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<td>21</td>
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<td>Memo</td>
<td>Note to DW, from Bob Haldeman. Regarding a note to Pickett. Attached to previous. 1 page.</td>
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<td>53</td>
<td>21</td>
<td>10/6/1962</td>
<td>Newspaper</td>
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<td>21</td>
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<td>Envelope addressed to H.R. Haldeman, from James Mills Orchard Company. Attached to previous. 1 page.</td>
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<td>53</td>
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<td>10/13/1962</td>
<td>Letter</td>
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<td>53</td>
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<td>06/14/1962</td>
<td>Letter</td>
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<td>53</td>
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October 10, 1962

Dear Jack:

Al Tisch, of the James Mills Orchards in Hamilton City, has just sent me a copy of the October 6th CALIFORNIA FARMER.

The William Warne paragraph is priceless. I've been reading it to everyone who has come into my office today, and can assure you there has been more laughter ricocheting off these serious walls than at any time since we moved into the headquarters. It is absolutely great.

I certainly didn't want this time to pass without dropping a note of thanks for all you and the CALIFORNIA FARMER have done and are doing to help the cause.

Many thanks, and best regards.

WIN WITH NIXON!

H. R. Haldeman

Mr. Jack T. Pickatt
CALIFORNIA FARMER
83 Stevenson Street
San Francisco 5, California

C - Al Tisch.
Send a note to Pickett.
Here and There

with TWO JACKS

JACK KLEIN

JACK V. PIRKETT

God bless the senior citizens. The most fascinating part of an editor's job is diving into the mail bag. We personally greatly admire the individual citizens who have enough guts to fight for their beliefs.

In the past year we have had hundreds of letters from subscribers in their 70's, 80's and 90's. Invariably, these people are scrappers. They stand up for what they believe. Off hand, you would think that these people had earned their place in the sun and that they would not be too interested in fighting for the future, but bless their hearts, they are thinking past their own span to that of their children and grand children.

We have a news release from William Warne informing us that William Warne has been appointed to the Federal Water Pollution Control Advisory Board for a term of three years.

Warne on the pollution board. Somehow that sounds like a very logical appointment. As head sewer inspector, we hope Warne throws himself into this job with great energy. We wonder what chain of events led to this appointment but it was a beautiful appointment. Don't get too flushed with success, Bill—three years is an awfully long run.

The magazine "Human Events" takes a pretty dim view of Governor Brown's arithmetic. Brown claims a "soundly balanced budget." According to the magazine article, there was a deficit of $187,194,000 for 1960-61, a deficit of $132,382,000 in 1961-62 and for the budget year of 1962-63 there is a projected deficit of $92,000,000.

"Human Events" claims that Brown claims a balanced budget by counting in money from bond issues which have been authorized, but not yet sold.

Dr. Lorenz, of Dinuba, Tulare County, asks "If it isn't about time the Department of Agriculture developed a polyunsaturated cow? Or is it this utterly ridiculous?" Ann. Dear Doc: We do not know if it is ridiculous but it certainly is a titillating idea.

An old story popped up the other day that somehow seemed terribly appropriate at this time. An editor died after a lingering illness. His savings barely covered hospital and doctor bills, leaving nothing for funeral expenses. A friend, after soliciting funds all day, lacked only $1 of having enough. Warily, he said to a stranger, "Could you give me a dollar to bury an editor?"

The stranger pulled out a five-dollar bill, and said "Here—bury five of them."
After Five Days, To
James Mills Orchards Company
HAMILTON CITY, GLENN COUNTY
CALIFORNIA

Mr. H. R. Haldeman, Campaign Mgr.
Nixon for Governor
3908 Wilshire Blvd.
Los Angeles 5, Calif.
Dear Mr. Jack T. Pickett

Editor
CALIFORNIA FARMER
83 Stevenson Street
San Francisco 5, California

Bob Haldeman showed me your October 20th editorial which you so kindly sent to him in advance.

I do want you to know how greatly we all appreciate the support provided by the CALIFORNIA FARMER, and the leadership which you personally have exercised in taking the stand you have. For all you have done and are doing to help us in this vitally important California election, you have my personal thanks.

With warm regards and all good wishes.

Sincerely,
October 13, 1962

Dear Ross:

Attached is copy of the letter I have just written Jack Pickett, and fax copy of the October 20th editorial which is really great.

Don't you agree it would be valuable for us to order reprints for a broad statewide coverage of farmers other than those who subscribe to the CALIFORNIA FARMER? At the very least, I think we should get enough to supply copies to the Editors and Publishers of every weekly newspaper and every daily in agricultural areas, as well as every radio and TV station servicing agricultural areas.

The significance of the CALIFORNIA FARMER taking this strong editorial position for the first time in 108 years should be forcefully brought home to all of the Editors and Publishers and others to whom this is sent.

Will you contact Jack Pickett and see what is involved?

WIN WITH NIXON!

Mr. Ross Wurm
Farmers-for-Nixon
P.O. Box 3186
Modesto, California
October 13, 1962

Dear Jack:

Needless to say, we are delighted that 108 years of grasping to your breasts has been loosened for 1962.

Seriously, the position you have taken in this vitally important election is one which I strongly feel will be of great significance in the outcome. I very much appreciate your sending the October 20th editorial page, and will certainly bring it to Dick's attention immediately.

I think you will agree that the tide turned strongly in this campaign on October 1st when the two candidates made their joint appearance in San Francisco. The outcome, I don't believe, was ever in doubt, but it certainly appears now that the margin of victory will be considerably greater than any of us had dared hope.

Your support and your outstanding method of presenting it to your readers is certainly much more than a "crumb of encouragement", and is greatly appreciated by all of us who are dedicated to this cause.

I am sure you will never regret having taken what I realize was a very drastic step for the CALIFORNIA FARMER. I believe you have performed a most valuable service to your readers in having done so.
October 13, 1962

I also want to take this opportunity to thank you and the CALIFORNIA FARMER for your generous support of our Farmers-for-Nixon program. Your cooperation with this group and all you are doing to assist them is known and this is just a word of sincere thanks.

Kindest regards and best wishes.

Sincerely,

H. R. Naldeman

Mr. Jack T. Pickett
Editor
CALIFORNIA FARMER
83 Stevenson Street
San Francisco 5, California

P.S. I am going to ask Ross Wurm to contact you regarding the possibility of obtaining some reprints of the October 20th editorial for use by the Farmers-for-Nixon.
June 14, 1962

Dear Jack:

Many thanks for the clips from your May 19th and June 2nd issues.

I especially liked "You can please none of the people some of the time".

The choice this November will be Nixon or Brown, and the majority of voters will make the wise choice. I would hope that not only the Candidate, but our "Farmers for Nixon" will keep you supplied with a great deal of material which will help Californians make the wise choice.

Kind regards and best wishes.

Sincerely,

H. R. Haldeman

Mr. Jack Pickett
California Farmer
83 Stevenson Street
San Francisco 3, California
Editorially Speaking

What About Free Trade?

Back in August, 1959, we wrote an editorial entitled "Free Trade." In this editorial we were quoting a business research expert and his ideas of the conditions that should exist before we could have free trade.

He said the following conditions should exist:

1. Uniform taxation.
2. Uniform currency throughout the world.
3. Uniform labor laws.
4. Uniform wage rates.
5. Uniform business ethics.
6. Freedom for immigration of labor as well as capital.
7. Freedom from fear of war.

Those seven points constitute an interesting theory but not necessarily true. We have free trade among the 50 states and not all those seven points hold true. The European Common Market has very few of those conditions.

But the point we wanted to discuss is this country's future in foreign trade. The last tariff to be passed by Congress was the Smoot-Hawley tariff and in the following quarter century we started lowering our tariffs through the reciprocal trade agreements.

We certainly practiced what we preached in free enterprise—we have finally reduced our tariffs to an average of about 7 per cent. Now we are trying to pass a bill that will give the President the power to reduce tariffs by 50 per cent across the board in wide categories. He would be empowered to completely eliminate a lot of tariffs that are now at the level of 5 per cent or less.

But tariffs are not the whole question. You can eliminate tariffs and still not have free trade due to artificial restrictions such as quotas, restrictions, import quotas, etc. The U.S. has such restrictions, but we believe we use them sparingly. The Common Market use of these devices has been pretty brutal, especially against agricultural products. But we just hope that our own State Department will have guts enough to bargain aggressively and use these other weapons if necessary when fighting for or protecting one of our markets.

The second point that is ranking us is the seeming reluctance of our own Federal Government to give us the tax relief that would enable us to compete in freer trade.
WE HAVE had some rather interesting reactions to a recent issue in which we mentioned the candidates for Governor of this State.

First of all, we said editorially that we did not care who you voted for just so it wasn't Governor Brown. This did not seem to excite the masses to comment. But then we went on to make a brief comment about Shell and Nixon. Then we related a visit with Nixon.

We have had some pretty sharp letters—in fact, some cancellations. Some of you were sore at us because we gave Joe Shell such short shrift. Others were real angry because we wouldn't even speak to Nixon. Some of you measured the copy and thought that we greatly favored Nixon because we gave him more space than we gave Shell.

Well, first of all, let us say that we are tremendously pleased and encouraged that people are exercised and excitable over the coming election. The fact that they feel strongly enough about it to do something is encouraging. People are getting out and working for their candidates this year, and this is good.

In the past, this paper has not endorsed individual candidates. Our interest in the coming election is to protect our agricultural industry. One of the real stupid political statements going around is to the effect that if my man is not nominated, I will not vote in the general election. Of course, this is usually a Republican speaking, and this attitude will guarantee that Brown will have a permanent job in Sacramento.

One other thing that bothers us is the fact that in some rural areas the registration percentage has been very low. Anybody that does not bother to register to vote has no kick coming about how our governmental affairs are run and in fact is a second class citizen in our book. The most helpful political action that any person in agriculture could take in the coming election is to engage himself in an effort to get the entire rural populace in his county registered to vote. The time is short and the industry stake is very large.

A Key Man Is Mighty Valuable

OUR job takes us to lots of meetings. We are ever amazed at the exceedingly high quality of the men who represent the agricultural industry.

The other day we flew up from Santa Barbara with Mac Cleverager. Mac is a tall handsome man, with a marvelous smile and a personality that wins friends and influences people.

Mac's title is executive vice president of the Canners League of California. What a job he does for his people!

One thing that always amazes us about people such as Mac is the breadth and knowledge that makes them so valuable.

Once a year, Mac gives a dinner for the entire California delegation in Washington. Mac has almost daily contact with key legislators, both state and national.

In the pursuit of his normal duties, Mac made eight round trips from California to Washington, D. C., last year.

When you discuss the Common Market of Europe, Mac has been in all these countries. He knows most of the key agricultural people, and he has been over most competing areas and in competing plants.

How do you value a person such as this? It is a few key people such as Cleverager who have made California what she is in the competitive markets of this Nation and abroad.
Nixon Makes Stand
On State Water Policy

RICHARD M. NIXON delivered a major water policy speech to the annual meeting of the Irrigation Districts Association at San Francisco last month, proposing 13 points to speed California water development.

The Republican candidate for governor declared himself against the 160-acre limitation on irrigation water deliveries and said he would get rid of the super agencies created by the present administration.

Nixon made these points:
1. Politics, injected by Governor Brown, must be removed from the water program.
2. No one can honestly say what the Feather River Project will cost, but it certainly will be more than the present $15 billion bond issue.
3. "Water needs freedom from federal meddling" because "self-government at the local level is the best government."
4. "Getting rid of the present governor's super cabinet will be one of my first acts."
5. Replacing the present water director with a man of high caliber "will be next."
6. "At all costs, the counties of origin of the water must be protected" along with the original users.
7. There should be "more inherent checks" on executive power over water projects.
8. "The use of the 160-acre or any acreage limitation is a step toward socialized agriculture."
9. "We must not use a water project as a means of getting the State into the power business through the back door. The Power Committee should be reactivated."
10. We must charge as much of the entire water project to the general taxpayer as is justified by other benefits, thus reducing the cost of water to direct water users.
11. For the sake of future generations, we should plan now for financing the next state water project.
12. Water quality is a major state problem, and we need legislation to control it.
13. Saline water conversion is a necessary adjunct to the California Water Plan and research on it must be pressed.

Nixon said, "It is my opinion that as far as the Feather River Project is concerned, too much power has been vested in the administrative branch of the State government."

"The plan would be sounder if it contained more inherent checks than the Governor's vague promises to deal fairly with all sections of the State," he said.

Helping agriculture plan ahead
by providing needed financial assistance
Men in modern agriculture know that increasing efficiency and productivity often involves a considerable investment of money. To meet these costs— for farm equipment, or the planting, harvesting and marketing of farm products, visit the United California Bank office near you and discuss a loan. And for down-to-earth advice, whatever you want it, you can count on the men at United California Bank. They know agriculture from the ground up. Plan to get together soon.

The modern bank where you'll always feel welcome

UNITED CALIFORNIA BANK
OFFICES BORDER TO BORDER THROUGHOUT CALIFORNIA
Visit your nearest office or write: Agricultural Department
Southern District: 800 South Spring Street, LOS ANGELES
Northern District: 406 Montgomery Street, SAN FRANCISCO

the responsibility for fighting the water program into effect. Besides these drawbacks, it adds a considerable burden of unnecessary expense," Nixon said.

Alameda Gets
First State Water

The first water to be delivered through the California Water Project began to flow on May 10. The initial water delivery of the $1.75 billion statewide water project was made in Livermore Valley, in southern Alameda County.

Surplus water from the north goes to two local water distribution agencies, Zone 7 of the Alameda County Flood Control and Water Conservation District and the Alameda County Water District, for agricultural, municipal and industrial purposes.

The water flows through the portion of the South Bay Aqueduct that stretches 13 miles from the Delta-Mendota Canal to Patterson Reservoir. This $7 million initial aqueduct unit is now nearing completion.

The surplus water that is delivered into Southern Alameda County comes from the Sacramento River Delta, from which it would be wasted to the Pacific Ocean if it were not channeled into the facilities of the State Water Project. The water originates in the northern mountains.

Edward M. Zeller, San Francisco, was elected president of the California Grape and Tree Fruit League.
June 22, 1962

Dear Keith:

Thanks very much for your letter of June 20th.

Although we did not, as a policy, participate in any paid political advertising program during the primary, it would be my thought something along this line might develop in the coming months. We will certainly keep the California Farmer in mind.

You are absolutely right in contacting Ross Wurm in Modesto regarding this activity, and I would suggest you continue to keep in touch with him.

Thanks again for writing, and best regards.

Sincerely,

H. R. Haldeman

Mr. Keith B. Yetter
Director of Advertising Sales
California Farmer
83 Stevenson Street
San Francisco 5, California

cc: Mr. Ross Wurm
Mr. H. R. Haldeman, Campaign Manager  
NIXON FOR GOVERNOR  
3908 Wilshire Boulevard  
Los Angeles 5, California  

Dear Bob:  

Jack Pickett has passed along your kind note regarding his editorial commenting on the Gubernatorial Election coming up in California this Fall.  

In the past, we have been favored with political advertising by "Republicans for Nixon" at the presidential level and I would assume that in this important political campaign for Governor, there would be some action to saturate the rural audience through CALIFORNIA FARMER coverage.  

I am enclosing our current county circulation statement and rate card for your information and probably to better understand the agricultural market of California, am enclosing our brochure, "California ... the 3 Billion Dollar Market of One Farm Magazine".  

We have been in touch with Ross Wurm at Modesto regarding advertising, but nothing has developed. Should we continue to work through his office or in connection with yours in this coming political campaign.  

Cordially yours,  

CALIFORNIA FARMER  
Kern B. Yetten  
Director of Advertising Sales  
KBY:kv  
Encl.
Mailing instructions:
- California Farmer, 63 Stevenson St., San Francisco 4, Calif. Phone EX-4088.
- Advertising to: The Katz Agency-N.York, Detroit, Chicago, Kansas City, St. Louis, Philadelphia, Syracuse, Dallas, Atlanta.

1-Personnel:

2-Representatives:

3-Commission and Cash Discount:
- Publishers reserve the right to reject any advertising not accepted.
- Publishers will not be bound by any agreements purporting to contract or order forms or which may be written or otherwise inserted into advertising contracts or orders, which are at variance with the publishers' regulations and policies.

4-General:
- Political advertising accepted at regular rates when placed by a qualified agency.
- All political advertising indicated by words "Political Advertisement" above and/or below ad. Political advertising from sources other than qualified agencies must be accompanied by payment. Reading notices not accepted either free or for pay.
- Flat rate. No quantity or frequency discounts except on color inserts.

5-Advertising Black and White Rates:
- Preferred position 25% extra.
- Minimum size of single column ad, column measure, 189 lines.
- Facing half pages with no other advertising run in Statewide edition. Ads with broken lines not accepted.
- Every effort made to position advertising run in Statewide edition.
- Cancellations will not be accepted neat or otherwise inserted into advertising run in Statewide edition.

6-Display Classifications:
- Facsimile Copy: Advertising copy changes available for separate editions-North, Central, South, East.
- Per Agate Line Flat: $1.90
- Three quarter page, 567 lines: $1,077.30
- Half Page, 378 lines: $718.20
- Quarter Page, 189 lines: $359.10
- Minimum size of single column ad, column measure, 189 lines counted as 6 words per permit. (See rates.)

7-Covers:
- Half Page, 378 lines: $718.20
- Quarter Page, 189 lines: $359.10
- Full Page, 756 lines: $1,436.40
- Minimum size of single column ad, column measure, 189 lines counted as 6 words per permit. (See rates.)

8-Color:
- Minimum size of single column ad, column measure, 189 lines counted as 6 words per permit. (See rates.)
- Minimum size of single column ad, column measure, 189 lines counted as 6 words per permit. (See rates.)

9-Inserts:
- Minimum size of single column ad, column measure, 189 lines counted as 6 words per permit. (See rates.)
- No special rates for advertising such as mail order, books, schools, camps, or other special classifications.

10-Bleed:
- No charges for gutter bleed on facing pages when available, either black or white or color. Premium on Pony spreads. See Section 5.1.

11-Special Positions:
- Guaranteed special position, 25% extra. Heavy effort made to position ads in appropriate section of paper. In the case of facing half pages, 189 lines or $1.30 per line, 12 six point lines per inch. Minimum charges for center columns.

12-Classified, Reading Notices, Split Runs:
- Classified advertising and breeder advertising run in Statewide edition. Classified advertising is subject to approval. Extra for guaranteed no other advertising in center columns.

Effective Date Jan. 1, 1960
Published alternate Saturdays
63 Stevenson St.
San Francisco 4, Calif.
Phone EX-4088

California's Oldest and Largest Farm Paper
Established 1854

By publication, the views of this paper and the editor thereof may not be accepted by the advertiser. Latter may cancel. Flat rate.

California Farmer, 63 Stevenson St., San Francisco 4, Calif. Phone EX-4088.

J. H. Yetter, Business Manager
Keith B. Yetter, Director of Advertising
(Mrs.) Marcelle Boone, Production Mgr.

Mailings: 1-Personnel; 2-Representatives; 3-Commission and Cash Discount; 4-General; 5-Advertising Black and White Rates; 6-Display Classifications; 7-Covers; 8-Color; 9-Inserts; 10-Bleed; 11-Special Positions; 12-Classified, Reading Notices, Split Runs.

By publication, the views of this paper and the editor thereof may not be accepted by the advertiser. Latter may cancel. Flat rate.
Regular agency discount allowed on classified advertising. Rates to Breed-

are on application.

b. Reading notices not accepted either

free or for pay.

c. Split rate—raise on request.

18—CONTRACT AND COPY REGULATIONS

a. Advertisers having California State-

which differ in size and usage, as

wide distribution: Advertisers desir-

well as product requirements. In

ing to coordinate sizes offers more

Northern, Central and Southern Cali-

accuracy with market conditions

fornia, permitted to change copy or

b. Minimum size of single column ad:

key numbers and to use different in-

3 lines; 5 column ads, 14 lines each:

sertion dates for each edition sepa-

per column will be charged for full

rately at individual edition rates.

c. Double-column, 87 lines or 4½ inches wide.

column measure, 189 lines.

19—MECHANICAL REQUIREMENTS

be 8½ screen, 60% of an inch

a. Publication trim size: 16½" deep x

for highlights; .98% of an inch for

13½" wide.

middle sizes; and .1% of an inch for

b. Standard unit size in tabloid: Width

shadows.

—Depth: Pages (including covers),

.135" deep x 3½" wide. Center

1. Publication printed on rotary letter-

—Depth for Inside pages, 13½" deep x 13½" wide.

sheet stock, stereotypes, tapeons or plates

2. Unmounted original electrotypes,

for. Stereotypes and stereotypes

routed on en base. Plate should

.35% of an inch. Plate should

not to be sold-reused or lamem.

Width including shoulders not to ex-

ceed specifications herein noted; if

wider, publication reserves the right

to trim sides. Matrices can be sent.

Must be complete. Changes made if

possible but at advertiser's risk and

2. Issuance, Closing and Cancellation Dates

excesses. Not responsible for incor-

a. Publication mailed 8 to 4 days

receipt of any numbers where

time before publication date. Statewide

type must be inserted into matrix

edition and 10 days before of

plate. No rebate or return will be

editions before and after. 10 days

allowed because of error in key

accepted for Northern, Central

warning: No change will be taken to

numbers. No rebates or returns will

edition. 10 days prior to publica-

either control or in the event of a

be taken to see no mistakes occur.

tion dates on Northern. Central

major economic disturbance, to

3. Covers cannot be cancelled within

and South editions.

revise rates on all space contracts

after 30 days before publication
date.

d. Cancellations will not be accepted

19—Miscellaneous

members. 8 years, 14.50; 5 years. 14.50; single

c. Character of circulation: Highest

stake, dairying and poultry raising,

copy price, 5c.

circulation. Highest class general farm, fruit, live-

stock, agricultural and poultry raising.

Preliminary coverage of farm market

by sectional, regional and edition

correspond to seasonal activity.

c. Character of circulation: Highest

circulated to practically 100% of all

class general farm, fruit, live-

California farms. County circulation

statement available.

b. Member of Audit Bureau of Circula-

1. Subscription prices: 1 year, $1.50; 2

tion. 80 day's notice. If a rate revision

tion: 80 day's notice. If a rate revision

years, $2.05; 3 years, $4.50; single

is made under this clause and is not

copy price, 5c.

accepted by the advertiser, latter

10—MINIMUM DEPTH—BOP

member. 80 days' notice. If a rate revision

a. Minimum size of single column ad:

b. Reading notices not accepted either

3 lines; 5 column ads, 14 lines each:

free or for pay.

c. Split rate—raise on request.

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a. Advertisers having California State-

which differ in size and usage, as

wide distribution: Advertisers desir-

well as product requirements. In

ing to coordinate sizes offers more

Northern, Central and Southern Cali-

accuracy with market conditions

fornia, permitted to change copy or

b. Minimum size of single column ad:

key numbers and to use different in-

3 lines; 5 column ads, 14 lines each:

sertion dates for each edition sepa-

rately at individual edition rates.

c. Double-column, 87 lines or 4½ inches wide.

column measure, 189 lines.

19—MECHANICAL REQUIREMENTS

be 8½ screen, 60% of an inch

a. Publication trim size: 16½" deep x

for highlights; .98% of an inch for

13½" wide.

middle sizes; and .1% of an inch for

b. Standard unit size in tabloid: Width

shadows.

—Depth: Pages (including covers),

.135" deep x 3½" wide. Center

1. Publication printed on rotary letter-

—Depth for Inside pages, 13½" deep x 13½" wide.

sheet stock, stereotypes, tapeons or plates

2. Unmounted original electrotypes,

for. Stereotypes and stereotypes

routed on en base. Plate should

.35% of an inch. Plate should

not to be sold-reused or lamem.

Width including shoulders not to ex-

ceed specifications herein noted; if

wider, publication reserves the right

to trim sides. Matrices can be sent.

Must be complete. Changes made if

possible but at advertiser's risk and

2. Issuance, Closing and Cancellation Dates

excesses. Not responsible for incor-

a. Publication mailed 8 to 4 days

receipt of any numbers where

time before publication date. Statewide

edition and 10 days before of

members. 8 years, 14.50; 5 years. 14.50; single

c. Character of circulation: Highest

circulated to practically 100% of all

class general farm, fruit, live-

California farms. County circulation

statement available.

b. Member of Audit Bureau of Circula-

1. Subscription prices: 1 year, $1.50; 2

10—MINIMUM DEPTH—BOP

a. Minimum size of single column ad:

b. Reading notices not accepted either

3 lines; 5 column ads, 14 lines each:

free or for pay.

c. Split rate—raise on request.
TOTAL NET PAID CIRCULATION
100,686
MEMBER, AUDIT BUREAU OF CIRCULATIONS

TOTAL NUMBER CALIFORNIA FARMS
99,260*

<table>
<thead>
<tr>
<th>Net Paid</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>California Circulation</td>
<td>96,174</td>
</tr>
<tr>
<td>Arizona Circulation</td>
<td>1,165</td>
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<tr>
<td>Nevada Circulation</td>
<td>1,163</td>
</tr>
<tr>
<td>Other States</td>
<td>2,184</td>
</tr>
<tr>
<td><strong>Total Net Paid Circulation</strong></td>
<td><strong>100,686</strong></td>
</tr>
<tr>
<td>County</td>
<td>Circulation</td>
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<tr>
<td>---------------</td>
<td>-------------</td>
</tr>
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<td>Alameda</td>
<td>2,017</td>
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<td>Alpine</td>
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<td>Amador</td>
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<td>169</td>
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<td>Colusa</td>
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<td>96</td>
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<td>Glenn</td>
<td>918</td>
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<tr>
<td>Humboldt</td>
<td>1,046</td>
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<tr>
<td>Lake</td>
<td>525</td>
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<tr>
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<td>366</td>
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<td>Marin</td>
<td>349</td>
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**Circulation of Combined Editions**

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<tr>
<th></th>
<th>North and Central</th>
<th>South and Central</th>
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<tbody>
<tr>
<td></td>
<td>67,646</td>
<td>62,037</td>
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</table>

**TOTAL NET PAID CIRCULATION**

|                  | 100,686           |

**MEMBER, AUDIT BUREAU OF CIRCULATIONS**

**TOTAL NUMBER CALIFORNIA FARMS**

|                  | 99,260*           |

**Net Paid**

<p>| | | |</p>
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<thead>
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<tbody>
<tr>
<td></td>
<td>No. Calif. Circulation</td>
<td>Central Valley</td>
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<tr>
<td>Nevada</td>
<td>35,563</td>
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<tr>
<td>Other States</td>
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<td>1,003</td>
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<tr>
<td>Total North Edition</td>
<td>36,649</td>
<td>Total Central Edition</td>
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**Net Paid**

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</thead>
<tbody>
<tr>
<td></td>
<td>So. Calif. Circulation</td>
<td>Other States</td>
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<tr>
<td>Arizona</td>
<td>31,614</td>
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<tr>
<td>Other States</td>
<td>1,165</td>
<td>97</td>
</tr>
<tr>
<td>Total South Edition</td>
<td>33,040</td>
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**Source:** U.S. Census of Agriculture, 1959 Preliminary