

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	21	10/10/1962	Letter	To Jack Pickett, from H.R. Haldeman. Regarding the William Warne paragraph in the California Farmer. 1 page.
53	21	n.d.	Memo	Note to DW, from Bob Haldeman. Regarding a note to Pickett. Attached to previous. 1 page.
53	21	10/6/1962	Newspaper	Page 26 from the California Farmer. Attached to previous. 1 page.
53	21	n.d.	Other Document	Envelope addressed to H.R.Haldeman, from James Mills Orchard Company. Attached to previous. 1 page.
53	21	n.d.	Letter	To Jack Pickett, Editor of California Farmer. Draft of RN letter thanking Pickett for the support. 1 page.
53	21	n.d.	Letter	To Jack Pickett, Editor of California Farmer. Draft of RN letter thanking Pickett for the support. Copy. Attached to previous. 1 page. Not scanned.

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53	21	10/13/1962	Letter	To Ross Wurm, from H.R. Haldeman. Regarding the ordering of reprints fo the California Farmer. Attached to previous. 1 page.
53	21	10/13/1962	Letter	To Jack Pickett, editor of California Farmer, from H.R. Haldeman. Haldeman thanks Pickett for his support of the Nixon campaign. 2 pages.
53	21	06/14/1962	Letter	To Jack Pickett, from H.R. Haldeman. Thanking Pickett for clips from the California Farmer. 1 page.
53	21	06/02/1962	Newspaper	Page10 from the California Farmer with article that mentions RN. Attached to previous. 1 page.
53	21	05/19/1962	Newspaper	Page 18 from California Farmer with an article titled Nixon Makes Stand On State Water Policy. Attached to previous. 1 page.
53	21	n.d.	Other Document	Envelope addressed to Nixon for Governor Campaign Headquarters, from California Farmer. Attached to previous. 1 page.
53	21	06/22/1962	Letter	To Keith B. Yetter, director of sales for California Farmer, from H.R. Haldeman. Regarding advertising in California Farmer. 1 page.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
53	21	06/20/1962	Letter	To H.R. Haldeman, from Keith Yetter. Regarding advertising in California Farmer. Attached to previous. 1 page.
53	21	n.d.	Brochure	California Farmer advertising rates and guidelines. 1 page.
53	21	n.d.	Brochure	California Farmer's circulation by county. 1 page.
53	21	n.d.	Brochure	Press kit of the California Farmer. Scanned cover only.

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. Pickett
CALIFORNIA FARMER
83 Stevenson Street
San Francisco 5, California

6e - Al Tisch.

DW
Send a note
to Pickett

BOB HALDEMAN

Here and There

With TWO JACKS



JACK KLEIN



JACK T. FICKETT

God bless the senior citizens. The most fascinating part of an editor's job is delving 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 lots 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.

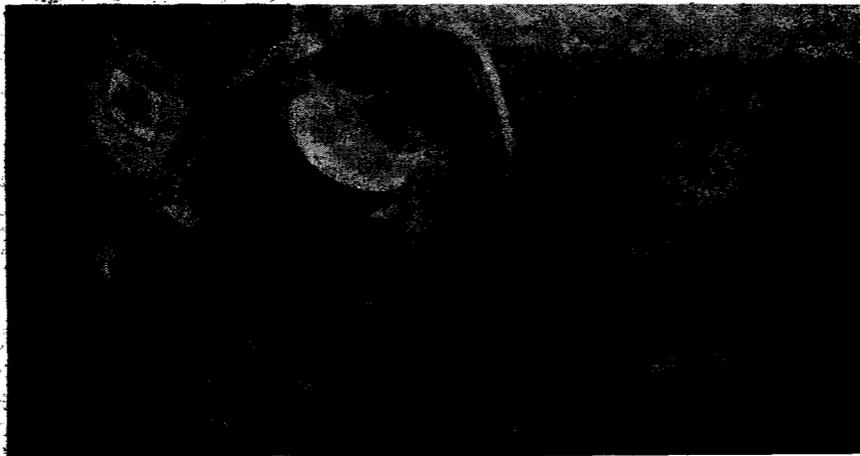
The magazine "Human Events" takes a pretty dim view of Governor Brown's arithmetic. Brown claims a "soundly balanced budget." According to the magazine article there was a deficit of \$187,194,000 for 1960-61, a deficit of \$132,382,000 in 1961-62 and for the budget year of 1962-63 there is a projected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



One of California's largest producers of irrigation systems

RENT OR BUY

- Sprinkler systems
- Gated pipe
- Hunter heavy-end aluminum pipe

Long or short term rentals
Expert engineering service
Call your Rain for Rent branch for low rental rates.

After Five Day . 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.

*to Olmsted
10-13-62*

RN letter draft

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

Dear Mr. Pickett:

**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

H. R. Haldeman

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.

Mr. Jack T. Pickett (2) 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. Maldeman

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. Maldeman

Mr. Jack Pickett
California Farmer
83 Stevenson Street
San Francisco 5, California

File: P.R. - ~~Friendly Editorials~~ *Calif Farmer - follow*
x F & C - "Farmers for Nixon"
x date "California Farmer"

ack

Editorially Speaking

By Jack Pickett



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 com-

pletely 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 rankling 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.

You Can Please None of the People Some of the Time

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 would 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 population 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 Clevenger. 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 Cannery 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 know-how 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 Clevenger 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 \$1 $\frac{3}{4}$ 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.

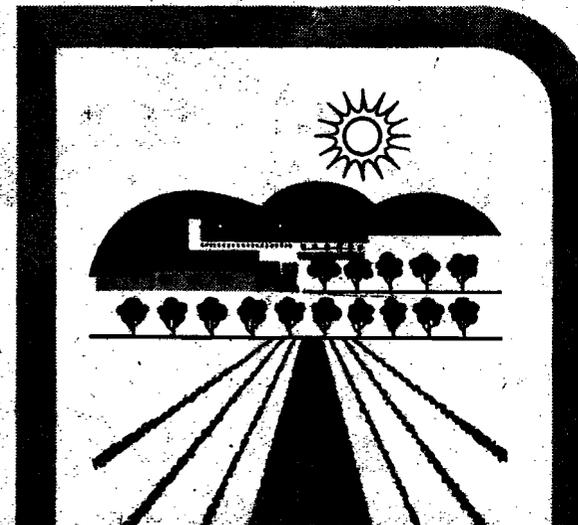
13. Saline water conversion is a necessary adjunct to the California Water Plan and research on it must be pressed.

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.

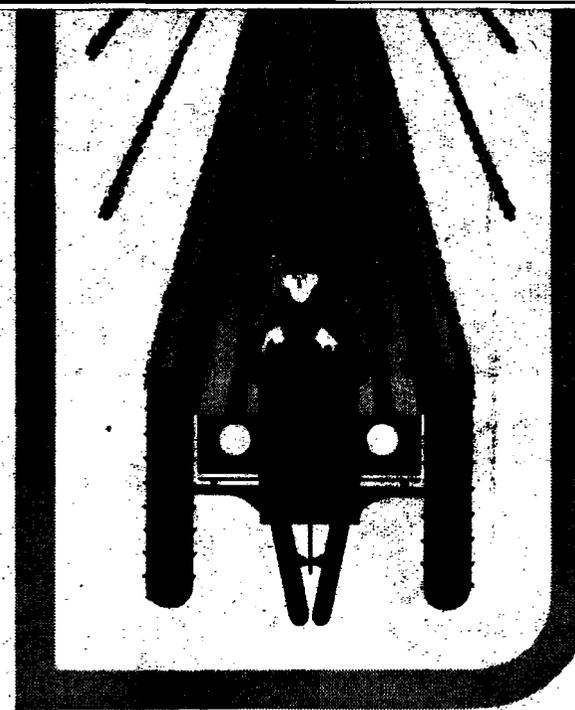
"The plan would be sounder if it contained more inherent checks than the Governor's vague promises to deal fairly with all sections of the State," he said.

Helping
agriculture
plan ahead

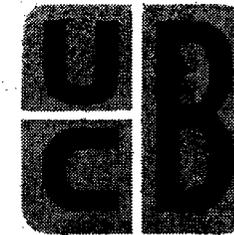
by providing needed
financial assistance



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, whenever 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

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

OFFICES BORDER TO BORDER THROUGHOUT CALIFORNIA

Visit your nearest office or write: Agricultural Department
 Southern District: 600 South Spring Street, LOS ANGELES
 Northern District: 405 Montgomery Street, SAN FRANCISCO

the responsibility for putting 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.

California Farmer



PACIFIC RURAL PRESS - CALIFORNIA
CULTIVATOR

83 STEVENSON STREET
SAN FRANCISCO 5, CALIF.

NIXON FOR GOVERNOR CAMPAIGN HEADQUARTERS
3908 Wilshire Boulevard
Los Angeles 5, California

California Farmer



PACIFIC RURAL PRESS -- CALIFORNIA CULTIVATOR

Since 1854

83 STEVENSON STREET
SAN FRANCISCO 5, CALIFORNIA
PHONE EXBROOK 7-0115

June 20, 1962

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.

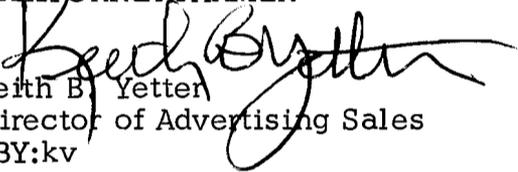
In the past, we have been favored with political advertising by "Republicans for Nixon" at the presidential level and I would assume that in this important political campaign for Governor, there would be some action to saturate the rural audience through CALIFORNIA FARMER coverage.

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,

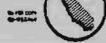
CALIFORNIA FARMER


Keith B. Yetter
Director of Advertising Sales
KBY:kv
Encl.

CALIFORNIA'S OLDEST AND LARGEST FARM PAPER
SERVING AGRICULTURE · HORTICULTURE · LIVESTOCK · POULTRY · AND THE FARM HOME

yes?
cc to [unclear]
via CF?
Will [unclear] be
including so?

California Farmer



PACIFIC RURAL PRESS - CALIFORNIA CULTIVATOR

Published alternate Saturdays
83 Stevenson St.
SAN FRANCISCO 5, CALIF.
Phone EXbrook 7-0115

RATE CARD No. 4

Issue Date Aug. 1, 1959
Effective Date Jan. 1, 1960

MAILING INSTRUCTIONS

- a. Contracts orders, cuts, copy and all correspondence regarding advertising must be sent to:
- b. California Farmer, 83 Stevenson St., San Francisco 5, Calif. Phone EXbrook 7-0115.
- Southern California Office: 1211 E. Olympic Blvd., Los Angeles 21, Calif. Phone MADison 9-1654.

1-PERSONNEL
a. Jack T. Pickett
Jack Klein) Editors

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

2-REPRESENTATIVES

- a. Represented Nationally by The Katz Agency—New York, Detroit, Chicago, St. Louis, Philadelphia, Syracuse, Dallas, Atlanta.
- Representative in Oregon and Washington—Frank McHugh Co., 520 SW. Sixth Ave., Portland 4, Oregon.; 101 Jones Bldg., Seattle 1, Washington.
- Direct Representation in California, Nevada and Arizona.

3-COMMISSION AND CASH DISCOUNT

- a. Commission to qualified advertising agencies—15% and 2% cash discount.
- b. To earn cash discount agency's check must be mailed on or before 10th day of month following date of insertion.

4-GENERAL

- a. Medical, fraudulent or misleading advertisements or advertising criticizing or mentioning competitors or competing systems not accepted. All questionable copy, including stock selling, subject to approval.

- b. Publishers reserve the right to reject all copy deemed unacceptable.
- c. Publishers will not be bound by any conditions appearing on 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.
- d. Political advertising accepted at regular rates when placed by a qualified agency.
- e. 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.
- f. Flat rate. No quantity or frequency discounts except on color inserts. (See rates.)
- g. Publishers reserve the right because of possible manufacturing costs beyond their control or in the event of a major economic disturbance to revise rates on all space contracts on 60 days' notice. If a rate revision is made under this clause and is not accepted by the advertiser, latter may cancel. Flat rate.

5-GENERAL ADVERTISING BLACK AND WHITE RATES

	STATEWIDE EDITION	NORTHERN OR SOUTHERN EDITION	CENTRAL VALLEY EDITION	RATES FOR ANY TWO EDITIONS
a. Per Agate Line Flat.....	\$ 1.90	\$.80	\$.80	\$ 1.50
b. Time and/or Quantity discounts.....	None	None	None	None
c. Quarter Page, 189 lines.....	359.10	151.20	151.20	333.50
Half Page, 378 lines.....	718.20	302.40	302.40	567.00
Jr. Page, 429 lines.....	815.10	343.20	343.20	643.50
Three quarter page, 567 lines.....	1,077.30	453.60	453.60	850.50
Full Page, 756 lines.....	1,436.40	604.80	604.80	1,134.00
Per Column Inch, 14 lines.....	26.60	11.20	11.20	21.00

- d. Edition Advertising Copy Changes: Advertising copy changes available for separate editions—North, Central, South. Each separate edition change in copy or key number if ordered at Statewide rate.....\$75.00
- e. Preferred position 25% extra. per column will be charged full column measure, 189 lines.
- f. Minimum size of single column ad, 7 lines; 2 columns, 14 lines deep; 3 and 4 columns, 56 lines deep.
- g. 3 and/or 4 column ads over 168 lines
- h. Cancellations will not be accepted after 20 days before publication date.
- i. Covers cannot be cancelled within 60 days prior to date of publication.
- j. Publishers request that plate identification accompany both logotype, insertion orders and contracts.
- k. Advertising of alcoholic beverages not accepted.

- l. Pony spread 6 columns and gutter by 150 lines deep

	Statewide Edition	*Northern or Southern Edition	*Central Valley Edition	*Rates for Any Two Editions
	\$1,852.50	\$780.00	\$780.00	\$1,470.00

*Available only when not already sold on a Statewide basis 20 days prior to publication date.

m. Facing half pages with no other advertising on pages 25% extra.

6-DISPLAY CLASSIFICATIONS

- a. No special rates for advertising such as mail order, books, schools, camps, or other special classifications.

7-COVERS

- a. No special rates for covers.

8-COLOR

- a. Standard colors available. Rates: For black and one color, \$165.00 for 1 page or fraction thereof.

9-INSERTS

- a. 4 and 8 page inserts, provided by advertiser — rates and quantity discounts. Rates on request.
- b. 2 page inserts and 2 page Junior inserts—Rates on request.

10-BLEED

- a. No charge for gutter bleed on facing pages when available, either black or white or color. Premium on Pony spreads. See Section 5, l.

11-SPECIAL POSITIONS

- a. Guaranteed special position, 25% extra. Every effort made to position ads in appropriate section of paper. In the case of facing 1/2 pages, 25% extra for guarantee of no other advertising in center columns.

12-CLASSIFIED, READING NOTICES, SPLIT RUNS

- a. Classified advertising and Breeder advertising run in Statewide edition only. Classified rates: Per word (counting initials, abbreviations and numbers as words), per issue, 25c. Ads with broken lines or capitalized words (except leading words or blank space lines) counted as 6 words per line or \$1.50 per line. 12 six point lines per inch. Minimum charge \$3.00. No displays or illustrations permitted in classified advertising.

Over

Regular agency discount allowed on classified advertising. Rates to breed-

ers on application.
b. Reading notices not accepted either

free or for pay.
c. Split runs—rates on request.

13—CONTRACT AND COPY REGULATIONS

a. Advertisers having California State-wide distribution: Advertisers desiring to coordinate sales efforts more accurately with market conditions

which differ in time and usage, as well as product requirements, in Northern, Central and Southern California, permitted to change copy or

key numbers and to use different insertion dates for each edition separately at individual edition rates.

14—MINIMUM DEPTH—ROP

a. Minimum size of single column ad, 7 lines; 2 column ads, 14 lines deep;

3 and 4 column ads over 168 lines per column will be charged for full

column measure, 169 lines.

15—MECHANICAL REQUIREMENTS

a. Publication trim size: 14 1/2" deep x 10 1/2" wide.

be 85 screen, etched .005 of an inch for highlights; .085 of an inch for middletones; and .08 of an inch for shadows.

expense. Not responsible for incorrect insertion of key numbers where type must be inserted into mortised plates. No rebate or rerun will be allowed because of error in key numbers inserted as above. Great care will be taken to see no mistakes occur.

b. Standard unit sizes in inches; Width—Depth: Page (including covers), 13 1/2" deep x 9 1/8" wide. Center double-page, 12 1/2" deep x 19 1/4" wide.

g. Publication printed on rotary letterpress.

1. All advertising plates destroyed 1 year after insertion unless instructed otherwise. Number of proofs accompanying orders or plates: Black and white; 1 complete engraver's proof with type matter in place. Black and one color; 2 complete engraver's proofs.

c. Double-column, 27 picas or 4 1/2 inches wide.

h. Unmounted original electrotypes, stereotypes, coppers or zincs prepared. Electrotypes and stereotypes .0155 of an inch. Plates should not to be cold-topped or lacquered.

Triple-column, 41 picas or 6 5/8 inches wide.

Width including shoulders not to exceed specifications herein noted; if wider, publication reserves the right to trim sides. Matrices can be used. Must be complete. Changes made if possible but at advertiser's risk and

Single column, 13 picas or 2 1/6 inches wide.

d. Depth of column to a page, 189 lines or 13 1/2 inches.

e. 4-columns and 786 lines to page.

f. For best results, half tones should

16—ISSUANCE, CLOSING AND CANCELLATION DATES

a. Publication mailed 3 to 4 days ahead of publication date.

Statewide edition and 15 days before publication date on North, Central and South editions.

after 20 days before publication date.

b. Closing date for space reservation 20 days prior to publication date.

d. Cancellation Dates:

2. Covers cannot be cancelled within 60 days prior to date of publication..

c. Closing date for printing material 20 days before publication date on

1. Cancellations will not be accepted

17—CIRCULATION INFORMATION:

a. Member of Audit Bureau of Circulation.

stock, dairying and poultry raisers. Editorial coverage of farm market by sectional, regional and edition correlated to seasonal activity.

f. Subscription price: 1 year, \$1.00; 3 years, \$2.50; 5 years, \$4.50; single copy price, 5c.

b. Member of Agricultural Publishers Assn.

d. Circulated to practically 100% of all California farms. County circulation

c. Character of circulation: Highest class general farming, fruit, live-

18—MISCELLANEOUS

a. Established 1854.

San Francisco 5, California.

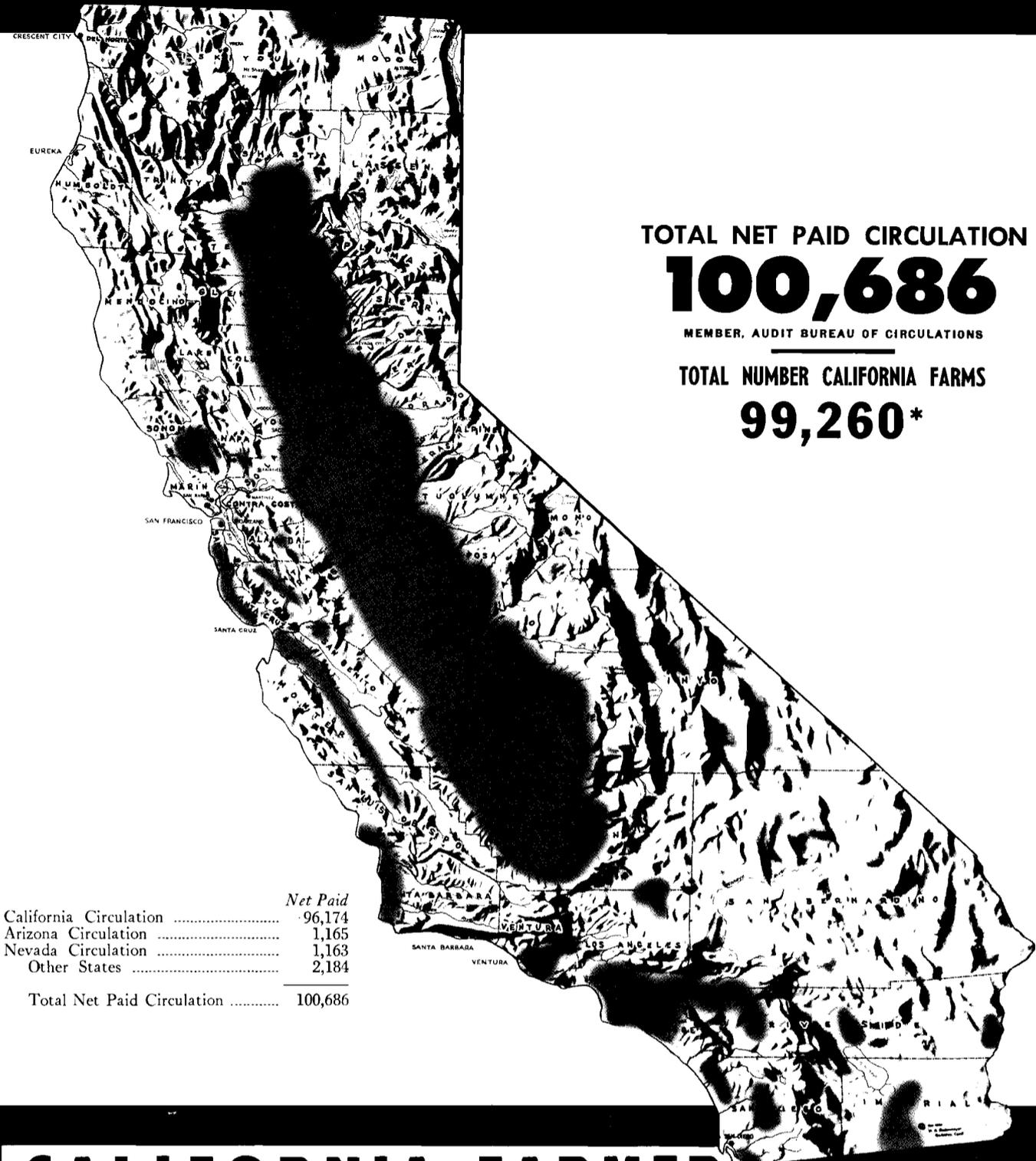
on 60 days' notice. If a rate revision is made under this clause and is not accepted by the advertiser, latter may cancel. Flat rate.

b. No other media.

d. Publishers reserve the right, because of possible manufacturing costs beyond their control or in the event of a major economic disturbance, to revise rates on all space contracts

c. All contracts, orders, copy, cuts, etc., for Northern, Central, Southern and Statewide editions must be sent to California Farmer, 88 Stevenson St.,

CALIFORNIA FARMER



TOTAL NET PAID CIRCULATION

100,686

MEMBER, AUDIT BUREAU OF CIRCULATIONS

TOTAL NUMBER CALIFORNIA FARMS

99,260*

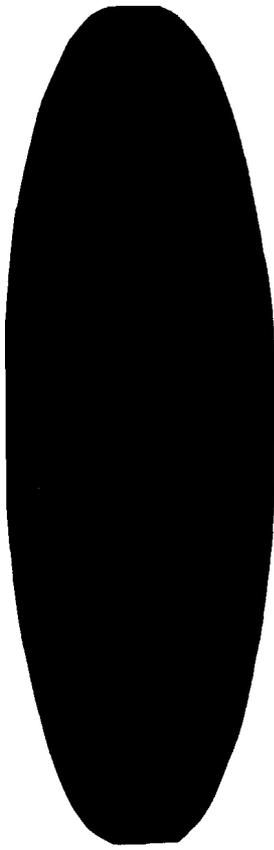
	<i>Net Paid</i>
California Circulation	96,174
Arizona Circulation	1,165
Nevada Circulation	1,163
Other States	2,184
Total Net Paid Circulation	100,686

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