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Using the Government

ANOTHER EXAMPLE OF COOPERATION between government and private industry is to be found in a booklet issued by *Successful Farming* called "An Analysis Defining Successful Farming." For the first time in the history of the Bureau of the Census, the census schedules of a sample of subscribers to a specific magazine and of their non-subscribing neighbors were segregated for tabulation. By matching subscribers' names with census enumerator's schedules some one hundred different questions asked by the census are available for comparison.

This study by *Successful Farming* is interesting on its own, and also because it lights the way for other publishers and manufacturers to make practical use of the extraordinary machinery we have in Washington. Innumerable questions which now go unanswered could be answered if marketing men took the trouble to find out what is available in Washington and how to use that information.

What *Successful Farming* did could be done by any other group. They had no special pull. They do have alertness and initiative.

The Bureau of the Census is permitted by law to do special jobs on a cost basis, and for *Successful Farming* two samples were drawn from the census of Agriculture, Housing and Population. The first represented 2,000 farms, a cross-section of *Successful Farming's* subscriber names, drawn by a mechanically random method from a list of 6,667 names. The second represented another 2,000 farms, adjoining the farms of the first 2,000 families but definitely not subscribers to that publication. Included in the study are comparisons on farm buildings, gross income, automotive equipment, farm homes, implements, machinery, etc.