CHAPTER XIX
COÖPERATION OF THE PRESS

VITAL HELP GIVEN BY THE NEWSPAPERS AND PERIODICALS OF AMERICA

THE printed word, the most powerful force known to civilization, made war gardens possible. In no other way could they have been made to multiply so rapidly in all parts of the land. From printer's ink to parsnips and parsley is a long jump; but the newspapers and magazines made that jump along with the others which they made for Liberty Loans, the Red Cross, and various other war-work campaigns. When the shadow of war fell across America, and before the actual declaration of war, the National War Garden Commission sent out the first rallying call to the home food producers. The newspapers and magazines spread the call freely. General Pershing later said, "Keep the Food Coming"; and the publications heard that call, too, and relayed it to their readers.

The "Soldiers of the Soil" wanted instruction and they wanted it quickly. Prompt action was necessary that
their service in the "garden trenches" might be effective. There was only one way in which the message of the war garden and the necessary instructions could be carried to all the people with the speed demanded. This was through the press of the country and the printed page. Any other plan of distributing the appeal and the instructions would have been far too slow to be effective and furthermore would have involved prohibitive expense, if it could have been done at all.

How much of a debt of gratitude the nation owes to its patriotic editors it probably will never be able to realize fully, but it does know that without their wholehearted support and their loyal assistance it would never have been able to arouse the people of the United States as a whole to the strenuous efforts which they exerted to back up the government and the fighting forces. No note of appreciation to the editors of the country could be over-generous in its praise or too liberal in its expression of heartfelt thanks for their substantial aid.

When the Commission began its campaign it realized that it must depend largely upon the support of the newspapers and the magazines. Well-planned and well-directed publicity was necessary to get its message
THE KNIGHTS OF PRINTERS INK HEARD THE CALL FOR FOOD

Throughout the land, every sort of publication cooperated with the National War Garden Commission in the drive for home food production. Here are but a few of the headlines that show how the press patriotically responded to the call.
to the people of the United States, and the promptness of the editors in recognizing the vital importance of home food production and their patriotic readiness in conveying the appeal to their millions of readers should be recorded in letters of gold among the nation's permanent records. The Commission has expressed its appreciation to many of them individually and it takes this further and more lasting means of acknowledging its thanks, and the thanks of the nation, for their enthusiastic service.

While space became more and more at a premium as the war progressed, the newspapers and magazines continued to contribute as liberally as they could of their columns to the cause of food production "F. O. B. the Kitchen Door." They stimulated and encouraged the "city farmer" to plant for freedom and they furnished him with the necessary data and instruction, provided by the Commission. The great majority of those who were eager to raise food and help feed the army were amateurs at
the business. They had to be shown how. They were willing but they needed guidance. The number of competent instructors was limited, and it became necessary for the war gardener to look to the daily press for information telling him what to do. In this the press did not fail him. Almost unanimously, from one end of the country to the other, the newspapers daily published material furnished by the Commission. If this could be totaled it would run into tens of thousands of columns.

After calling the attention of the country to the vital need of war gardening, the Commission prepared a series of short garden lessons telling the home food growers what, when, and how to plant. These lessons were brief and shorn of technicalities but authentic, and gave the gardener all he needed to know. They were sent to the newspapers on news-clip sheets, a dozen or more lessons on each sheet, while a
few short general stories on war gardening were also included on the sheet. This method of sending out the material was economical from every standpoint and effected a great saving of paper. It was highly approved by the War Industries Board as a valuable conservation scheme in paper economy.

As occasion demanded news stories which were of interest only to a particular city, locality, or state were sent out to the papers of that section but not duplicated throughout the country. Thus New York did not receive material in which none but Illinois or California readers would be interested.

In similar manner short lessons telling how to can and dry vegetables and fruits, and items of news value calling attention to the urgent need for this form of food conservation, were sent to the newspapers of the country; and they met with the same generous response from the editors. One
of the most helpful features of the newspapers was the coupon box which hundreds of them ran during the entire garden and canning season, in which the readers were informed that by filling out the coupons and mailing them to the Commission they would receive free copies of the war vegetable gardening or the canning and drying books. Hundreds of thousands of newspaper readers took advantage of this opportunity and were sent copies of the instruction books.

In addition to printing the short garden and canning lessons and numerous items of news value, the papers published Sunday feature stories. The Commission furnished pictures and data for these articles, with photographs showing types of gardens and how the war gardeners were getting to work in various parts of the country. Soon after the Commission was organized it began to receive requests from feature and magazine writers and editors
throughout the United States for illustrations and material which could be used in stimulating the home food-growing enterprise throughout the territory in which their publications circulated. These requests were promptly met. The Commission was able to do this because it gathered in a short time and had on file in the Washington office a large collection of interesting photographs as well as much data about war gardens, showing what they could do and were doing. Many of the magazine writers called personally at the headquarters and were delighted and surprised at the readiness with which their needs were filled. They went away with envelopes filled with pictures and materials for their stories.

Some of the publicity matter
went out to the newspapers in “mat” or matrix form, so that it was necessary for the paper to make only the stereotype from which the printing was to be done. The material which the Commission sent out in this way included reproductions of its several posters, little comics on gardening and canning, a step-by-step series of illustrations explaining in detail the cold-pack process of canning vegetables and fruits; initials to be used in dressing up the garden page; and a number of prose poems with small illustrations inserted. All this material was used very widely.

The news-service organizations and illustrated-feature syndicates used many stories on war-garden work. In this way thousands
HERE'S WHERE FALL GARDENERS RALLY!

KEEP IT SHORT and CAN the KAISER

From National War Garden Commission, Washington, D.C.

FREE WAR GARDEN PRIMER

22 pages fully illustrated for every reader of THE

We have arranged with the National War Garden Commission, Maryland Building, Washington, D.C., for you to get this free garden book of instruction on how to plant and cultivate a garden. Send this coupon and a two-cent stamp for postage and get your book free.

WAR GARDEN COMMISSION
Maryland Building
Washington, D.C.

Note—If these are not good enwolved in this, it will show the War Gardeners.

RELEASE AT ONCE

5,285,000 Gardens in U.S.

ATHLETIC War Gardeners have made the marking of our own gardens a do or dike thing. Now join the ranks of these patriotic gardeners. Here are the figures showing the number of gardens grown by the Commission in the U.S. As compiled from figures of the U.S. Census, the number is estimated to be 1,500,000 gardens.

U.S. MINISTERS HOPE CANNING CAMPAIGN WILL BEAR FRUIT!

They have Sons with the colors and are working hard at home to keep flocks informed. Some do their own canning.

SUNDAY SCHOOLS IN CAMPAIGN

ARDUOUS church organizations are out to "Can the Kaiser" and arrangements have just been made by the National War Garden Commission of Washington whereby its canning books will be distributed by the American Sunday School Union, Philadelphia, Brotherhood of St. Andrew of the Episcopal Church, Philadelphia, the United Christian Endeavor Society with headquarters in Boston, the Sunday School, Chicago, The campaign has been planned with William H. Hirtz, recording secretary of the Sunday School Union, at Philadelphia; Rev. Francis E. Clarke; Daniel A. Poling of the Christian Endeavor at Boston; N. F. Ford, Epsworth League, 740 Rush Street, Chicago, E. H. Ronald, Philadelphia.

EXTRA DAYLIGHT STARTS IN MARCH

ON THIS current issue at daylight starts in March. The two-hour time difference between the two parts of the country is confusing. The time change from daylight to standard time means that motorists must adjust their clocks by 30 minutes. The time change from standard to daylight time is confusing. The time change from daylight to standard time means that motorists must adjust their clocks by 30 minutes. The time change from standard to daylight time is confusing.

Thank You!

"Thank you, this is the best thing that happens to me in the whole world. I can't believe it. I am so grateful."

HOW NEWSPAPER "COPY" WAS SENT OUT

This is a sample of the way in which the Commission sent out "clip sheets" to the newspapers of the United States. A number of short lessons on gardening, canning and drying and a few news items were contained on each sheet.
of papers were served by the Associated Press, the United Press, the International News Service, the Western Newspaper Union, the Newspaper Enterprise Association, the News Feature Service, the International Syndicate, and other important agencies. The Washington correspondents of the leading dailies of the country sent to their home papers, by wire and mail, items of national or local interest telling of the activities of the war gardeners. The value of this patriotic service in furthering home food production cannot be over-estimated. Some of the largest and most influential newspapers in the country gave most prominent place on many occasions to the Commission's call to the home food producers and conservers of America. The Philadelphia North American, for instance, reproduced the
"Can the Kaiser" poster on the front page in a space covering nearly one-quarter of the entire page. The Boston Post used both this and the "Sow the Seeds of Victory" poster on one page, devoting a large part of the space to these striking designs. The Garden Magazine used reproductions of the posters as cover illustrations on two of its monthly issues. The Forecast also made use of the Verrees poster as a cover design. The Diario de la Marina, of Havana, Cuba, one of the foreign papers to which copies of the posters and several articles on war gardening in the United States had been sent, published a "smash" layout of the Flagg Victory Garden poster covering almost the entire front page. Zig-Zag, of Santiago, Chile, also used it as a cover design.

During the campaigns of both 1917 and 1918 the newspapers of this country gave the Commission loyal backing. They knew the need of food and they saw what an asset the "city farmer" could be in this direction.
The most remarkable cooperation was given in New York City when virtually every one of the big metropolitan dailies was running the Commission's garden hints and suggestions simultaneously. The papers thus helping included the *Evening World*, the *Globe*, the *Evening Post*, the *Journal*, the *Evening Telegram*, and the *Brooklyn Eagle*. On Sundays some of the papers regularly ran an entire page or two of war-garden material.

In the United States a large number of the foreign-language newspapers, Italian, French and others, told their readers of the service they could perform through war-gardening and the conservation of the surplus products thus grown. Several summaries of the war-garden movement in the United States were translated into French, Spanish, Italian, and Portuguese and sent by the Commission to leading publications throughout Latin America, Canada, Australia, Europe, and the Orient. They appeared, for instance, in such widely separated papers as
the Alexandria (Egypt) Gazette, and Le Messager de São Paulo, Brazil; and were published from Calcutta, India, and Tokio, Japan, to Montreal, Canada. The Asahi News, a Japanese newspaper of Seattle, gave hearty support to the Commission and published much of its advice and instruction to gardeners and home canners.

Magazines of general interest and many house-organs coöperated in the campaign and published articles dealing with various phases of war gardening. This applied to conservation as well as to the productive phase of the work. As an illustration, the Ladies’ Home Journal published an entire page of pictures of women who had been blue-ribbon winners and had received the Commission’s National Capitol Prize Certificates for excellence in canning garden products. The Outlook printed from time to time a number of appreciations of the value of home food growing. The Garden Magazine, of Garden City, Long Island, used a number of stories on the subject and printed a monthly
WITH PICTURE AND TYPE THE PRESS URGED GARDENING

The cooperation of the newspapers and magazines in national service was one of the greatest patriotic demonstrations of the world war. This reproduction of clippings shows how data from the National War Garden Commission was printed.
page summarizing important and inspiring war-garden activities throughout the United States. The Country Gentleman, in addition to regular garden lessons, published several articles commending highly the work of the Commission. Similar helpfulness was extended by the Nation’s Business, official publication of the Chamber of Commerce of the United States; the Manufacturers’ Record, Baltimore; the American City, New York; the Journal of the American Bankers’ Association; the Missouri, Kansas & Texas Railway, Employés’ Magazine; American Industries, and many other trade and business papers. House and Garden, Vogue, and the Touchstone were among other high-class magazines which printed illustrated war-garden stories supplied by the Commission. The World Court Magazine is another example of this editorial cooperation. The Century, Good Housekeeping, the National Magazine, the Survey, the Illustrated World, the People’s Popular Monthly, the Illustrated Sunday Magazine, the Woman’s World, the Rotarian, the Lone Scout, Forbes’ Magazine, American Forestry, the Southern
Lumberman, the Christian Endeavor World, the Forecast, and the People's Home Journal, and many others were among the publications that carried war-garden stories. The Literary Digest printed a summary of the work accomplished and showed what Daylight Saving had done to further the efforts of the war gardener.

The manufacturer of plows or soda fountains, as well as the editor of a general-interest magazine, realized the value of home food production to his employés; and through their house-organs the heads of many industrial and business concerns spread the gospel of "Food F. O. B. the Kitchen Door." Trade publications of all kinds throughout the country carried garden lessons and inspirational articles urging their workers to produce food and thus help themselves and their country at the same time. Some of them reproduced the Commission's posters in their magazines and used other material furnished them.

The work of coöperation with newspapers and periodicals was conducted by Russell T. Edwards, under the direction of Secretary Ridsdale.
Thus the magazines and the newspapers of the United States coöperated in making a success of the war-garden movement. Without their help this could not have been accomplished. What was brought about with their aid shows the power of the printed page. It spread the message of the war garden to the millions. It made possible the enlistment of a vast army of war gardeners and of home canners and dryers. It brought into action the patriotic will of the American people to do full share in the battle for international freedom and world-wide democracy. In short it was through the printed page that the war garden and home conservation were given their proper place among war-time activities.