The new magazine on crops and soils is coming along. In late February the Advisory Board on new publication met in Chicago and reached some important decisions. Three issues are planned for 1948. The first one will appear early this fall, before the Fort Collins meetings, if possible.

The new magazine will be known as “What’s New in CROPS and SOILS”. An attractive cover and format are now being developed. Every effort will be made to produce a publication that will appeal to agricultural leaders and provide them with the latest news in our field. As most agronomists are dealing with practical problems, they will welcome this opportunity to talk directly to the people who apply their information. By using this medium, their writings will not be ignored or misinterpreted.

However, time is getting short, and articles are needed! Let’s sharpen our pencils and “put it in writing.”

Good early issues will be very important to the success of this magazine. Interesting, readable articles on new agronomic developments will contribute much to these first issues. A high degree of reader interest makes it easier to increase circulation, and increased circulation means more advertising income.

In order that we may follow a sound and fairly consistent editorial plan, the following points are suggested in preparing material:

1. Articles should deal with new developments or new trends in crops and soils. New crops, new varieties, tillage practices, fertilizer treatments, and weed control methods are excellent material.

2. Articles should be short, as we are covering the whole country. Most of the stories will run from 600 to 800 words with one or two good clear pictures. If material is highly significant, a feature article of 1,200 to 1,500 words will be run. However, most of the articles will be of the shorter length. They should concentrate on one central idea, be well organized, and free from extraneous details.

3. A clear and readable style is important. Imagine yourself across the table from a leading farmer or county agent, and tell the story as you would relate it by word of mouth.

4. To make stories interesting, use proper names and personal pronouns whenever possible. Readers are always anxious to know who did this or who discovered that. People are interested in people, even when reading about crops and soils.

5. If possible, every article should be accompanied by at least one good picture. These should be glossy prints not less than 5 by 7 inches in size.

6. Footnotes and references should be minimized, as we are not dealing with scientific papers as such. It would also be desirable to present data in simple graphs or diagrams rather than in extensive, hard-to-follow tables.