

jects of interest and value to all those directly or indirectly interested in agriculture and should also be able to handle sane, unbiased, educative and instructive editorial discussions of agricultural and public questions of the day, and to carefully elucidate all problems concerning the farmer and his household, in particular, and human life in general. Mr. Student and Mr. Graduate, do you measure up to specifications?

Assuming that the majority of those who peruse these columns will never become editors of farm papers but that all will at some time care to write articles for such papers it may not be amiss to give a few hints regarding the kind of articles most desired by editors. First and always be brief. Long-drawn-out articles are often jumbles of words. They are tiresome and no editor has space to waste. Brevity is a virtue in writing as well as in speaking. Remember that the farm paper is a clearing house for agricultural information. It is a history and reference library of the time and welcomes agricultural news and views, results of technical findings, results of experimental work and discussions by practical men and women of the problems presented in everyday farming and everyday housekeeping. Confine your articles as indicated. Make news articles strictly news, giving views of others without comment; recording current happenings and doings of men, societies, etc., with no added ideas of the writer of the item. Comment on such news and views is editorial writing but this is permissible and to be encouraged in discussions. That is, a man's ideas contributed to a paper are really his editorial comment and most papers have a special place for such forms of discussion and are particularly pleased to get them.

In all writing, the author should be

careful that he has his facts correct. Facts should be related according to their relative value in the form, if it is a news story, of indirect narrative. Get the most striking thought first in a news item with a complete story in the first paragraph and details in order of importance. A literary story as contrasted with the news story must have a central thought with everything having a direct or indirect bearing on that thought. In it interest is increased by the clever use of contrast, figures of speech and other literary effects and the interest must be held to the end. In news, the most important point goes first; in the literary story all paragraphs develop to a climax at the end.

The first commandment of journalistic style is contained in the following: "What? Where? When? Why?" Do not forget the actors, place and time. All writing is done for some one else to read, consequently the writer must take into consideration his readers. He must never forget their viewpoint. He must never be rash in his statements or unfair in his criticisms. Write to get the sympathetic attention of the readers. In a farm paper, articles should contain something in which the farmer is interested through meeting the conditions described in his own life and work in his own particular community. It is not necessary to agree with everything but where it is found imperative to disagree with the views of others, it is not good policy to resort to carping criticism. Unless the writer of contributed articles feels that he has a particularly pungent heading with the "punch," as journalists say, it is generally advisable to allow the editor to supply the heading. He has special training and will usually headline the article so that the main point contained therein is driven home at once. All paragraphs should be separated and