

ceives from the improvement of his English, which comes with use, and the betterment of his knowledge of the subject in which he is interested there is the fact that in this day good material so supplied is liberally paid for by all of the leading publications. The farm paper editor is glad to use his publication as a medium through which anything of value to agriculture may be carried to his clientele.

The foregoing facts considered, every student of an agricultural college should plan to do at least some writing for the agricultural press. Most of this will, of course, be in the form of contributions. A few may become regular contributors on the staff of a certain paper or papers, but most will only be occasional contributions. There is also an opening for a certain number of men (and women too) from institutions like the Ontario Agricultural College to go into farm journalism proper as editors. The work is strenuous. The life is one of action and quick decision. The associations are without parallel. The remuneration is fair. The training is an education perhaps equal to the same time spent in a post graduate course in general agriculture and the economics of agriculture if such a course were possible. Few O. A. C. men can hope to be editors because the field is limited; all should strive to be contributors.

What is required in a man to do farm newspaper work? First, that all too uncommon commodity known as common sense. This applies to the man who writes occasionally, and is increasingly important as we go up the ladder to the point of staff correspondent, associate editor, and editor.

Next in importance is a practical knowledge of agriculture gained by experience on the farm in the particular part of the country which forms

the constituency of the paper written for. Farm papers prepared for and sold to farmers should be written and edited by farmers of wide practical experience.

A scientific knowledge of agriculture is also essential where extensive work in agricultural journalism is to be done. The practical farmer without scientific training can do much good by sending an occasional article based on his experience to his farm paper. The man with scientific training can go farther in the interpretation and explanation of results. Always, however, these must be clothed in simple, easily-understood language which the reader cannot fail to grasp. The scientific man must not write "over the heads" of his readers who, he must remember, have not had the advantages of college training such as he has enjoyed.

The journalist should be a broad-minded man able to grasp public questions from a national viewpoint and not from an individual or class aspect. He should have a fair English education and the use of words will come easy with practice. Actual writing for publication is the best possible training in this regard.

The writer for publication must have what journalists call "a nose for news." He must be a good mixer in order to get news. He must have a thorough knowledge of his subject no matter what kind of journalistic effort he attempts. He should be broad-minded, clean, respectful of the opinions of others and able to grasp other people's ideas. In short, the agricultural newspaper man should be an all-round man, and graduates of the O. A. C. should fill the bill. They should be able to gather, prepare and compile for publication items of news, short stories, historical sketches, interviews and technical information dealing with sub-