the magazine corresponded with the year: Volume I, 1901; Volume II, 1902, and so on. But in 1928, Volume XXVIII continued through June, No. 6, but the July issued was numbered Volume XXIX, No. 7. No explanation was found for the change. January 1929 was Volume XXX, No. 1, and the magazine continues

to the present with the volume number one number greater than the actual age of the magazine.

A new cover, without advertising, appeared in 1935. Brad Thompson, an artist who was a friend of the editor, Dr. W. M. Mills, made a design symbolic of medical practice for use on the cover. The design combined line drawings of two stethoscopes, a modern one and the one invented by the French physician, Rene Laennec. Contents were listed on the pastel green cover.

In 1938 the size increased again, to ten and three-fourths by eight and one-fourth inches.

In January 1941 the magazine was slightly smaller in size with a white cover with blue printing. The next year the cover was changed again; it had a bright blue border around the contents with the title of the magazine in white script against the blue.

For the January 1955 Journal, Brad Thompson designed a new cover, again using the figure of the old and new stethoscopes; this cover design continues in use to the present time. Thompson was then the art director of Mademoiselle magazine.

Circulation

The Journal goes to the 2,200 members of the Kansas Medical Society, whose members include perhaps 90 per cent of the doctors in Kansas. Managing editor Val Braun pointed out that doctors who are not members of the society may be doctors working in institutional hospitals or in specialized institutions such as the Menninger Foundation.⁷

The Journal of the Kansas Medical Society goes beyond the boundaries of the state; it reaches subscribers in other states and in countries in Africa, Asia, Europe, and South America. Many of these subscriptions go to medical schools and libraries; subscribers may pay a \$10 subscription price or exchange a similar publication. In the latter case, these magazines are placed in the medical library of the University of Kansas.

Sources of Material

Because the major purpose of the magazine is to provide the doctors of Kansas with medical knowledge, the scientific articles are of greatest importance. They are written by physicians, most of them physicians in Kansas. Each article submitted is read by one or more members of the editorial board, made up in 1973 of the magazine's editor, David E. Gray, M.D., and four other doctors: Orville Clark, Richard Greer, Donald Pierce, and John Segerson, all of Topeka. They decide which articles will be used.

Student theses also appear in the magazine; they are also selected by the editorial board from a group judged to be the best by the faculty of the Kansas School of Medicine.

In February 1973 a new column, "The D. C. Line," began. It was written by Dr. Bill Roy "both as a source and interpreter of political activities on the national medical front."⁸

The authors have an opportunity to check their articles after they are set in type. An order blank for reprints also goes with the proof to enable the author to order directly from the printer as many reprints as he wishes.

Advertising

Arranged in the front and back pages, before and after the scientific articles, advertising fills about 50 per cent of the publication. Much of the display advertising comes through the State Medical Journal Bureau of Advertising, which serves medical journals in thirty-three states.*

Some advertising comes from firms in Kansas, especially financial institutions and medical supply and drug companies. Short classified ads are run without charge for members of the Kansas Medical Society.

Appearance

In 1973 the Journal of the Kansas Medical Society was eleven inches long and eight inches wide. From month to month, the number of pages varied in 1973, from 62 in January to 94 in March and April.

Almost filling the cover of the magazine is the title, The Journal of the Kansas Medical Society, in large Caslon type. Above and below the title are white circles on the pastel cover; the one at the top contains the line drawing, already discussed, of two stethoscopes, and the one at the bottom contains the date, volume, and number. In January the cover is pink; then in following months it is buff, green, and blue; then the colors rotate again.

At times the editorial board has considered changing the cover, which has remained the same since January 1955, but they have always decided that the dignified, conservative, easily recognizable cover is appropriate to the magazine.

*Some states publish medical journals in conjunction with another or several other states.

One hundred pound coated paper is used for the cover, with sixty pound coated paper inside. Body type is a Roman style, 11 point on 12. Headings on the medical articles are 18 point flush left with subheads in italics flush right and the author's name in caps flush left.

No color is used on editorial pages, but the type is broken by bold face subheads and some photographs, drawings, graphs, charts, and tables. In some of the articles, a summary is inserted in boldface. Type is justified; columns, two to the page, are 18 picas wide and 53 picas long.

Circular symbols designate some of the departments. A circle containing laboratory equipment begins the group of scientific articles; a circle with the stethoscope design from the cover announces special events; a doctor in a circle designates the column, "Personalities in Kansas Medicine." Other circles and line drawings indicate articles relating to medical history, student theses, and obituaries.

The scientific articles are assembled in the center of the magazine. In the January 1973 issue these begin with page 1 and continue through page 32. No advertisements appear on these pages. In this same magazine, 16 pages precede and 14 pages follow the scientific articles. These pages contain advertisements, table of contents, information for authors, short articles, book reviews, a report from Washington provided by the American Medical Association, and the advertisers' index. Pagination in front and back seems capricious, as not all pages are numbered. For the scientific articles, pagination continues to successive issues throughout the year. The total number of these pages during 1973 was 480.

Printer

The Journal is printed by letterpress by Ovid Bell Press in Fulton, Missouri, a firm which specializes in printing medical books and magazines. Material goes back and forth by mail. In 1973 2,800 magazines were printed monthly.

The magazine appears the fifteenth of each month.

Special Editions

Several special issues are produced during the year. In 1973 the March magazine contained articles from doctors at the University of Kansas Medical Center. Many of the articles in January had been presented at the annual meeting of the Kansas Medical Society. November was a special issue with papers given at the Kansas Regional Meeting of the American College of Physicians.

Staff

The editor, Dr. David Gray, and the other doctors on the editorial board serve without pay for three year terms. They are appointed by the Council of the Kansas Medical Society.

Two associate editors, also doctors, solicit material for the magazine from the two branches of the medical school. In 1973 they were Jesse D. Rising, Kansas City, and D. Cramer Reed, Wichita. The business manager, Oliver E. Ebel, Topeka, is the executive director of the Kansas Medical Society and serves the magazine as a consultant.

The only staff member who works full-time on the magazine is Val Braun, managing editor and advertising manager. Manuscripts are submitted to her. She also reads proof, lays out the magazine, updates

the subscription list each month, and works with the advertisers and the printer. For four years she has been the managing editor, and she has been with the medical society since 1959.

In the June 1973 magazine in a report on the state of the magazine, the editor David Gray comments, "Despite the fact that she will be proofreading this before it goes into the JOURNAL, I cannot resist the opportunity to reaffirm my heartfelt admiration for your Managing Editor, Val Braun. I continue to be amazed at the energy, the organization, the capability, and with it all, the unshakeable good nature of this girl. I could say more, but I am afraid she would delete the whole report."⁹

Income

The 1973 income of the Journal of the Kansas Medical Society was \$31,573.18. Advertising brought in \$18,848.32 and subscriptions \$11,804. Other sources of income were reimbursement for engravings, \$582.34; interest, \$184.62; and sale of microfilms, \$153.90.

A one page ad one time costs \$86. One color costs \$45 extra, and each additional color is \$10 more.

Since 1965, advertising has dropped by about 50 per cent, Mrs. Braun said. Because more stringent federal controls of drug companies result in lower profits, these companies have cut budgets for advertising. While advertising was declining, costs of producing the magazine were increasing.

The Council of the Kansas Medical Society, the organization's governing body, has considered ways to meet the financial situation. Alternatives considered were publishing a journal in cooperation with

the medical society of another state, publishing less frequently, or increasing the amount of dues to be used for the magazine. In the past this has been \$2 and later \$5 each year. The Council wished to continue the format of the magazine as it is, so the decision was made to increase the subscription price to \$10, out of the \$125 annual dues.

Expenses

With the smallest number of subscribers of the magazines studied, the Journal has the smallest budget. Costs for 1973 were \$33,983.96.

The major expense was printing, \$25,796.55. Only one person, the managing editor, is on the payroll; she received \$7,105.24. Postage costs were \$752.26; binding, \$54.91; and auditing, \$275. The total of \$33,983.96 was \$2,410.78 greater than income, so money was taken from reserves to make up the difference.

Actually, the Society is constitutionally prepared for this contingency; Section 10.41 of the By-Laws of the Kansas Medical Society says:

The Board is enjoined to maintain the JOURNAL as nearly self-supporting as possible, but as the official publication of the Society, it deserves the financial assistance necessary to correct a reasonable deficit. If a deficit exceeds budgeted money, a financial report is sent to the Council, which may appropriate additional funds.¹⁰

At the end of 1973, the Journal had \$86.03 in a checking account in the First National Bank in Topeka, and \$1,748.61 in a savings account in Capitol Federal Savings for a total of \$1,834.64.

Financial Summary

With costs of \$33,983.96 and income of \$31,573.18 the Journal was the only magazine of those studied whose costs exceeded income in

1973. The situation became worse in 1974, according to managing editor Val Braun, with advertising income declining by 17 per cent, although expenses remained about the same.

Some improvement may come in 1975, as this year the increase in members' subscriptions from \$5 to \$10 will go into effect. However, advertising continues to decline, so this may not be enough to come out even, Mrs. Braun said.

Regardless of economic loss, which can be easily absorbed by a society of persons with probably the highest income of any occupational group in the state, the medical society will continue to publish the Journal as long as the governing body of the organization thinks the magazine carries out its functions, which are to "serve the profession in Kansas with a repository for scientific articles, a source of information of Society activities, an official record of Society business, and a means of communication of relevant ideas and opinions among the individual members."¹¹

One can assume that this professional magazine will not be the next casualty in the publishing field.

The Kansas Stockman

Origin and History

The Kansas Stockman was first published in 1916 in Manhattan. It was the official magazine of the Kansas Livestock Association, but was not owned by the organization. At first it was called The Kansas Cattleman, but within two years, after complaints from sheep and hog producers, the name was changed to The Kansas Stockman.

The magazine was moved to Topeka in the early twenties after being purchased by the KLA. It has been published continuously since that time with a microfilm of every issue on file in the Kansas Historical Society building.

Circulation

In 1973 the circulation was listed in Ayer's Directory as 4,338 to members of KLA and 648 unpaid. The unpaying recipients were advertisers, county agents, and other magazines.

Today circulation has increased to 7,800.

Sources of Material

Articles are not solicited; more material comes than is used. Some articles are written by the editor; others come from universities and from industry. Very seldom is a writer paid.

The president of the Kansas Livestock Association writes a column which appears each month; during 1973 the president was Bill Amstein from Clifton. Beverly Reiter, president of the Kansas Cow Belles, also had a monthly column, written in letter form. A page of quotations from varied sources throughout the country appeared each month, and the brand commissioner had a monthly column. "Hereford Hap'nings" was the name of a column by John Schlickau, secretary-manager of the state Hereford Association. Several members of the KLA staff had columns: "The Industry" by John Meetz, "Feeder Comments" by Virgil Huseman, "With the Cowman" by Lee McCoy, and on the last page before the back cover, "The Editor's Desk" by Rich Wilcke. It always ends with a joke labeled "Wilcke's Chestnut."

Advertising

Throughout the magazine, advertising is interspersed with editorial copy. About 60 per cent of the magazine is advertising.

Appearance

The Kansas Stockman is eleven inches long and eight and a half inches wide.

On the cover the name usually appears at the top left. It is in two lines; on the top line are the words "The Kansas" in black oblique letters, with "Stockman" on a second line in red perpendicular sans serif capitals.

Covers vary; duotones or four-color pictures may bleed, or one or several pictures may be framed. In 1973 special effect screens, specifically, a concentric circle screen and a coarse mezzotint screen, were used on cover pictures. "Daylight at the Cow Camp," an original oil painting by Laurence Coffelt of Emporia, appeared on the July 1973 cover. A large reproduction of the picture on the postage stamp honoring the Angus centennial decorated the cover in May, the month the centennial was observed. During 1973 two covers were horizontal. On half of the covers, Herefords, the breed most commonly owned by KLA members, were recognizable. The cover is usually one hundred pound coated enamel.

In 1973 paper in the interior of the magazine was sixty pound coated enamel. Columns are 14 picas wide and 60 picas long. The body type is 10 on 12 sans serif, with most headings in display sizes of the same face, although some department headings are a condensed all-caps Modern Roman typeface.

Color appears on from one-ninth to more than half of the interior pages with color on inside and outside front and back covers. The number of pages ranged from 44 in August to 116 in November; cover pages are not numbered.

Printer

The Kansas Stockman is printed by offset by General Printing and Paper, Topeka. In 1973 the press run rose from about 5,500 in January to 6,000 in December.

The magazine comes out the first week of the month.

Special Editions

Special issues have effectively broadened advertising possibilities. Especially successful have been the cattle feeders' issue in July and the KLA convention issue in November; other special themes are premier producers and beef month in May and marketing in September. In 1972 the cattle feeders' issue brought in \$10,000 in advertising revenue for the first time in a month in the magazine's history; in November the figure rose to \$12,000.¹²

Staff

In January 1973 nine persons were listed as staff of The Kansas Stockman: Rich Wilcke, editor; Lee McCoy, fieldman; John Meetz, business manager; Virgil Huseman, contributing editor; Virginia McClanahan, accounting and records; Jean Finley, office manager; Coleen Mann, secretary; Ernestine Reed, secretary; and Darlene Bredeman, Cattle-Fax. A number of these persons spent much more time with other business of the KLA than with the magazine. In the August issue and thereafter only two names were listed: Editor, Rich Wilcke, and Fieldman, Lee McCoy.

Rich Wilcke had come to the Kansas Livestock Association in the spring of 1972 as Director of Information. He had a degree in animal science from Kansas State University and had worked as farm editor for WIBW radio and TV in Topeka.

"The chance to be editor of a magazine without years of experience first, seemed to me to be a once-in-a-lifetime opportunity, so I wanted to take the job," Wilcke said, explaining why he left broadcasting. His name appeared as Director of Information in the May 1972 Kansas Stockman, and as editor in the June magazine. Changes soon became apparent, with more colorful covers, more advertising, and more pages (330 in the first five issues of 1973 compared to 280 in the same period in 1972).

The magazine is Wilcke's chief responsibility and he makes final decisions as to what goes into it. He is also available for other public relations activities for the association. Once a week he tapes a short comment which is distributed to eighteen radio stations throughout the state.

Fieldman Lee McCoy, the advertising salesman, uses telephone, direct mail, and traveling in his work. One of his duties is to work at auction sales. If the person having the sale has bought a full-page ad in the magazine, McCoy works at the sale for \$30; if the seller has bought a page and a half of advertising, McCoy works at the sale free.

Virgil Huseman and John Meetz on the KLA staff contribute regularly to the magazine. Virgil Huseman as director of the cattle feeders' service of the KLA spends quite a bit of time on the special cattle feeders issue in July. John Meetz, as chief executive officer

of KLA, acts as business manager for the magazine. Additional secretarial work and bookkeeping is handled by KLA staff members working in these areas.

Income

Advertising and subscriptions provided The Kansas Stockman with a 1973 income of \$111,318. Advertising was the major source of income with \$95,448 net after fees of \$9,321 were paid to advertising agencies and representative firms.

The Kansas Stockman is a member of Cattle Books which secures advertising for sixteen cattlemen's magazines, state livestock association publications, in the midwest, west, and south. Cattle Books places about 20 per cent of the advertising in The Kansas Stockman. The firm receives a 20 per cent commission.

The advertising agency which represents The Kansas Stockman nationally is M. B. Bock and Associates.

Advertising rates had not increased since 1966, but they went up in October 1973 to \$210 for a full-page ad one time, with each additional standard color \$50 extra and other colors \$75 extra. Special rates are offered for ads taken for twelve consecutive months and paid in advance.

During the early months of 1973 the subscription price was listed as \$3 included in the \$20 annual membership dues to the Kansas Livestock Association. Beginning with May, the magazine stated instead, "Subscription price is included as part of the minimum membership dues of \$20.00 per year in the Kansas Livestock Association."

Ayer's gives the 1973 circulation as 4,538 paid and 648 non-paid, but as membership in KLA increased during the year, paid circulation also grew to 5,000 by the end of 1973 and to 7,800 by the spring of 1975.

Expenses

Expenses for The Kansas Stockman in 1973 were given as \$89,226.25.

Printing, the largest expense, totaled \$58,985.55. Salaries were estimated at \$27,000 as the magazine's share, because those who work on the magazine have other duties for the Kansas Livestock Association. Editor Rich Wilcke estimated that he worked 75 per cent of his time for the magazine and the fieldman 80 or 90 per cent. Salaries for four persons are included in the \$27,000, ranging from \$12,000 to \$5,600.

Other costs were \$1,772.71 for photographs and other material and \$1,467.99 for postage. This totals \$89,266.25. With an income of \$111,318, the net profit was \$22,091.75.

Financial Summary

The net profit of \$22,191.75 was an 11 per cent profit, on gross income, a good income for The Kansas Stockman in 1973.

In 1974 costs went up, but income from both advertising and subscriptions increased even more rapidly, so the profit climbed to 21 per cent.

However, these figures are somewhat misleading, because while production costs and some other costs are shown, the publisher, the Kansas Livestock Association, bears many expenses by providing for

office space in the KLA building, office equipment, telephone, and other benefits which go with being part of an organization.

Military Review

Origin and History

Military Review, an official publication of the United States Army, is published monthly at Fort Leavenworth by the United States Army Command and General Staff College.

When it began in January 1922 as Instructors' Summary of Military Articles, it went to instructors and students at Fort Leavenworth, to other service schools, and to National Guard and Reserve units. In the 500 copies which were printed were book reviews, digests of articles and documents, lists of documents and magazines received, and an index of selected articles, documents, and books.

From January to May 1922 the Summary was a monthly. It was not published that summer, and then beginning in September it became a quarterly which it was for more than twenty years.

In 1925 the name was changed to Review of Current Military Writings, in 1931 to Review of Current Military Literature, and in 1932 to Quarterly Review of Military Literature.

A new section called "Original Military Studies" appeared in December 1933, with an article "Conduct of a Holding Attack." For several years after that, one or two articles were printed each month in this section.

From 31 pages in January 1922, the magazine grew to more than 200 in the late thirties, with 318 pages in the March 1938 magazine.

The size also increased from the original six by nine inches to nine by twelve inches in September 1938.

In June 1939 the name became The Command and General Staff School Military Review. As World War II approached, articles about the war in Europe and Africa began to appear. In March 1941 a section entitled "World War II" began, although that term was not generally used until after the entry of the United States into the war in December 1941.

During WW II the editorial policy changed. No longer was the magazine just calling attention to what others were writing and thinking; the magazine's dominant content became original articles about the military doctrine and experience of the United States.

Other changes came about during this time. In April 1943 The Command and General Staff School Military Review became a monthly publication. In May the title was shortened to Military Review. Because of wartime economic pressures, in 1944 the size was reduced from nine by twelve inches to six by eight, the magazine was closely printed with narrow margins and no wasted space, and the number of pages dropped to fewer than 100. After the war, the magazine had 128 pages until November 1946 when it had 112, which has remained the number of pages to the present.

At the request of Latin American governments, two foreign language editions appeared in April 1945. In Spanish and in Portuguese, they continue to be published.

From 1944 to 1961 the magazine changed little in appearance. The trend toward original articles was reversed and about half of the

material was foreign military digests. Book reviews were dropped in 1943 and reappeared in 1949.

In 1960 a study was made to determine desirable changes. With the January 1961 issue, the size of the magazine was increased to six by nine inches; larger type and wider margins made pages more readable and attractive, and a new cover completed the transformation.

In comparison with the previous cover which showed a globe in the background with rockets, planes, tanks, ships, and soldiers in the foreground, the new cover was simple and neat. It was white with the design and printing in color: a border down the left side, a bar under the title, names of important articles at the lower right, and the date at the bottom. This cover design appeared until January 1972.

In 1972 Military Review observed its fiftieth anniversary.* "Perhaps the greatest improvement in the past several years is in the scholastic quality of the original articles printed. Another change has been the addition of the 'Reader Forum' section, thereby giving readers the opportunity to comment on articles published,"¹³ Colonel Forrest R. Blackburn, United States Army Reserve, wrote in the history of Military Review which he prepared for the occasion. He is a member of the staff of the Kansas State Historical Society.

*Although MR was celebrating its fiftieth anniversary in 1972 the Volume number was LII. A volume number was first used in the September 1928 issue, designated as Volume 8, Number 1. Apparently the volume number was counted, not from the origin of the Instructors' Summary of Military Articles, but from an earlier publication, the Mailing List. A reference to it came in a response to the reader's survey in 1973, when a General Ely wrote, "I have been a subscriber since 1921 when the publication was the Mailing List."

Circulation

During the period of the financial study, July 1973 to June 1974, the circulation of the three editions was 20,500: 14,000 English, 4,300 Spanish, and 2,200 Brazilian.

Spanish and Brazilian editions are sold to governments of Central and South American countries which resell the magazines to individuals. Other copies are distributed abroad through the Military Assistance Advisory Groups.

Colonel Blackburn points out that "The magazine's influence is even broader than the circulation figures indicate as it is widely reprinted in foreign military journals."¹⁴

As an official publication of the United States Army, Military Review is sent to every army post in this country at the rate of one magazine for every five field grade officers (major and above). In 1973 at this rate 75 copies went to Fort Riley each month, and about 7,000 throughout the country.

About 7,000 more went to paid subscribers; these include libraries, firms who do business with the army, foreign military officers, and civilians with an interest in military affairs. In October 1973 the subscription price went from \$5 per year to \$6.

Sources of material

Major articles are unsolicited and not staff produced. About 70 per cent of material received is rejected.¹⁵

Contributors are active army officers, especially those working on advanced degrees; retired officers; officers in the Reserve and National Guard; professors and other civilians; officers of armies

of other countries; and consultants, for example, Chinese and Russian military experts.

Important sources of material are persons at the Army War College at Carlisle Barracks, Pennsylvania, and, of course, those at the Command and General Staff College at Fort Leavenworth. From 1955 to 1960 each faculty member there below the grade of colonel was required to prepare one article for Military Review during a three-year tour.

Authors receive an honorarium, usually \$50 or \$75, determined by the editor in chief, depending on quality and length of the article, amount of editing needed, and the state of the budget.

Appearance

The appearance of Military Review remained unchanged during 1973 and 1974 and to the present. Nine inches long and six inches wide, it is printed on fifty pound uncoated paper with the cover on eighty pound uncoated paper. The title in an old style Roman type appears at the top of the cover with the date just below it to the right. Cover illustrations, different each month, include photographs, line drawings, maps, or other art. The covers are usually black and one color, or blue and red or brown and orange, or varied shades of greens and blue-greens. The pictures bleed over the front; some wrap around the back also. Some of the cover illustrations come from collections of drawings and photographs from the National Archives in Washington, D. C. In the past when the budget permitted it, two members of the staff went to Washington each year to the National Archives to gather material for the magazine, including cover pictures and other illustrations.

On the back cover and inside front cover the crest of Fort Leavenworth and its motto, Ad Bellum Pace Parati (Prepared in Peace for War) appear. The inside front cover lists members of the magazine staff, with the inside back cover containing a variety of material, including a report on a reader survey, an editorial from a British magazine, and information about Major General John H. Cushman, the new commandant of the Army Command and General Staff College.

So that it will be convenient for the reader to select the desired copy when the magazines are shelved, the month printed vertically and the year appear on the lower back cover near the spine.

The table of contents is on the first right hand page after the cover. With no advertising in the magazine, articles follow in succession, each complete, each beginning on a new page, and each with a byline. Most articles include a picture of the author and a note about his background, and many articles are footnoted.*

Articles usually are set in two justified columns, 14 picas wide and 44 picas long, using 9 on 11 Century type, although for variety some sans serif type is used. In an occasional article, lines are set across the page with no column break. Considerable variety is used in headings, for example, the September 1973 issue had eight

*Many footnotes appear in Military Review. One article about a WW II action on the Roer River had more than two pages of footnotes, with seventy footnotes following an article "The CCC Experience." Those who responded to the reader survey couldn't resist referring to the footnotes. One said, "Your footnoting of references in articles is EXCELLENT," but another wrote "Your footnote system is right out of the dark ages" and yet another, ". . . there seems to be some rather odd notion that erudition is somehow directly related to footnoting . . . As far as I have ever been able to determine the equation existing between footnoting and 'original' thought is a negative one; this seems amply demonstrated in several of the 1973 issues."

major articles with eight different styles of headings, each designed to suit the article.

A grey square box with MR in it heads the regular columns, "Reader Forum" and "Books" followed by the title in heavy sans serif capital letters. The column "Military Notes" has a larger grey box with larger letters and a bar across the page separating the words "Military" and "Notes." This section is printed in sans serif type.

Drawings, photographs, and maps illustrate the articles, with no color used inside the magazine.

Military Review has 112 pages each month with unnumbered covers.

Printer

Military Review is printed by offset at Fort Leavenworth's Army Field Printing Plant, which does all the printing for the Command and General Staff College. During the period studied, the monthly press run was about 21,000.

The magazine appears the twenty-fifth of the month prior to the date on the magazine.

Staff

For eleven months of the twelve studied, the editor in chief was Colonel O. W. Martin, Jr. A working editor, Colonel Martin was the final authority on what went into the magazine. In addition to being the editor of the English edition, he was publisher of the foreign language editions, and also carried on all duties associated with being the chief of a military organization. In June 1974 Lieutenant Colonel R. Glenn McCue became editor.

The associate editor, a resource person at the Army War College, reviews material originating there and recommends what he considers suitable for publication in Military Review. During the 1973-74 fiscal year, Colonel Paul Goodman and then Colonel Alfred Mock held this position.

Until he became editor in chief, Lieutenant Colonel McCue was assistant editor. He read and edited copy and supervised production.

Features editor Major Joseph E. Burlas wrote the section "Military Notes" which contains items about military equipment and news relating to the armed forces of many countries. He also found reviewers for the books publishers send. Reviewers are not paid but get to keep the books.

Duties of the managing editor, Captain Robert McDonald, included personnel management, finance and budget, circulation, and purchasing.

Production editor Helen Hall supervised the copy editors and researchers, selected internal art and type, and was responsible for layout.

The Spanish-American editor, Lieutenant Colonel Nestor L. Berrios, and the Brazilian editors, Lieutenant Colonel Almerio Diniz, Colonel Joao Olimpio Filho and Lieutenant Colonel Hoche Pulcherio, supervised the translation from English to Spanish and Portuguese.

Other staff members listed in the time studied are Major Steven E. Bartels, publications officer, who is in charge of the Army Field Printing Plant, and Jerome Scheele, responsible for art and design.

Scheele described himself as the coordinator between the editorial offices and the printer. Among his duties are drawing of maps

and sketches used in the magazine, designing headings to go with the articles, and working with the editor on cover art.

Military Review does have a special design problem, Scheele said, which a designer must always keep in mind. Causing the problem is the size of Spanish and Portuguese type--one and a half times as large as English--yet the three editions have the same size and number of pages. To get all the material in the foreign editions, pictures and drawings are smaller, pages are more crowded, and for some articles, pages are reduced by the camera.

Scheele, a civilian employee, was an illustrator for an army group when as a soldier he was stationed at Fort Leavenworth. He studied design at Layton School of Art in Milwaukee.

Reader Survey

In September 1973 a reader survey form was stapled into the center of the magazine. On blue paper, it could not be easily overlooked by any reader, and 15 per cent of them responded. Questions were multiple choice for ease of answering, and postage was paid by the Department of the Army.

Of those who responded, 56 per cent considered the magazine essential or exceptional reading; 84 per cent read more than half of the magazine and 16 per cent read all; and 81 per cent believed most or all of what they read in Military Review.

Original articles were the most popular category of material, with military strategy the favorite subject.

At the end of the questionnaire there was space for comments. Many more comments were complimentary than critical, although they

ranged from "MR is entirely too bland; too many rehashed footnoted library exercises, little original thinking and - Heavens - nothing controversial. Summary: not very professional and not terribly relevant" and ". . . too damn 'milk toast' and dull caused by editing-- no flair in writing, little REAL controversy" to "The best, most useful military journal; well balanced; excellent editing; well written" and "Continue with your present efforts, which are direct, sincere, open-minded, and well balanced. It is difficult to improve upon an unfettered search for truth."

Income

The economic situation of Military Review is quite different from those of other magazines studied, in that it has no advertising and its chief source of income is a governmental appropriation. In the year studied, subscriptions from the foreign language editions brought in \$10,116; the 7,000 paid subscriptions in the English edition, about \$40,000. In October 1973 the subscription rate increased from \$5 to \$6 per year. In July this year, 1975, the rate will increase to \$8 for US and APO addresses and to \$10 for foreign addresses.

In each copy of Military Review is this statement, "Use of funds for printing this publication approved by Headquarters, Department of the Army" with a date; for the first eleven issues studied, the date was 1 April 1973; in the June 1974 magazine the date changed to 8 April 1974. Each year staff members of the magazine make a budget of what proposed costs will be. This is included in the overall budget of the Command and General Staff College at Fort Leavenworth. The Adjutant General in the Department of the Army in Washington, D. C.,

has final approval or disapproval for continued publication of Army magazines.

Expenses

As the fiscal year goes from July to June the next year, the period studied, from July 1973 through June 1974, is a half-year later than for the other magazines. Expenses for the period studied were \$458,846.

Salaries for the editorial staff were the largest item with \$217,938 in this category. Printing at \$113,470 was next.

Administrative costs, including salaries for secretaries, the managing editor, and those in the circulation department, were \$46,045. Other costs were for articles and travel, \$16,636, and postage, \$64,757, for a total of \$458,846.

Twenty-two full-time employees were authorized to work on Military Review, six military, thirteen civilians, and three from the Brazilian army. The salary range was from \$27,600 to \$7,000.

Financial Summary

Military Review is unique, not only among the magazines studied but among all monthly periodicals in Kansas, because its income is dependent on a governmental appropriation. This does not provide complete security as every two years the Adjutant General reviews the magazine and decides if it should continue.

Captain McDonald explained that about five years ago an ad hoc committee in the Department of Defense investigated all magazines published by all branches of the services, reduced the number of magazines

and restricted such possible extravagances as use of color on the interior of the magazines. Military Review does economize; for example, the paper is the lightest weight used in the magazines studied, but this does not detract from ease of reading or significance of content. The major emphasis seems to be not to maintain but to improve quality of content.

Veterinary Medicine/Small Animal Clinician

Origin and History

Veterinary Medicine/Small Animal Clinician, the only audited magazine published for veterinarians in the United States, was founded in Chicago in 1905 as the Iowa-Nebraska Veterinary Bulletin.

Later the name was changed to the Missouri Valley Veterinary Bulletin, then to the American Journal of Veterinary Medicine, then to Veterinary Medicine.

In 1950 the magazine was moved from Chicago to Kansas City, Missouri, and was published in the Livestock Exchange Building there. When the editor, Robert Anderes, died in 1958, his widow continued the magazine; she needed help to keep it going and she found a veterinarian, Carlos Cooper, to assist her.

Cooper had been graduated from Iowa State University, had had a large animal practice in Wisconsin, and then had been director of research for the Jensen-Salsbery Laboratories in Kansas City, Missouri, where he worked with product development and edited the company paper.

After helping Mrs. Anderes for two years, Cooper purchased the magazine for \$200,000, becoming editor and publisher in 1960. Later he moved the magazine to Bonner Springs; the address of the

Veterinary Publishing Company is first given as Bonner Springs in the February 1963 issue of Veterinary Medicine. The company publishes books and other material in the veterinary field, as well as the magazine.

Dr. Cooper originated another magazine, Small Animal Clinician, but both had many of the same readers, so in 1964 he combined the two magazines into Veterinary Medicine/Small Animal Clinician.

Circulation

In 1973 circulation was more than 14,000; the price was \$15 a year. Subscriptions are sold only to veterinarians and to other persons with an interest in this field. The magazine goes to subscribers in every state and in other countries.

Sources of material

Veterinarians submit articles about unusual cases; if the articles are published, the writers are paid from \$15 to \$100. The only unpaid contributors are colleges and drug companies.

In the 1973 audit, seven persons were listed as columnists or regular feature department contributors. The columns and departments and writers were: "Mind over Miller" by Robert Miller, DVM; "Notes on Nutrition" and "Ad Libitum" by John Herrick, DVM; "Practice Management: Ask Arkin!" by Joseph Arkin, CPA; a joke column, "Department of Veterinary Mirth" and "Practice Pointers" by Seymour Glasofer, DVM; "Medical Abstracts" by Lynn S. Morris; "Veterinary Ophthalmology" by Kirk Gelatt, DVM; and "Veterinary Neurology" by J. E. Oliver, DVM.

The magazine's writers come from many places; in a single issue, January 1973, contributors were from Colorado, California, Texas,

Maryland, Ohio, Kansas, Minnesota, and Washington. Many other states and England were represented in other magazines throughout the year.

Advertising

About 60 per cent editorial copy and 40 per cent advertising is the proportion the editor likes.¹⁶ In 1973 the audit gave editorial pages as 55 per cent. Advertising appears throughout the magazine, interspersed with copy.

Appearance

Ten inches long and seven inches wide, Veterinary Medicine/Small Animal Clinician has four-color pictures covering all or almost all of the front. The magazine's designer, Ray Ottinger, managing editor and an artist, designed open initials, VM SAC, one and seven-eighths inches high, which in 1973 always appeared on the cover just above the name of the publication, except for the February issue when the letters were to the left of a vertical picture of a giraffe. The same open initials, only smaller, were found on the contents page, and articles were also identified with them: articles relating to large animal practice had the open VM preceding the title and those relating to small animals had the initials SAC. In addition to the distinctive initials and a four-color picture of an animal, bird, or insect, covers contained the volume number (68 in 1973), issue number, date, magazine name, and the name of the person who took the cover photograph. The name appearing most often in 1973 was W. J. Webber, DVM; he has since been employed by VM/SAC as a staff writer and photographer.

In 1973 covers were one hundred pound coated offset enamel; interior paper was seventy pound coated enamel. A Roman typeface,

9 on 11, is used for copy. Headings vary with Clarendon used for department headings, and varied typefaces for article headings. Cutlines and bylines appear in a type without serifs.

Pagination was continuous throughout the year, going from page 1 in January to 1448 by the end of 1973, an average of 120 pages a month. The largest magazine was the September issue with 146 pages; the smallest, January with 92. Covers are numbered.

About half the pages have color. More color pictures than black and white illustrated the articles.

Pages are arranged in two columns, 52 picas long and 16 picas wide. Initial letters begin all articles.

Printer

In 1973 the magazine was printed by Ashcraft in Kansas City, but since then the editor changed to a less expensive printer, Clark Printing Company, also in Kansas City. VM/SAC is printed by offset, with an average monthly press run in 1973 of 16,000.

The magazine reaches readers about the fifteenth of the month.

Staff

C. M. Cooper, DVM, is the owner of Veterinary Medicine Publishing Company and the editor and publisher of Veterinary Medicine/Small Animal Clinician. The company does some publishing for drug companies and produces books in the veterinary field. Reception of the books has been good; for example, Captive Reptiles sold to veterinarians, as expected, and then to pet owners, teachers, zoo keepers, and children. Other books published by the company are about ophthalmology, exotic

animals, and, more recently, heart worms and dentistry in animals. The company also provides a source of books for veterinarians; for example, it is the only place in the United States where a \$70 book from Germany can be bought.

Dr. Cooper is a consultant on public relations and advertising for pharmaceutical companies. Because Dr. Cooper has worked both as a veterinarian and with a drug company, he knows both fields, and in Kansas City every other year, he sponsors a symposium for veterinarians and representatives of the drug companies so they can get to know each other and discuss each others' problems.

In 1970 Dr. Cooper was elected to the Kansas Legislature as a representative from the 40th District. In the recent session, he was assistant to the majority leader, D. S. McGill.

Mrs. Cooper is the secretary-treasurer and bookkeeper for the Veterinary Medicine Publishing Company.

Most involved in the actual editing of the magazine in 1973 was Ray Ottinger, the managing editor. An artist, he was the designer of the magazine and does much of the layout. Before coming to the Veterinary Medicine Publishing Company, he worked with design and layout with Burger Baird Engravers, and was an associate professor of design and journalism at the University of Kansas. He has done post-graduate work at the Art Students League of New York and at the University of Kansas.

Associate editor Leila Johnson edited copy and helped with layout.

Editorial assistants Rosa Lee Metzler and Jane Papineau corresponded with contributors and responded to requests for reprints.

Dale Schuler was the advertising manager. His work included traveling to sell space to current and potential advertisers; this included a yearly trip to New York, New Jersey, and Pennsylvania, and another annual trip to the southern part of the United States. Dr. Cooper also sells advertising.

Keeping circulation lists up to date was the job of Veva Bell, while Jay Johns and Alice Scott solicited subscriptions.

Six persons were listed as staff assistants; they typed, read and edited copy, helped with mailing, and worked with renewals. The thirteen persons listed as special editors in 1973 wrote articles for the magazine; six of them were columnists.

Income

In the year studied, Veterinary Medicine/Small Animal Clinician had the second largest budget, the largest profit, and the largest percentage of profit of the magazines in the study.

Advertising was the major source of income, with subscriptions providing close to half as much, while sale of mailing lists provided an eighth of the total, and sale of article reprints brought a smaller amount.

Of the total \$519,610 income in 1973, \$304,065 came from advertising, \$143,083 from subscriptions, \$63,496 from sale of mailing lists, and \$8,966 from reprints or articles.

The subscription price in 1973 was \$15 per year, \$24 for two years, and \$34 for three years. Circulation for the last six months of 1973 was 14,487 paid subscribers and 2,358 non-paid. The latter are veterinary graduates, who receive a free one-year subscription.

In 1973 a black and white one page ad one time cost \$660, with a four-color ad at \$960. The rate for classified advertisements was 20 cents per word.

The publishing company has a list of all veterinarians in the United States and the kind of practice each maintains. Thus, the company was able to furnish lists of a particular kind of practice for advertisers.

Expenses

In 1973 expenses were \$411,853. Because the publishing company produces books and other materials as well as VM/SAC, it was a matter of judgment to decide which costs should be charged to the magazine and which not. Mrs. Cooper suggested excluding costs of the mailing lists and of recorders, books and binders, and this was done. Included are the expenses of the editorial department, business office, circulation department, and the advertising department. If this errs one way or another, it would seem that the error is toward higher expense rather than lower; in other words, profit on the magazine itself may be greater than indicated here.

Printing and engraving at \$146,550 made up the largest expense. Next was salaries at \$138,501, including income for nine full-time and six part-time employees with a range from \$25,633 to \$5,060. The next major expense, postage and mailing, was \$22,129. Other costs which were more than \$6,000 were: promotion, \$16,352; repair and maintenance, \$12,660; editorial material, \$10,852; legal and accounting fees, \$9,597; stationery and supplies, \$7,838; telephone and telegraph,

\$6,927; equipment rental, \$6,541; payroll taxes, \$6,364; and reprints, \$6,209. Commissions, artwork, and other expenses made up the remaining \$21,333.

Financial Summary

In 1973 the income for VM/SAC was \$519,610; with expenses of \$411,853; this left a net profit of \$107,757, a 21 per cent profit on gross income, the highest of the magazines studied.

In 1974 costs remained relatively stable and advertising revenue increased by about \$26,000, so it was a better year for VM/SAC than 1973.

FOOTNOTES

CHAPTER III

¹Hayes Walker III, "Bannerline," Charolais Banner, May, 1969, p. 77.

²Jim Scott, "Bannerline," Charolais Banner, June, 1969, p. 4.

³Jim Scott, interview at the office of Banner Publishing, Inc., Shawnee Mission, March 13, 1975.

⁴Journal of the Kansas Medical Society, I (June 1901), 7.

⁵Journal of the Kansas Medical Society, I (June, 1901), 15.

⁶Journal of the Kansas Medical Society, IV (February, 1904), 222.

⁷Val Braun, interview at the office of the Journal of the Kansas Medical Society, Topeka, February 12, 1975.

⁸David E. Gray, ed., "The D.C. Line," Journal of the Kansas Medical Society, LXXIV (February, 1973), 59.

⁹David Gray, ed., "Official Proceedings, 1973 meeting of the House of Delegates," Journal of the Kansas Medical Society, LXXIV (June 1973), 239.

¹⁰David Gray, ed., "Editorial Comment," Journal of the Kansas Medical Society, LXXIV, (November, 1973), 426.

¹¹David Gray, ed., "Editorial Comment," Journal of the Kansas Medical Society, LXXIV, (November, 1973), 426-427.

¹²Rich Wilcke, interview in the Kansas Livestock Association building, Topeka, February 12, 1975.

¹³Forrest R. Blackburn, "Military Review 1922-1972," Military Review, February, 1972, p. 62.

¹⁴*Ibid.*, p. 62.

¹⁵Captain Robert C. McDonald, interview at U. S. Army Command and General Staff College, Fort Leavenworth, February 12, 1975.

¹⁶Phyllis Cooper, interview, Manhattan, January 23, 1975.

CHAPTER IV

SUMMARY AND DISCUSSION

As times change and the society changes, magazines change, too. When the state was being settled rapidly, real estate advertising sheets were readily found in Kansas; as people settled down to living together in communities, they formed organizations, so organization journals became plentiful; magazines for occupational groups appeared early and have increased in number until more of the Kansas monthly periodicals today belong in this category than in any other.

Magazines are impermanent, also. Studying the lists of periodicals at thirty-one year intervals, one finds a few appearing in two consecutive lists, but only one, the Journal of the Kansas Medical Society, appears in three. Large numbers of subscribers do not insure permanency, either. Of the ninety-plus publications listed in this paper, two had circulations of more than one million, yet they were discontinued, Household Magazine in 1958 and Capper's Farmer in 1960. At this time Stauffer Publications had purchased Capper Publications after Arthur Capper's death.

"The trend of the 1950's, of curtailing production of the publications of general appeal with sizable circulation, finally caught up with Household and Capper's Farmer."¹

Changes in magazines published in Kansas continue today. Two attractive colorful new monthly periodicals are Sinental Shield,

Lindsborg, and K.C. Fan, Shawnee Mission. Some old publications are no longer published; for example, Kansas Teacher, Mid-America Outdoors Magazine, Magazine of Apartment Living, and Central States Construction Magazine. Two old magazines, dating from the 1890s, which have recently moved to Kansas are Mid-America Insurance and Underwriters Review, both published by Fincom in Topeka. Another magazine which has moved is Kansas Grange Monthly from Fort Scott to Pleasanton. Kansas Economic Indicators, formerly published by the University of Kansas, is now published by Wichita State University and the name is now Kansas Business Review. Another name change is that of Mid-America Oil and Gas Reporter to American Oil and Gas Reporter.

To turn to the five magazines in the case studies, three actively seek advertising, one accepts advertising but has no staff member to seek it, and the fifth has no advertising but is financed by a governmental appropriation. Some of the information about these magazines is shown in the three tables to follow.

In 1973 advertising provided the largest source of income for four of the five magazines, from 96.8 per cent for Charolais Banner to 58.5 per cent for VM/SAC. Although the price of the 7,000 paid subscriptions is supposed to pay for their production, an appropriation provided 93 per cent of the income for Military Review. (See Table 1, page 82).

The organizations publishing the Journal of the Kansas Medical Society and The Kansas Stockman absorb many non-production costs, such as rent, so for these magazines production costs were a high proportion of total expense. Also, the salary of the one member of the Journal staff was low. With the highest salaries in 1973,

TABLE I

SOURCES OF INCOME IN 1973 SHOWN IN PERCENTAGES

	Advertising	Subscription	Mailing List	Reprints	Governmental Appropriation	Other
Charolais Banner	96.8	3.2				
Journal of Kansas Med. So.	59.7	37.4				2.9
Kansas Stockman	85.7	14.3				
Military Review		6.9			93.1	
VM/SAC	58.5	27.5	12	2		

Military Review had the highest non-production costs. (See Table II, page 84).

Average cost per magazine was lowest for the two organization magazines, again because the organization carried some costs. Veterinary Medicine/Small Animal Clinician has the highest per magazine cost, with The Kansas Stockman with the highest cost per thousand pages. Of the five magazines, Charolais Banner produced the most pages per subscriber during 1973. (See Table III).

TABLE III
AVERAGE UNIT COSTS IN 1973

	Cost per single copy	Cost per 1,000 pages
Charolais Banner	\$ 2.10	\$14.33
Journal of Kansas Med. So.	1.01	13.63
Kansas Stockman	1.30	17.91
Military Review	1.82	15.70
VM/SAC	2.19	17.77

TABLE II

DISTRIBUTION OF COSTS IN 1973
IN FIGURES AND PERCENTAGES OF TOTAL*

	Printing and Engraving	Postage and Mailing	Other Production Costs	Total Production Costs	Salaries and Commission	Non-Production Costs	Total
Charolais Banner	\$175,100 58%	\$17,500 4%	\$23,000 5%	\$213,600 47%	\$132,000 29%	\$108,000 24%	\$453,600 100%
Journal of Kansas Medical Society	25,797 76	752 2	55 .2	26,604 78.2	7,105 21	275 .8	33,934 100
Kansas Stockman	58,986 66.1	1,468 1.6	1,772 2	62,226 69.7	27,000 30.3	-- --	89,226 100
Military Review	115,470 25	64,757 14	-- --	118,227 39	263,983 57	16,636 4	452,846 100
VM/SAC	146,550 55.6	22,129 5.4	6,482 1.5	175,161 42.5	138,501 33.6	98,194 23.9	411,853 100

*The financial information came from, for Charolais Banner, Jim Scott; Journal of Kansas Medical Society, Val Braun; Kansas Stockman, Rich Wilcke; Military Review, Capt. Robert McDonald; VM/SAC, Phyllis Cooper.

For Charolais Banner, The Kansas Stockman, and VM/SAC, money spent to get advertising resulted in large amounts of advertising and high profit. The advertising salesmen sold advertising and provided services, as well; staff members of Charolais Banner and The Kansas Stockman assisted with livestock sales, and VM/SAC sponsored a symposium for representatives of pharmaceutical companies.

The five magazines studied differ somewhat in their financial circumstances; they also differ in audience and reason for existence. The Charolais Banner's audience is made up of persons involved with this French breed of cattle; the magazine's reason for existence is the advancement of Charolais cattle. The relationship between staff and reader seems especially close; the editor Jim Scott said, "I was a reader first."

In the last paragraph of his editorial in the January 1973 Banner he wrote:

I hope to expand my activities in the breed in 1973 and get back to the part of the business that I like best, the raising of quality Charolais cattle. My confidence in this great breed will be clearly indicated in the spring when I hope to begin a lifelong task which has been my greatest ambition . . . to assemble and breed one of the finest herds of cattle in America. Purebred Charolais of course.

With 300 Charolais in his herd, he is progressing rapidly toward his goal, and he also knows what his readers are experiencing: the night before our interview, he had been up at midnight with a newborn calf. In the February 1973 issue of the Banner, Scott and his wife Jan have a full page ad regarding their cattle for sale at their farm Windemere, along with an announcement that all their herd is now in the Charolais Herd Improvement Association.

Scott's prediction for the future of Charolais Banner is:

As goes the cattle business, so goes the Banner. We could expect a similar economic cycle (approximately seven years) to show up in our financial statements.

Charolais Banner is a young dynamic profitable magazine with a bright future, unless unexpected disasters hit the cattle industry. In April this year, the Charolais Banner observed its tenth birthday with a special 142 page issue with the slogan "Decade of Progress." The mood of the magazine was not to "re-live those nearly forgotten success stories of our breed's milestones" but to look to the future.

The Journal of the Kansas Medical Society, a dignified seventy-four year old, has for its audience the doctors of Kansas. It provides them with up-to-date medical information, information about legislation related to the medical profession, and an organ for officers of the Kansas Medical Society to keep in touch with members of the society.

This magazine is produced on a low budget, but the editor makes good use of materials available and produces a well-prepared journal. Although its costs exceed income, it can call on members for larger dues when necessary. With a long tradition of service to Kansas and its doctors, this magazine's survival seems certain.

As a magazine published by an occupational association, The Kansas Stockman strives to help readers with various aspects of the industry. In a single month, May 1973, there were articles about calf management, bull selection, hedging in the futures market, vocational-technical schools, and the legislature. Then there was news about Angus, Simmentals, Linousins, Shorthorns, Polled Shorthorns, Herefords, and Polled Herefords.

The Kansas Livestock Association and The Kansas Stockman represent the largest industry in Kansas, the beef industry.² In the latter part of 1973 and throughout 1974, this industry fell on hard times.

In an article in the Annual Report of the Kansas Board of Agriculture, Roy Freeland, Kansas Secretary of Agriculture, explained:

From record high prices of nearly \$60 per cwt. for choice steers in August, 1973, Kansas cattle feeders experienced an almost continuous decline in prices to about \$36 per cwt. in June, 1974.

Losses of \$100 to \$200 per head were reported from cattle feedlots. Fourth quarter losses in 1973 had been approximately equal to profits made by this industry during the first three quarters of that year. During the first two quarters of 1974, more than 1.1 million cattle were marketed from Kansas lots at an estimated loss of \$150 million. Considering the impact of this on related industries, the total loss to the Kansas economy from this situation was estimated at more than a half billion dollars for the six month period.³

In spite of this disastrous turn of affairs, The Kansas Stockman had an even more profitable year in 1974 than in 1973. One reason was that many ads had been contracted in advance, editor Rich Wilcke explained. Now with 1975 almost half over, commercial advertising has declined somewhat. Livestock advertising declined as some purebred sales were cancelled or postponed until next year.

Although Kansas has about 60,000 livestock farms, membership in the Kansas Livestock Association is about 7,500, up from approximately 5,000 in 1973. However, KLA members feed more than 90 per cent of cattle fed in Kansas. In addition, a national survey showed that KLA members run more than a million beef cattle. So readers of The Kansas Stockman have a greater impact on the agricultural economy of the state than their numbers would indicate.

The Kansas Stockman has served Kansas farmers for fifty-nine years; it can be expected to continue as long as the KLA continues.

In regard to the future of the magazine, editor Rich Wilcke said:

Magazines such as The Kansas Stockman, which are able to concentrate on the livestock business, take a definite stand on economic and political issues, and which are able to be more business-oriented, will become more and more important as time goes on. The losers, of course, will be the broad general farm papers which cannot specialize or risk offending anyone. I believe the future is excellent.

Military Review lists its readers as United States military professionals, foreign military readers, executives with government and industry, scholars and teachers, and journalists. Its goal, according to an information sheet prepared for writers, "is to stimulate thought about matters of importance to the military man and to subject Army doctrine to continuous critical analysis leading to better understanding and to improvement."

Even though MR is designed for a special audience, many of its articles have interest for the general reader who is concerned about national and international affairs. One enthusiastic reader replied in the reader survey, "I find the magazine as readable as the New Yorker."

Captain McDonald, who was managing editor in 1973 and is now features editor, commented, "I see the Military Review continuing as the Army professional journal for many years, with the only real changes coming on the technical side."

Now fifty-three years old, Military Review appears to be enjoying a healthy middle-age.

Veterinary Medicine/Small Animal Clinician is a commercial as well as a service enterprise; it must make a profit to continue. It is doing very well and its profits continue to grow.

In 1973 the magazine reached 86 per cent of the 27,359 veterinarians in the country. Its purpose is "to provide a forum for exchange of information between members of the veterinary profession; to present new technical and clinical information in easy-to-read language and graphic representation."

After editing, all articles are returned to the author for approval. Doubtful information is checked against references in the Veterinary Medicine Publishing Company library or submitted to an authority in the field in question, so readers can have confidence in the accuracy of professional information. The quality of the magazine is apparent in its attractive appearance, also.

The magazines in this study are specialized periodicals. Each of these five, produced for an occupational group, serves a purpose and fills a need, and, as part of the large number of specialized magazines, can expect to continue to be "at the core of the vital magazine world of the future."⁴

CHAPTER IV

FOOTNOTES

¹Socolofsky, Arthur Capper, p. 225.

²Bill Amstein, "Challenges of the 1970's for the Kansas Livestock Association," Topeka, 56th Annual Report, Kansas Agriculture, 1972-1973, 52.

³Roy Freeland, "Agricultural Highlights," Fifty-seventh Report, Topeka, Kansas State Board of Agriculture, 1973-1974, 10.

⁴Wolseley, Understanding Magazines, p. 432.

APPENDIX

AMERICAN NEWSPAPER DIRECTORY
George P. Rowell and Co.
1869

Emporia

Kansas Educational Journal*
Kansas Southern Real Estate Magnet, 1868

Leavenworth

Medical Herald, 1867

Topeka

Real Estate Advertiser, 1867

AMERICAN NEWSPAPER ANNUAL
N. W. Ayer and Son
1880

Atchison

New West Monthly, 1878

Clay Center

Little Hatchet, 1880
Republican Valley Banner, 1880

Fort Scott

Kansas Medical Index, 1880

Galena

Gospel Mirror, 1880

Lawrence

Kansas Monthly, 1878
Kansas Review, 1879
University Courier, 1878

Leavenworth

Commercial Review, 1880
Home Record, 1872
Western Homestead, 1878

*These lists include only monthly periodicals; their names were taken from the directories in the years chosen for study. Only place of publication, name of periodical, and date of origin were chosen from information in the directories for inclusion here.

Minneapolis

Solomon Valley Mirror, 1875

Salina

Western Reformer, 1880

Topeka

American Young Folks, 1875

Kansas Churchman, 1876

Kansas Horticulturist, 1880

Kansas Methodist, 1879

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THE SPECIALIZED MONTHLY MAGAZINE IN KANSAS:
HISTORICAL OVERVIEW AND FIVE CASE STUDIES

by

GLENNA GERMAN WILSON

B. S., Kansas State University, 1968

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Journalism and Mass Communications

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Monthly magazines appeared early in the history of Kansas. The first may have been Kansas Educational Journal, first published in 1864 at Leavenworth. Magazines for doctors also appeared early; among these, all before 1900, were Medical Herald, Kansas Medical Journal, Medical Index, Kansas and Missouri Valley Medical Index, Western Medical Journal, Kansas Medical Catalogue, and Medical Monograph, a 150 page monthly. Publications describing and advertising real estate were also among the early monthly periodicals. These three kinds of publications, for teachers, doctors, and real estate buyers, are listed in George P. Rowell's first American Newspaper Directory in 1869.

In 1880 another directory, N. W. Ayer and Son's American Newspaper Annual, was published. By then seventeen monthly periodicals were listed; they included a magazine for children, two denominational papers, a Greenback publication, and five which pointed out the advantages of purchasing land in Kansas.

The years from 1880 to 1973 divide evenly into thirty-one year periods and the monthly periodicals were studied at these intervals.

In 1942 two of the Kansas monthly magazines had circulation of more than one million; they were Capper's Farmer and Household Magazine. Many organizations at county and state levels produced monthly publications. At Girard, E. Haldeman-Julius published Little Blue Books and the monthly American Freeman.

Many occupations are represented in the 1973 list of magazines. A number of the periodicals are organization papers.

From this list five magazines were chosen for closer study. Charolais Banner is published by Jim Scott for Charolais breeders. The attractive colorful magazine carried 66 per cent advertising.

Probably the oldest magazine published continuously in Kansas is the Journal of the Kansas Medical Society, first published in 1901. Its expenses in 1973 were a little more than income but its importance is not financial but as a place for doctor's scientific articles to appear and for business of the Medical Society to be recorded.

The Kansas Stockman is published by the Kansas Livestock Association and serves livestock producers with factual articles, a number of columns for the association, and a place for advertisements.

Military Review is quite different from the other magazines studied. Containing no advertising, it is budgeted for by the Army. It is published in Spanish and Portuguese as well as English. The most scholarly of the magazines studied, MR had the largest circulation, the largest staff, and the highest salaries for staff.

Most profitable of the magazines studied is Veterinary Medicine/Small Animal Clinician. Published by a veterinarian, its emphasis is on content; the editor likes to have 60 per cent editorial material and 40 per cent advertising. In 1973 the magazine had more than a \$100,000 operating surplus.