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Analysis of trends in the growth and development of the equine media in the United States

Holly Aileen Benton

Iowa State University

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Analysis of trends in the growth and development of the equine media in the United States

by

Holly Aileen Benton

A thesis submitted to the graduate faculty
in partial fulfillment of the requirements for the degree of

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Eric Abbott, Major Professor
Barbara Mack
Paul Lasley

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Iowa State University

This is to certify that the master’s thesis of

Holly Aileen Benton

has met the thesis requirements of Iowa State University

Signatures have been redacted for privacy
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CHAPTER I. INTRODUCTION

An Iowa State University research project has created a unique opportunity to study the evolution of agricultural publications over the past 200 years. Donald Watson, a resident of Illinois, had a long-time hobby of gathering information about every agricultural newspaper or magazine ever published in the United States. By the time of his death in the early 1990s, he had collected information on 9,573 publications.

This is by far the most comprehensive single list of agricultural magazines and newspapers ever assembled by an individual.

Beginning in 2003, the Watson family presented the raw materials collected by Donald Watson to the Greenlee School of Journalism and Communication at Iowa State University for research purposes. During the 2003-04 school year, Watson’s collection was entered into a database for analysis. The database is searchable via title, dates, location, editors, founders and/or subject category.

The Watson database is unique in that it is specific in content. Unlike other databases such as WORLDCAT, which contain books, pamphlets, and other media as well as periodicals, this database consists only of newspapers and magazines. In addition, this database is subject-specific, so conducting a search guarantees finding only agricultural-themed publications, not other, non-agricultural titles that happen to have the search term in the title.

This thesis is the first to utilize the completed database.

Purpose of this research

This study seeks to evaluate trends in the rise and fall of equine periodicals in the United States over the past 200-plus years. Specific trends to be evaluated include:
first publications, types of publications, regional emergence and diversity, and evolution of topics (from the horse as a draft animal to recreational, racing and breed issues).

By comparing beginning and ending dates for publications, a timeline will be created documenting surges and lags in the number of equine titles in print at given periods in time. That data can then be compared to other genres, such as other livestock papers and general agricultural-themed publications, to discover if the equine media followed the same trends as the rest of the agricultural press, or if the genre set its own course. It will also be necessary to compare this equine timeline with the progress of American agriculture in general to determine if and how major developments in agriculture such as the widespread use of tractors and the advent of confinement livestock production have affected the genre.

The overall numbers of equine publications will also be compared to numbers of similar genres such as poultry, swine, sheep, beef, dairy and swine. Comparisons can be made both in general and at various specific points in time.

The sample to be used in this research will be constructed using the pre-determined set of available titles included in the Watson database described above.

**Need for this research**

The thesis will build upon several seminal analyses of the agricultural press, but its focus on the equine press is unique. While general trend analyses of various topics in agriculture publications have been undertaken before, there have been very few dealing specifically with a certain genre of publications. Therefore, this research should service not only the educational community, but those in the equine industry as well – including writers or editors of equine magazines or leaders of policy-making groups such as the American Horse Council.
Why horses?

It is important to clarify and justify exactly why the area of equine periodicals warrants examination.

In her 1994 thesis, “Iowa’s early agricultural press: a content analysis of the Iowa Farmer and Horticulturist, 1853-1856,” Elaine Harvey Edwards noted that, “...horses were the most mentioned of the topics selected to be analyzed” (90). However, her thesis is the only instance that could be found of horses being utilized as an item for analysis in a longitudinal evaluation of the development of American agricultural journalism.

The macro-level changes in the American agriculture scene are mirrored in the various facets of the industry that have undergone their own metamorphosis. For example, the production livestock sector has seen changes in the way cattle, swine, sheep and poultry are raised, processed and fed. However, few facets of American agriculture have seen greater change over time than the role of the equine.

For most of this country’s history, the horse was invaluable. Horses provided transportation, heavy equipment and leisure all rolled into one. With the advent of the mechanized era, however, people found themselves re-inventing a purpose for the horse. No longer were horses a required part of daily life. Instead, horses became objects of leisure. Horseback riding, breeding and caring for the animals became less of a profession and more of a hobby. Competitions such as horse shows, endurance rides, three-day-events, rodeos, and combined driving became a popular display of animals groomed to perfection and trained equally well.

For some, the horse is still a vital part of daily life – for the rancher who still relies on a hooved partner to sort and watch the cattle, for the talented trainers who make their living
producing obedient animals for the novice owners, for the professional breeders, and for those employed by one of the hundreds of breed registries and discipline associations throughout the world.

For the majority, however, the horse is now a link to sanity, a means of escape from the stresses of the world that loom ominously outside of the barn. A great many of today’s 1.9 million horse owners enjoy their animals not as a means to make an income, but as a hobby, be it competing in shows or simply riding on trails. These hobbyists form the backbone of the industry, owning a majority of the nation’s 6.9 million horses.

Hobby or not, the U.S. horse industry has become big business. An estimated 7.1 million Americans are involved in the horse industry as owners, service providers, employees and volunteers, with 1.4 million of those having full-time jobs in the industry. More people are directly employed in the horse industry than are employed in the railroads, radio and television broadcasting, petroleum and coal products manufacturing and tobacco product manufacturing industries (AHC 1999). The horse industry is responsible for the direct production of $25.3 billion worth of goods and services. The median income for a horse-owning household is $60,000 (AHC 1999). Overall, the horse industry carries a $112.1 billion impact on the U.S. gross domestic product (AHC 1999). This is more than the motion picture, railroad transportation, furniture and fixtures manufacturing and tobacco product manufacturing industries contribute to the National GDP.

While traditionally considered a pastoral hobby, the horse industry’s impact goes beyond the rural limits. In urban areas, the industry has a direct economic effect of $2.8 billion, which includes revenues brought in by the industry as well as money spent on supplies, feed, trucks, trailers, veterinary care and other such horse-related expenses. The
“urban sector” of the equine industry employs 45,800 full-time exempt (FTE) employees. By comparison, the economic effect on rural America is $22.5 billion, with 292,700 FTE employees (AHC 1999).

This transformation lends itself to scrutiny, as the body of equine magazines is indeed a unique section of American publications. By examining the media serving the equine industry, this study hopes to add to the literature that attempts to illuminate the relationship between media and society, in particular the historical role that the media have played.
CHAPTER II. LITERATURE REVIEW

By evaluating trends and identifying influential historical events that have guided the evolution of the equine media, this research will shed more light on the relationship between the mass media and society. This research will also provide a longitudinal evaluation of the equine industry as a whole throughout its changing role in American society.

Previous analyses

Several previous works have conducted partial longitudinal analyses of the agricultural media in general.

One of the most thorough listings of agricultural publications – second to the Watson database – was compiled by Stuntz, and published in his book, “List of the agricultural periodicals of the United States and Canada” (1941). This book, which was originally meant to be a project commemorating the 100th anniversary of agricultural journalism in the United States, includes information on 3,753 different publications. Each publication was listed with location, frequency of publication, and beginning and ending information, if known. There is also information given on titles that merged with others, including the date of merger.

There are several parallels that can be drawn between the Stuntz project and Watson database. Much like Watson’s original project, the Stuntz collection was “...a personal project, entirely separate from his official work...” (iii). Also like Watson, Stuntz died before his final goal of publication of a book could be realized. While this database and resulting thesis is the first published recognition of Watson’s work, Stuntz’s compilation went through a thorough editing process by the Library of the USDA prior to its original publication.

Stuntz’s work is solely an informational list; there is no analysis of trends. However, it has been used as a reference in many subsequent works. Watson himself cites Stuntz as a
source of information on many of the titles included in his compilation. Other analytical works, such as Evans and Salcedo (mentioned below) also referred to Stuntz’s list.

In their book, “Communications in Agriculture: the American Farm Press” (1974), Evans and Salcedo conducted an analysis of trends in American agricultural publications from 1880 to 1970. As they stated, the purpose of their analysis was “…to search for changes and forces that shape the life and vigor of the commercial farm press” (ix). Their analysis encompassed 2,641 periodicals over that 90-year period, a sample amassed from analyses of Ayer’s Directory of Newspapers and Periodicals. They considered 1880 to be a “pivotal point” in American agriculture, a time when manufacturing and numbers of nonfarm workers in the United States first began to overtake farming and the numbers of farm workers in the country.

Their study utilized time-series data in which they tracked various changes in American agricultural print media, including total numbers of titles, location of publication offices, subject matter and dates of publication. They also looked at changes, events, and trends in agriculture as a whole, thus hoping to shed some light as to “why” the trends in publications occurred as they did. The authors used zero-order correlation to measure linear association between variables, and multiple regressions to evaluate causation. Partial correlation coefficients were used to identify relationships between dependent and independent variables.

The Watson material presents an opportunity to take a more detailed look at genre-specific titles, such as equine media. Evans and Salcedo evaluated publications based on 15 different subject categories, while 67 different categories were developed for the Watson database. While Evans and Salcedo included several specific livestock species, such as
poultry, sheep/goats, beef, swine and dairy in their analysis, they did not separate equines as an individual category.

Albert Demaree conducted an earlier analysis in his book, “The American Agricultural Press, 1819-1860.” For his research, Demaree investigated 100 agricultural periodicals, with 16 of those being “…set aside for intensive research” (Demaree 1941, xii).

Demaree admits that his book is not attempting to trace the history of the agricultural press in the United States. Rather, he offers a “description of the general content of these journals and to tell in part the story of rural life as seen through them” (xi).

He presents seven areas of interest: programs and policies, editors, special features, advertising, “Ladies’ Department,” rural poetry, and the Agricultural Fair, and he evaluates how each specific area was covered by, had influence on, or was influenced by, the agricultural media of the day. The only mention of horses offered by Demaree includes the controversies surrounding horsemanship displays by women and horse races at county fairs.

Unlike Evans and Salcedo, Demaree did not utilize statistical analyses in his methodology. Rather, he used excerpts, historical references and examples to make his points. He offered selected articles from various publications, and “sketches” of the 16 “intensively researched” journals.

Demaree’s work was chiefly a type of content analysis, and most of his findings center around the content of agricultural periodicals, what may have influenced the content and, conversely, what influence the content had on agriculture of the day. In general, his findings indicate that agricultural periodicals were generally at the forefront of innovations, practices and procedures in the agricultural industry. He notes that agricultural periodicals were great advocates of “advanced” new farming practices, such as “deep and horizontal
plowing; ditching and draining of wet lands; variety in cultures; the use of fertilizers; crop rotation; selective breeding of livestock; and proper feeding of animals and their adequate shelter in winter” (231). In addition, he wrote, the farm press was quick to embrace and promote developments in mechanization of agriculture, as well as agricultural education.

In his work, Demaree noted, “It is unfortunate that the files of these sources are so incomplete and so widely scattered throughout the libraries of the United States” (236). The Watson database serves as one solution to this problem.

Both Evans and Salcedo and Demaree admitted that researchers have largely ignored the history of the agricultural press. Evans and Salcedo note that only a handful of broad analyses have been written, including Holt, Demaree, VanDerhoof, Fitzpatrick, Wilson, and Nafziger, and each of those has covered only a brief time period, with Wilson’s evaluation being the longest at 120 years.

Of those five aforementioned publications, only Demaree’s work, already described above, was published; the remaining four were academic works.

Holt’s work was a Master’s thesis analyzing the growth and development of the American agricultural press from 1792-1850. This work was completed in 1925 at the University of Wisconsin-Madison. In it, he commented on the early role of the horse in America, noting that even though horse numbers were growing, oxen continued to be the primary farm animals for many of these earliest years, mainly due to their cheap sustenance and the fact that they could be butchered and eaten (5).

VanDerhoof’s study of the growth of agricultural journalism in the East and Midwest between the years 1860-1900 was a Ph.D. thesis from Columbia University in 1951.
Wilson’s work, a Master’s thesis from the University of Illinois completed in 1930, was a general overview of agricultural periodicals in the United States. Wilson chose not to include “horse papers” in his study, claiming that such publications, which were geared toward the “gentleman farmer,” were “outside the scope of this study and will not be considered” (10).

Rather than look at the entire country, Nafziger chose to focus his analysis on one state in his Bachelor’s thesis, completed in 1920 for graduation from the University of Wisconsin-Madison. In his work, Nafziger focused on the Wisconsin farm press, looking at its history, development, and influence. He found that horses were occasionally key topics for the Wisconsin agricultural media, with “diseases of horses” receiving substantial coverage in the 1890 issues of Wisconsin Agriculturist, and the costs of horse labor being central to that same magazine in 1920 (11).

In Elaine Harvey Edwards’ (1994) Master’s thesis from Iowa State University, “Iowa’s early agricultural press: a content analysis of the Iowa Farmer and Horticulturist, 1853-1856,” she evaluated and analyzed the sources, origins, topics, and practical utility of articles from 36 issues of Iowa Farmer and Horticulturist, printed over the three-year period. For her topic analysis, Edwards identified four main categories and a total of 20 sub-categories within those main headings.

In her analysis, Edwards found that horses were the “most mentioned” among all subject topics that she chose to analyze (90). She surmised that horses were vital to Iowa farmers’ lives during this time period, both as transportation and labor. This finding serves as more proof of the importance of the horse in the history of American agriculture, and serves to support once again the need for this particular research.
There have been several prior studies of specie- and genre-specific areas of the agricultural media in America, including Patterson’s analysis of trends and content of beef cattle magazines, Ammon and Byrne’s investigation of American breed journals, and Hanke’s “History of American Poultry Journalism” (1926). All three of these works were theses completed at the University of Wisconsin-Madison. Patterson's was completed in 1960, Ammon and Byrne’s in 1932, and Hanke’s work, the only one of the three that was a Bachelor’s rather than a Master’s thesis, in 1926.

Hanke discussed the “potent power” of the press, stating, “Its influence has been felt in the growth of every industry” (introduction). This thesis will seek to uncover the amount of influence and power that the equine media has held over the related industry.

Schlebecker and Hopkins present a longitudinal analysis comparing trends in one specific genre with changes and developments in agriculture as a whole. Unlike the above-mentioned academic works, theirs was a full-length book. Their book, “A History of Dairy Journalism in the United States, 1810-1950” (1957) offers an overview of 140 years of the agricultural press, focusing specifically on the dairy genre. In their book, the authors track the history of the dairy industry and its publications, noting major developments in the history and economy of the United States as a whole (depression, wars, westward expansion, etc.). The goal of their investigation was to discover how dairy journalists “interpreted ideas, passed along information, and thus influenced the development of the American dairy industry” (4). They also noted via their longitudinal analysis of the “larger picture” of the development of the United States as a whole, how “the dairy journalists conditioned the course of several events in American history by virtue of their influence on a large and significant industry” (4).
In conducting their research, Schlebecker and Hopkins read and thoroughly examined every individual volume of each publication that was in existence for one to five years. In the cases of publications that ran longer than five years, the first and last volume was read, along with approximately every fifth volume. Volumes containing information on changes in editors, frequency of publication, or size of journal, were also read. The researchers also made sure to read publications from years in which major historical events occurred, such as 1893 (panic and Columbian Exposition), 1898 (Spanish-American War), and 1907 (panic). In all, they examined 92 separate dairy publications, in addition to 10 publications classified as “early general farm papers” (3).

Their analysis more closely resembles what the proposed thesis is planning to do – tracking the history and development of one genre of the agricultural media, while simultaneously evaluating how trends in the equine press affected, or, conversely, were affected, by changes and events occurring in the United States as a whole during the same time. One major difference between the Schlebecker and Hopkins work and this current study, however, is that while the former chose to primarily conduct a content analysis, focusing on editorial content, this current work will be focusing more on numbers of periodicals, when they began and ended, and geographic locations of those publications.

Before one can begin to analyze the trends that shaped the equine media, it is important to first identify and explain those trends.

**Early uses of the horse in America**

The modern American horse originated in the early 1600s, as runaways from herds brought by Spanish explorers in the Rio Grande Valley and the East Coast. Colonists also
brought some horses with them from their native lands. As their settlements and lifestyles
became more established, they began to import equines (Evans, et. al.1990.)

Even before horses were widely used for agricultural purposes, they were being raced
and used as transportation. The first race course in the United States, Newmarket, pre-dated
many of the original colonies themselves, as it was founded in 1665 at Hempstead Plain, in
the colony of New Netherlands (now Long Island, New York) (Wallace 1897). Racing
continued to gain in popularity, and in 1829 the racing industry was the target for the first
equine publication in the United States, the American Turf Register Sporting Magazine,
foundered by John Skinner of Baltimore, Maryland, in 1829.

The era of horses as transportation gained momentum on May 13, 1718, with the first
route being from Boston, Massachusetts, to Providence, Rhode Island (PBS 2004b). The use
of the horse-drawn stagecoach continued as a popular form of transportation for nearly 200
years.

**Equine population trends**

While early agricultural developments contributed to a swell in the popularity and use
of horses on American farms, the subsequent development of tractors and other automated
machinery contributed to its downfall. Until the early 1920s, the value of horses and mules as
farm capital had been enjoying a steady increase. In 1915, the United States equine
population reached an all-time high, with 26,493,000 horses and mules in rural areas and an
additional 2,000,000 in urban areas (Ensminger and Hammer 2004). In 1918, there were still
21 million horses in the country, with the majority of them being draft breeds (Evans et. al.
1990). By the 1920s, however, horses were disappearing from the country at a rate of
500,000 each year (Irwin 2004). Figure 1 on the following page illustrates the changes in the United States’ equine population over time.

The number of horses continued to steadily decline, with the rate of disappearance reaching a peak in 1948-49. During that time, the United States horse population suffered a 10-percent decline in total numbers, with fewer than six million equines being left in the country in 1949 (Telleen 2004). Those numbers continued to plummet into the early part of the next decade, reaching a low of approximately two million head (Evans et. al. 1990). By the later part of the 1950s, however, the industry was enjoying a renewed surge, as the United States horse and mule population in rural areas grew to 3,089,000 by 1960 (Ensminger and Hammer 2004).

By 1999, the United States horse population had more than doubled, reaching 6.9 million (AHC 1999). Current population estimates show that number to be holding fairly steady.

At issue in this research will be changes in numbers of equine publications. There are several potential factors that could influence this number, with one of the most obvious being the number of horses in the United States. This leads to the first research question to be explored and answered in this thesis: what relation, if any, is there between numbers of new equine publications and equine population figures over time?

**Development of breeds and registries**

As one example of increasing specialization within the equine industry, one needs only to look at the development of specific breed associations and registries. As fanciers of a certain type of horse would come together, they would begin to search for a way to unite, to create a set of standards for their favored type of equine. As a result, they would most often
United States equine population at key points

Figure 1. United States Equine population at key points
form a breed registry, requiring horses to meet a specific set of criteria before being allowed inclusion in the registry.

The first “breed” to be developed in the New World was allegedly the Narragansett Pacer, developed in Rhode Island in the late 1600s. This compact animal, whose origins have been in dispute, was prized on the racetrack for its speed in the harness (Wallace 1897).

Until the late 1870s, breed registries in the United States were relatively nonexistent. While Thoroughbreds were registered in England as early as 1791, it was not until 1873 that the first volumes of the American Stud Book were published for the breed (Evans et. al. 1990). Soon after, in 1876, Percheron owners banded and formed a registry for that draft breed (Evans et. al. 1990). Previously, in 1871, early attempts were undertaken to launch a registry for Standardbred horses.

By the last decade of the nineteenth century, several breed registries had begun to form, chiefly for riding and leisure horses. Early registries included: Belgians (1887), Shetland Ponies (1888), American Saddlebreds (1891), Hackney Horses (1891) and Morgan Horses (1894) (Evans et. al. 1990).

The twentieth century saw a boom in the development of breed registries for horses, ponies, and long-eared equids (including mules, donkeys, and hinns). From 1932 through 1975, more than 30 separate breed organizations and registries were formed (Evans et. al. 1990). These registries were chiefly created among fanciers of certain types of horses to create a breed standard, with breeds forming stud books of horses that met registration criteria. Supporters of some breeds, such as American Quarter Horses, formed numerous smaller organizations, which were later combined into one, nation-wide registry.
Registries were formed based not only on bloodlines and breeding, but also on such physical factors as coat color (American Paint Horse, Buckskin, Palomino, etc.) and size (Miniature Donkey, Quarter Pony, etc.).

Once a breed registry had been formed, one of the first orders of business was generally to create a newsletter or magazine as a way to inform members of association news and happenings, to publicize the breed, and to provide an avenue for breeders to showcase and promote their stock. For example, the American Paint Horse Association was formed in 1965; the official publication of the association, the “Paint Horse Journal,” was started the following year, in 1966. In addition, as breed magazines had the resources of the association behind them, one would expect that they would tend to be more stable and tend to last longer than many smaller, independent publications.

In their study, Schlebecker and Hopkins related the development of specialization in agriculture to the rise of dairy publications. In addition, they note additional specialization within the dairy industry itself over time, which led, then, to development of dairy publications dealing with specific aspects of the industry, such as farming, processing, and distributing. Parallels to these findings should also be uncovered within this particular study, which leads to the second research question to be answered by this thesis: as the equine industry becomes more specialized, are more publications catering to those more specialized areas as well as various breed associations then launched as a reaction to these developments?

The researchers also concluded that information contained within these dairy publications was a mirror of current reader interest at the time. For example, they state that prior to 1910, most articles focused on technology and methods. After 1920, government
influence on the dairy industry became a chief focus, and in the depressed years of the 1930s and 1940s editors “searched for ways to accommodate the industry to the actions of a managed economy” (301). In the current research, while actual content of specific publications will not be analyzed, trends in subject material based on titles should also be found to coordinate with major trends in the equine industry over time.

Upon evaluation of major developments in the history of United States agriculture, several trends stand out as potential precursors to subsequent changes and developments in the equine media. As the horse’s role in American culture changed, so would the focus of the equine media.

Financial trends

In addition to considering the increasingly specialized focus of the equine industry over time, it is important to look at the financial state of the equine industry. In the 1930s, horses were valued, per head, higher than any other livestock specie (Telleen 2004). Those values plummeted, however, as the number of horses also fell. By 1949, a year in which the total United States horse population had seen immense decline, horses were valued by the United States Department of Agriculture at $52.30 apiece; this was fifteen percent less than the 1948 value. In contrast, that same year, the USDA set a per-head value of $117 for mules (Telleen 2004). Prices continued to decrease the next year, reaching an all-time low in 1950 before beginning a slow increase (Irwin 2004).

It is also necessary to consider the status of the agricultural industry, as well as the United States’ economy as a whole. The agricultural industry enjoyed a financial boom from 1897-1910, leading to the “Golden Age” of American Agriculture, the period from 1910-1914 (Cochrane 1979). Just six years later, however, in 1920, the bottom fell out of the
market, prices plummeted, and the American agricultural industry found itself in a depression, which was exacerbated in 1929 by the stock market crash and subsequent Great Depression.

Throughout the Depression years, the agricultural economy saw several highs and lows. The bottom for prices came in 1932, with prices and incomes rising for the next four years, through 1937. Unfortunately, this gain was short-lived, as prices fell again in 1938-39 (Cochrane 1979). This period saw the creation of numerous government programs aimed to help the farmer, including the Emergency Farm Mortgage Act of 1933 and the creation of the Farm Credit Administration that same year (Cochrane 1979).

It is quite possible that both the financial status of the equine industry and the agricultural economy as a whole have had an influence on the numbers of equine publications over the years. It would be expected that as the two economies boomed, so would the number of equine publications; conversely, as those economies suffered, it would be expected that fewer equine publications would begin, and more would fold.

The above information lends itself to the third research question being posed by this thesis: How is the number of new equine publications at any given time related to the state of the general agricultural economy of the United States at that time? In general, it is expected that the number of new equine publications will drop as the economy weakens, with more publications failing during these times. However, during times of severe economic downturn, such as the Great Depression, it is anticipated that there may actually be a rise in the numbers of equine titles, as more people return to horses for agricultural purposes as a less expensive alternative to tractors and machinery.
As a means of testing this theory, the numbers of equine publications in existence in certain years will be compared with the financial state of both the equine industry and the United States agricultural economy as a whole to see if there is indeed a correlation between rising and falling numbers of publications and economic status of both the equine and agricultural industries. The total numbers of American farms and farmers will also be used as a comparative tool, as one would speculate that, at least before major mechanization of agriculture began, these numbers would correspond positively with the numbers of equine publications.

**Re-invention of the horse across time**

The development of non-equine equipment, namely, tractors and other automated machinery, forced the American equine to face either finding and evolving into another role in society, or to risk virtual extinction.

Early steam tractors were in use as early as 1868 (USDA 2004c); however, they did not begin to be used in large numbers until the 1890s (Cochrane 1979). These early steam machines were soon replaced with gasoline-fueled models, with the first of these being developed in 1901 (Cochrane 1979).

The popularity of these new machines spread quickly; the number of gasoline tractors in use on United States farms swelled from nearly 4,000 in 1911 to approximately 246,000 by 1920. By 1930, that number had grown to more than 920,000 tractors in use, with more than 1.6 million in use by 1940 (Cochrane 1979). By 1950, the workhorse had virtually disappeared from American farms, and by 1954, the number of tractors on farms exceeded the number of horses and mules (USDA 2004c).
These automated mechanizations and the subsequent decline in the use of horses led to the second American agricultural revolution, which took place from approximately 1945-1970 (USDA 2004c).

It would thus stand to reason that this major shift would be reflected in the equine media. One would expect that as the use of horses in agriculture declines, so would the number of publications focusing on the horse as a source of power. Instead, one would expect to see a rise in publications chronicling the use of the horse in other areas, such as recreational riding, showing, breeding, and other forms of competition.

This leads to the fourth research question being raised in this thesis: Is the re-invention of the horse across time subsequently reflected in the rise and fall of various types of equine publications over time?

It is also important to note the major role that the horse played in another facet of American agriculture – the grazing lands of the west. Beginning in the mid-1860s after the end of the Civil War, and continuing for nearly 20 years after, the “cow horse” lifestyle reached its heyday (Denhardt 1947). Cowboys and ranch hands were responsible for looking after and driving thousands of head of cattle on millions of acres of rangeland, and the horse proved to be an invaluable tool for this purpose.

Equines in agriculture

The above-mentioned increased mechanization of agricultural practices, primarily in row-crop farming, had arguably the most significant impact on the evolution of the equine in American agriculture. Such developments include Newbold’s cast-iron plow (1797), the horse-hoe (1820), McCormick’s reaper (1834), John Deere’s wrought-iron plow (1837), the broadcast seeder (1850), the spring-tooth harrow (1869), and the riding sulky plow (approx.
1881), among others (Cochrane 1979). The majority of these early developments required the use of horses, thus leading to an increase in the value of the horse on the farm as a crucial aspect of more efficient farming.

The development of such equipment led to the first American agricultural revolution, which took place from 1862-1875, in which horses overtook hand power as the chief agricultural tool (USDA 2004c). By 1867, the horse population in the rural United States was estimated at nearly eight million; in comparison, the number of farm workers in that same year was well under seven million (PBS 2004a). One would speculate, then, that this boom in horse numbers would be reflected in the equine media, with a corresponding increase in numbers of horse publications dealing with draft animals, general agricultural publications with a chief focus on the horse, and general horse care and maintenance.

The fifth research question being presented in this thesis deals with these developments: Do the topics of equine publications reflect the common uses of horses at the time of a publication’s launch date? And, do these topics generally follow, rather than lead, these developments?

Failure of equine periodicals

A sixth area for investigation concerns the trends in which publications began or ended. While Evans and Salcedo chose to look at overall numbers of publications in each year, they did not investigate the actual numbers of publications that began or ended in each year. In the past, researchers have focused their research on why publications started, and what factors influenced their growth and development. The Watson database makes it possible to also consider failures of publications, and what factors were associated with the
folding of titles. This information will lend itself to answer our sixth research question: What factors contributed to the failures of equine publications?

**Equine media versus general agricultural media**

As a result of their research, Evans and Salcedo came to several intriguing conclusions. For one, the pair discovered that “trends in one part of the farm publishing business do not necessarily parallel trends in others” (103). While commercial farm periodicals did not show a great decline in number over the period in question, other types of periodicals did indeed show a decline in numbers – namely, independently owned, general farm periodicals. Those declines, however, were offset by increases in other types, such as special interest publications.

When comparing trends and shifts in the agricultural media to happenings both in the agricultural industry and the world as a whole, the researchers found that, “war and depression seem to have had more impact through the years than many other changes that might affect the farm press” (103).

In addition, Evans and Salcedo found that specialization in farm publishing is not a recent trend. They found a great percentage of “specialized” farm publications in the first years of their research; however, they did note a shift in the types of “specialty” publications, from horticulture, beekeeping and poultry to a focus on specific classes of livestock.

This study will be looking at trends in the equine media compared to the general agricultural media. One would speculate that as the horse became less of an agricultural necessity and more of a leisure object and hobby, the equine media would have become less reflective of the state of the overall agricultural economy, and more of a mirror of the equine
industry. This theory leads to a seventh research question: Does the rise and fall of equine publications parallel the rise and fall of general agricultural publications over time?

Geographical trends in equine publishing

In their study, Evans and Salcedo noted a definite westward shift in the growth and spread of agricultural publications, corresponding with the general westward expansion of the United States. As they found, “...more than one-third of all commercial farm periodicals were located in the north Atlantic region during 1880, but only 17 percent by 1920...[the western region] contained 74 farm periodicals by 1920, compared with only 11 in 1880. It accounted for about 18 percent of all farm periodicals published in 1920, compared with 7 percent 40 years earlier” (3-4).

Both Evans and Salcedo’s study and this particular research take a look at publications on a regional level; however, while the former researchers chose to consider only regional trends, this particular study will take that a step further, looking at numbers of publications in individual states. When one thinks of “hubs” of equine activity in the United States, several distinct regions tend to come to mind, including the Northeast, Kentucky, Texas, and California. It would be expected, then, that equine publications would also be centered in these areas.

Information on the locations of equine publications will be cross-referenced by starting years of publications to determine the spread of the equine media across the United States. This analysis will be used to answer the eighth research question being presented here: Does the geographical spread of the equine media correspond with the growth of the United States as a whole? In addition, will the growth and development of equine publications vary in different regions over time – for instance, will publications based on the
east coast follow a different cycle of development than those in more western areas, such as California and Texas?
CHAPTER III. METHODOLOGY

The project of cataloging the Watson database was no small task. The entire process, from researching and categorizing the individual titles to entering the titles into the database to creating a user-friendly search/results page took eight months.

Background research

The original Watson materials consisted of each individual title being listed on a separate notecard. Each card contained at least the title of a publication; many also contained additional information. The information on all of these cards was typed. Some cases included enough information to fill several cards; in these cases the cards were held together by paperclips. Also, occasionally there would be a newspaper or magazine clipping about the title, or about its editor or publisher, paper-clipped to the card. In all, there were 9,594 publications listed on individual notecards, or a series of cards.

The first step in creating the Watson database was to decide on informational categories that the titles would be organized by and thus eventually able to be searched by. For this process, a sample of cards was examined to determine what types of information they contained. After reviewing these cards, the following categories were developed: title, beginning year, ending year, frequency of publication (annually, bi-weekly, daily, monthly, quarterly, weekly, unknown), place of publication, state (specific states or general region of the United States), content, publisher, editor, and general comments. Many cards were incomplete.

The next step in the process was to decide upon individual content categories. A variety of categories were developed after examining a selection of cards. A codebook was
then created, listing specific keywords and criteria for each individual category. Refer to Appendix A for a copy of this codebook.

All 9,594 publications were then classified in terms of proper content category or categories. First, the title of each publication was evaluated for any possible keywords that might shed light on the content of the publication. If the content could not be reasonably decided by considering the title, then any additional comments contained on the individual card were read and examined for keywords or hints as to the publication’s focus. Multiple content categories were permitted if a publication explicitly included more than one content category.

In some cases, either a title did not contain additional comments, or the comments did not include keywords or hints that would lead to a reasonable inference of the content of the publication. In some instances, the title or comments did contain a keyword, but the subject was not able to be discerned from that information. In those instances, a keyword from the title was entered into www.dictionary.com, an online dictionary, in hopes that the resulting definition would shed some light on the content of the publication.

If there was no keyword found in either the card information or the title, or if a keyword was found, but no definition was available, the title was entered into the WORLDCAT online database in an attempt to discover the subject.

For many titles, the WORLDCAT search would yield a keyword, which was then recorded as the content of the publication. Other titles, however, were either not listed in WORLDCAT, or were listed but did not include a keyword in the listing. For these titles, the category was listed as “unknown.”
For situations of multiple instances of the same title, additional information was included in the WORLDCAT search for each specific instance. This generally included either a beginning year of publication or a location of publication, or both when necessary.

If the WORLDCAT search showed “agriculture” or “newspaper” as a subject, then the publication was categorized as “general ag news.”

Several categories were added to the original list as each individual title was researched. There were several occasions where a title would contain content that did not fall under one of the existing categories; in these instances a new, appropriate category would be added. There were also titles that could reasonably fall into more than one category. In these cases, the multiple categories were noted on the card.

In all, a total of 67 different content categories were eventually created. It should be noted here that all decisions on categorization were made exclusively by the researcher, using the criteria set forth in the codebook, which was also created by the researcher. While every attempt was made to correctly determine the content of each publication, it is possible that some were mis-categorized.

As each individual title’s content category or categories were discovered, they were recorded on the title’s corresponding notecard. The title, along with its category, was also typed onto a list in MS-Word.

In all, the process of researching and categorizing the individual titles took more than three months, from late October 2003 to late January 2004.

Database creation

The next step in the process was to manually enter each title card’s information into the database. For this, a web-based template was created with prompts for each of the
aforementioned informational categories. For information such as state, frequency, and content category, a drop-down list was created. The state list included each of the 50 states, as well as “United States” in general, an “unknown” option, and broader areas such as “North,” “South,” “Midwest,” etc. If an individual title was listed as being published in more than one state, multiple states were entered. The database allowed up to three states to be entered for any one publication.

For frequency, each of the aforementioned frequency choices was listed. If a publication was listed as having a frequency other than those listed, it was entered as “unknown,” and the correct frequency was noted in the additional comments.

The category list contained each of the 67 different categories, plus an “unknown” option. For the remainder of the prompts, the information had to be entered manually.

Throughout this entry process, it was discovered that several publications had duplicate cards, an error which had not been previously caught. These “doubles” were combined and entered as one individual publication. This whittled down the list of total titles from 9,594 to 9,573.

As information was entered, it was stored on a server at the Greenlee School of Journalism and Communication.

From mid-January to late March 2004, each individual card was entered into the database.

Output

Once all of the titles and corresponding information had been entered into the database, a user-friendly search page was created, which is accessible from the World Wide Web at: http://www.jlmc.iastate.edu/research/eabbott/. Several “test runs” of this search page
were conducted to make sure the database was indeed searchable by any of the identified and entered information.

In addition, the total list of titles was saved and transferred into SPSS for a preliminary analysis. The titles were analyzed by content, including number of different types of content categories, beginning year, ending year, and state.

From this cursory analysis, it was determined that 1,003 titles, or 10.5 percent of the total, had “unknown” content. It was also discovered that 1,288 publications (13.5 percent) did not have a beginning year available, and 4,603 (48.1 percent) did not have an ending year listed.

**Horse-specific information**

The next step was to pull out the titles that dealt specifically with horses, as that is the focus of this thesis. A search of the database was conducted, with “horse” as the search term in the content category. The search results were then transferred into SPSS for further analysis.

There were a total of 703 titles, roughly 7.3 percent of the total, that contained “horse” as a content category. Of those, 15 were also listed under additional content categories.

The main dataset that this research focuses on is those 703 titles.

Once the “horse” content dataset had been isolated, it was analyzed for beginning years, ending years, frequency of publication, and state. A list of all 703 titles was also generated, and can be found as Appendix B accompanying this work.

An SPSS analysis was used to determine what years were listed in the “begin year” category, as well as how many titles were listed as having begun in each specific year. Each
year that had been entered in “BEGINYR” for any title of the 703 was listed, along with the number of titles that listed that year as its “BEGINYR.” It was found that 258 titles (36.7 percent) did not include a beginning year in the original information.

An identical analysis was done evaluating the “end year” information. Five-hundred seventeen titles (73.5 percent) did not list an end year.

It should be noted that the only years generated in either of these analyses were ones that had been entered with the original data; therefore the resulting timeline includes several gaps in listed years. Those gaps occur because no publications listed the omitted years either as beginning or ending years of publication.

The next analysis to be conducted via SPSS investigated the various frequencies of publication of the titles included in the horse dataset. While 329 of the titles were listed as having “unknown” frequency, it must be noted that if a title listed a frequency that was other than those listed (annually, bi-weekly, daily, monthly, quarterly, weekly), then it was listed as “unknown,” with the actual frequency being entered later, in the general comments.

The “STATE” category was the next to be analyzed. Each state that was listed in the 703 publications was listed. If a publication had listed multiple states, the multiple listing showed up as one entry. The number of publications listing each state (or group of states) was indicated by the “frequency” output. Only 44 titles, or 6.3 percent, did not list a state or group of states.

The final step in the preliminary evaluation of this dataset was to list each individual title. There were several instances of multiple publications under the same title. In these cases, the actual title was only listed once, but the multiplicity was noted in the “frequency”
output for that specific title. There were 48 instances of a title having been used by more than one publication.
CHAPTER IV. RESULTS

Trends in the growth and development of agricultural publications

Before examining results for equine publications, it is important to first consider the growth of the agricultural media as a whole.

When looking at the growth of agricultural publications over the history of the United States, the trend resembles a bell curve. The genre enjoyed slow but consistent growth until the 1870s, when there was a huge boom in the numbers of new titles appearing each year. That prosperous trend continued on for nearly 40 years, until the 1910s, when a sharp decline in the numbers of new titles was noticed. Another noticeable peak, followed by a sharp decline, occurred in the early 1950s, with numbers remaining somewhat consistent since that time.

This development is illustrated by Figure 2 on the following page.

To gain further perspective as to possible reasons for these trends, it is important to consider the forces that were acting on and influencing each genre at various points in time. For the sake of analysis, the years being studied in this research have been divided into four main time periods: 1787-1880 (early years of American agriculture); 1881-1919 (post-first agricultural Revolution; time of prosperity for American agriculture); 1920-1959 (Depression years; second agricultural revolution); 1960-1989 (modern era of mechanization). These years encompass all of the years that are listed as BEGINYR of equine publications. There are several publications within the entire Watson database that were launched before 1787 or after 1989. However, for this analysis, only those beginning in the time between these years will be included.
Figure 4. Number of equine titles beginning in each year
Soon after the birth of the United States, the agricultural media wasted little time before establishing themselves as a substantial force in American media. Of the 8,253 agricultural publications within the Watson database that list a BEGINYR as falling within the time periods of this analysis (1787-1989), 1,746 (21 percent) are listed as beginning within the first 93-year time frame (1787-1880). Even from the earliest years of the United States, agriculture was a major economic force. By 1790, 90 percent of the U.S. labor force consisted of farmers; in the first decade of the nineteenth century agricultural exports made up 75 percent of the value of the country’s total exports (USDA 2004a). The year 1862 brought two developments which aided in the spread and prosperity of the American farmer. First, the passing of the Morrill Act established land-grant institutions of higher education, focusing on agriculture as a key area of study. Secondly, the Homestead act called for the opening and settling of an eventual 270 million acres of United States farmland. Thanks in part to these developments, farmers continued to make up more than half of the country’s labor force into the 1870s, thus establishing a continually large market for agricultural periodicals.

The second time period, which spans from 1881 to 1919, saw the greatest numbers of new agricultural publications being launched. The agricultural media enjoyed incredible growth during this time, with nearly half (4,100 titles, or 49 percent) of all publications listing a BEGINYR having started during these years.

This was a time of great development and prosperity for the agricultural industry in America; as new and more efficient developments were discovered, farming became big business. Government policies such as the development of Agricultural Experiment Stations (1887), the establishment of the post of U.S. Secretary of Agriculture (1889), and increased
research in areas such as soils, plant industry, and entomology, created programs to educate and benefit the American farmer. Developments such as widespread use of irrigation, cream separators, and vaccines against livestock diseases such as hog cholera also benefited the agricultural industry and helped it to prosper.

By the latter years of this time period, 1910-1914, American agriculture had entered a “Golden Age,” a period of terrific success and prosperity for United States farmers. However, during this time, the numbers of new agricultural publications being launched dropped off considerably. In the years leading up to this time (1897-1910), the American agricultural economy was going through a period of recovery, building itself back up following a period of severely depressed prices. During these years, total farm output increased very slowly. This was largely due to the fact that the rate at which new farms were being added had been considerably slowed, mainly due to the fact that nearly all productive land had been claimed and was already in use (Cochrane 1979). During the first decade of the twentieth century, the population of the United States increased at a rate nearly 2.5 times faster than the amount of farm output increased. This variation contributed to an increased demand for farm products, which thus led to higher prices, and the “Golden Age” of agriculture. During these five years, the number of actual farms increased only slightly, and there was virtually no increase in the actual number of farmers. The previous years had seen a boom in the number of new agricultural publications being launched. However, as the market for such items did not grow at an identical rate, the market soon became saturated, thus leading to a drop in the production of additional titles from the previously high rate it had been enjoying over the previous 30 years.
Another key contributor to the growth of the agricultural media can be found in the United States Postal Service. In 1879, the USPS (then known as the Post Office Department) began dividing mail into four classes. By earmarking periodicals as “second-class” postage, the cost to mail magazines and newspapers fell to two cents per pound. Six years later, in 1885, the rates were again lowered, to one cent per pound (USPS 2004).

In 1896, perhaps one of the greatest developments in the Post Office Department came in the form of Rural Free Delivery. Prior to this time, farmers and those who lived outside of the city had to travel to the city to collect their mail. This would often mean farmers would postpone collecting their mail until another reason for a trip to town surfaced, such as needing food or supplies. Thus, the timeliness of information received in their magazines and newspapers was affected considerably. Rural Free Delivery provided for delivery of the mail right to each farmer’s home, negating the need for that extra trip. This new convenience opened the door for farmers to eagerly begin to subscribe to more periodicals, as they would now be able to receive the information in a timely, reliable, consistent manner. The Postal Department began experimenting with RFD in 1896, and by 1902 the program was permanently established (USPS 2004).

In the third time period, 1920-1959, numbers of new agricultural publications dropped considerably from the great numbers enjoyed during the previous 38 years. There were 1,819 agricultural publications indicating a BEGINYR that fell during this time, only 22 percent of all those listing a BEGINYR.

There are several potential reasons for this decline. Perhaps most importantly, the Great Depression and “Dust Bowl” years occurred during this time period. During these
years, the agricultural industry was especially hard-hit, with farm prices hitting bottom by 1932, causing the government to establish means of granting emergency credit to farmers.

Interestingly, the numbers of new agricultural publications during the Depression years remained at a fairly consistent level. In fact, in 1932, as the farm prices were at record lows, 50 new titles were launched, 10 more than during the previous year, and nine more than were launched during each of the next two years. There are several reasons for this consistency in numbers. For one, during these depression years, farmers remained hungry for any information they could gather on the state of their economy. In addition, there was a noted “back-to-the-farm” movement in the early 1930s, as those finding themselves unemployed in urban areas decided to attempt “subsistence-level farm life” as an option; thus there was an increased market of those new to farm life who needed information on how to operate and maintain a farming operation (Evans and Salcedo 1974). Agricultural publications kept their subscription rates low in order to entice new subscribers, as well as to keep the ones they already had. A final aspect to consider is the growth of organizational publications, such as magazines published by Grange and Farm Bureau groups. As their situation grew more and more dire, farmers increasingly turned to marketing and purchasing cooperatives in an attempt to gain income. Many of these cooperatives sustained informational publications for their members. Membership in general farm organizations, such as the National Grange, Farmers’ Union, and American Farm Bureau Federation also grew, and the market for periodicals operated by such organizations followed suit. By 1940, the number of publications owned by farm organizations had grown to where it accounted for 42 percent of all commercial farm periodicals in the United States (Evans and Salcedo 1974.)
While the agricultural industry regained its feet soon after the Depression years, it was losing popularity as a career choice, paling in comparison to more “regular” factory and assembly-line type jobs. By 1947, more people were leaving farms than were migrating to them. The numbers of American farmers continued to drop sharply during this time -- in 1920 there were an estimated 31,614,269 farmers in the country; by 1960 that number had been cut in half, with just 15,635,000 farmers left in the United States (USDA 2004d).

The second American agricultural revolution began in 1945, and for the next 25 years, continuing until 1970, agriculture became increasingly more mechanized and specialized. Fewer people were farming, and those who were left had larger farms with increased specialization of what they produced. As farming became more and more specialized, with fewer and fewer farmers, the market for agricultural publications also underwent a change. This was not a smooth transition for the American agricultural media, as agricultural changes led to a smaller, more concentrated market for the industry’s publications. Smaller numbers of farmers would equate to a smaller market for agricultural publications, thus leading to fewer new titles.

The effects of this transition on the American agricultural media became apparent during the final time period, which spanned from 1960-1989. During this time, only seven percent of all agricultural titles with a BEGINYR given are listed as having been launched.

There are numerous possible reasons for the sharp drop in numbers of new agricultural publications. Throughout this 29-year period, the number of farmers continued to fall, until, by 1990, farmers made up just 2.6 percent of the American labor force, with just over 4,500,000 farmers remaining (USDA 2004d). Farming had evolved into a highly-specialized profession, with the majority of farmland being held by a small number of
individuals and entities. With this concentrated, specialized market, there was a continually shrinking audience and market for agricultural publications, and competition for reader’s attention pushed many smaller titles out, while allowing the larger titles owned by media conglomerates, such as Meredith Publishing’s monthly, “Successful Farming,” to survive and grow.

Tough economic times faced by farmers in the 1980s also contributed to this changing face of agriculture. High interest rates, a drop in the value of farmland, low commodities prices, and a drop in exports led to the farm crisis, during which many smaller farmers lost their land to foreclosure, and were forced to sell out. As the number of smaller “family” farmers was declining, a large portion of the market for agricultural media also was lost.

Changes within the face of American agriculture throughout the history of the country have been mirrored by trends in the agricultural publishing industry. As agriculture enjoyed prosperous, booming times, the media also experienced increases in numbers of new titles. By contrast, when the agricultural industry faced tough times and declining numbers, so did the media. However, this trend begs the question of whether this holds true for ALL facets of the agricultural media, or if certain sub-genres, such as the equine media, grew and developed along a different trend. This analysis will address this question later in this chapter. However, first it is important to gain a perspective on the forces and trends shaping the growth of the equine media.

Equine population trends as a marker of equine publication numbers

One of the most logical influences one would consider in regards to numbers of equine periodicals would be the population of equines in the United States. Interestingly,
there is no one source of historical data on equine population figures across time; this information was instead gleaned from numerous sources. Due in part to this lack of a central population estimate, there are large gaps in the years for which population figures are available. The earliest year that such figures could be found for was 1867, during which there were an estimated 8,000,000 horses in the United States (Google 2003). There are no further reliable estimates of United States equine population figures until the turn of the century. However, it can be assumed that as American agriculture underwent its transformation from hand power to horse power, horses continued to gain in popularity and demand, thus causing a rise in population numbers.

By 1900, there were an estimated 13,500,000 horses in the United States (IMH 2004b). In 1915, the United States equine population had reached an all-time high, with 26,493,000 horses and mules in rural areas and an additional 2,000,000 in urban areas (Ensminger and Hammer 2004). That number then began to drop off slightly; by 1918 there were an estimated 21 million horses in the country, with the majority of them being draft breeds (Evans et. al. 1990). By the 1920s, however, horses were disappearing from the country at a rate of 500,000 each year (Irwin 2004). Numbers continued to steadily decline into the 1930s and 1940s.

A declining agricultural economy, followed by the Depression and "Dust Bowl" years of the 1930s, are partly to blame for this decline. During the leanest years, farmers were often reduced to producing only what they required to survive, as bottomed-out prices did not justify the expense of raising crops for sale. Thus, for a while at least, the formerly growing need for horses on the farm stalled somewhat; farmers kept what livestock they had but could not afford to purchase more. In addition, while early agricultural developments
contributed to a swell in the popularity and use of horses on American farms, the subsequent development of tractors and other automated machinery contributed to its downfall. This became especially evident as the United States moved to the modern era of mechanization, which began in the mid-1940s. This stall in the equine market, then, contributed to a decline in numbers of horses desired, and, thus, being produced. By the end of the 1940s, people had virtually quit raising foals, with the total number of foals totaling only about three percent of total horse population estimates (Telleen 2004).

This rate of equine disappearance reached a peak in 1948-49. During that time, the United States horse population suffered a 10-percent decline in total numbers, with fewer than six million equines being left in the country in 1949 (Telleen 2004). Those numbers continued to plummet into the early part of the next decade, reaching a low of approximately two million head (Evans et. al. 1990).

By the later part of the 1950s, however, the industry was enjoying a renewed surge, as the United States horse and mule population in rural areas grew to 3,089,000 by 1960 (Ensminger and Hammer 2004). Part of this surge can be related to the increased interest in equines as a leisure and recreation animal, which opened up new markets and created a new demand. The racing industry is one example of a segment of the general industry that experienced considerable growth during this time. In 1947, there were just 7,705 thoroughbred foals registered throughout North America. By 1962, that figure had nearly doubled, with registrations reaching 14,870 foals; by 1976 numbers of new registrations had reached 29,500 (IMH 2004a).
The number of equines in the United States continued to grow throughout the 1980s and 1990s, until, by 1999, the entire United States horse population had reached 6.9 million (AHC 1999). Current population estimates show that number to be holding fairly steady.

In addition to considering equine population numbers, a measure was also needed to gauge growth of equine publications. It was decided that the beginning years of new titles would serve as the best indicator of genre growth. An SPSS frequency analysis was done to draw out the specific years that publications in the horse dataset had listed as starting years. Of the 703 publications about horses, 445 included a starting date.

New equine titles were being launched at a fairly consistent, albeit, slow, rate throughout much of the early and mid nineteenth century. From 1787 (the first year for which BEGINYR for an equine title is listed) through 1880, the United States averaged just 2.9 titles per year, with many years showing no new equine titles being launched. However, just as the equine population was growing in the latter part of the century, the numbers of new equine titles was also showing a steady increase. From 1881 through 1900, there were 112 new titles launched, at least one each year, with an average of 5.6 new titles each year.

Interestingly, as equine population figures continued to climb to record numbers in the early 1900s, the number of new equine publications did not show as great of an increase. From 1901-1915 (the year where all-time record population numbers were achieved), just 51 new titles were launched, averaging just 3.4 new titles each year, with none being started in the record year of 1915. That trend of fewer new titles continued into the 1920s, as just 14 new equine titles were launched between 1916 and 1930. Also during that time, equine population numbers were beginning their decline, reaching the above-mentioned rate of 500,000 horses disappearing per year in the 1920s.
Throughout the 1930s, although the equine population continued to decline, the equine media actually saw a rise in the numbers of new titles being launched each year. Throughout the decade, 40 new titles were launched, an average of four each year. This trend continued in the following decade, with 41 titles launched between 1940 and 1949.

The 1950s saw the genre's growth finally reflect the depressed state of the equine industry, as there were only two new titles launched in 1950, one in 1951, and no additional new titles reported between 1952-1954. There were also no titles reported as being launched in 1957 or 1958, and only two in 1959. In fact, with just 10 new equine titles, the 1950s saw the fewest new equine titles of any decade since the 1860s, when just four new titles were recorded.

Just as the equine population has enjoyed a steady growth since 1960, so has the equine media. At least one title was launched each year from 1960 through 1989, the last year that BEGINYR data was reported, with an average of 46.6 titles being launched in each decade of the 1960s, 1970s, and 1980s.

Figure 3 on the following page illustrates these two trends in comparison.

Overall, when comparing equine population trends with numbers of new equine titles, there is no consistent relationship that can be found. There were three periods where the state of the population was echoed by the development of the medium: in the latter part of the nineteenth century, when both population numbers and numbers of new publications were on the rise; the 1920s, where, just as the equine population was beginning to show steady decline, the numbers of new titles began to drop off; and the last 49 years of the study (1960-1989), where both the equine population and equine media enjoyed steady growth.
Figure 3. Trends in equine population versus number of new publications
Throughout the lowest years for the equine industry, when numbers were reaching all-time lows, the equine media remained surprisingly strong. In fact, by the time the equine media were finally seeing a decline in numbers of new titles in the 1950s, the equine population was already rebounding from the past decades’ losses.

Thus, in response to the first research question originally posed in Chapter Two of this thesis, it can be said that there is no clear relationship between the numbers of equine publications and equine population numbers. At times when equine population figures were reaching all-time highs, numbers of new publications were holding steady or even declining. Conversely, at times when the equine population was falling, the numbers of new publications being launched actually increased.

**Development of the equine industry and equine media**

The BEGINYR information cited above was placed into a bar graph, with "BEGINYR" values on the X-axis, and the number of publications on the Y-axis. The resulting chart can be seen as Figure 4 on the following page.

The same four time periods used to analyze agricultural publications in general were used to examine equine publications. The first “wave,” which spanned from 1787 to 1880, includes the early years of establishment of the equine media as a definite genre. Towards the end of this time period, American agriculture underwent a time of terrific change, commonly known as the first major American Agricultural revolution. This period of dramatic change, which spanned from 1862-1875, saw horses rise to prominence as necessary tools on American farms. The second period, which includes the years between 1881 and 1919, can be considered a result of those major changes. A third period, which is identified as running from 1920 to 1959, is a result of changes and developments in the equine industry itself, such
Figure 4. Number of equine titles beginning in each year
as the rise in prominence of breed registries and the beginning of the end of horses being used on the farm. The fourth and final wave, which includes the years from 1960 to 1989, can be considered a result of the second major period of revolution in American Agriculture, which occurred from 1945-1970. During this time, horses virtually disappeared from American farms, but they found a new role in society as a leisure and recreational hobby.

Beginning in 1787 (the first year for which a publication was listed), the number of equine publications launched each year remained relatively consistent until 1881, when a definite boom was noticed. Over the next 38 years, until 1919, 166 publications are listed as being launched.

From 1920 to 1959, a third wave was noted. In this period, 104 titles are listed as being launched.

A fourth and final peak of new titles was discovered as spanning from 1960 to 1989, the last year cited in the sample. During this most recent wave, 143 titles were recorded as being launched.

The numbers of publications beginning in each specific time period is illustrated in Figure 5 on the following page.

In order to gain a better understanding of the equine media’s shift in focus over time, four main content categories were created, and titles were grouped into a specific category based on their title. These categories include: “racing,” which includes titles dealing with racing, harness racing, steeplechasing, and breeding of racehorses; “draft,” which includes titles dealing with draft horses and the use of horses on the farm; “breed,” which includes breed-specific titles; and “leisure,” which includes titles focusing on trail riding, showing, rodeo, and other such recreational uses. In all, 359 of the 703 equine titles were placed into
Figure 5. Number of titles beginning in each time period

one of these content categories; the remaining 344 titles were either of general interest, or their content could not be discerned.

The rise and fall of each of these categories helps to illustrate the changes that the equine media have undergone over time. Each of these categories can be linked closely to one of the four time periods discussed above. The following sections detail this development and evolution.

**1787-1880**

During the initial “wave” of publications, which spanned from 1787 through 1880, there were 32 new titles listed. Twelve of these titles can be categorized as being related to racing, more than can be placed in any other subject category during these years. This stands
to reason, as racing and transportation were the two primary uses of horses during this time. Farmers still relied more heavily on hand-power than horse-power to work their land, but racing at both established tracks and down the dirt main streets was a popular pastime. The first racetrack in the Colonies was established in 1665, in what is now Long Island. Indeed, the first equine publication listed in this database was racing-related: “The American Turf Register and Sporting Magazine,” founded in 1829 and continuing on for 15 more years, to 1844. Many of these early “racing”-themed titles enjoyed a healthy run, with just three being listed as also stopping their runs during this time.

Towards the end of this period, publications began to focus on draft horses and the use of horses in agriculture in general began to make an appearance, with the first one, the “Harness and Carriage Journal,” appearing in 1857. The first periodical dealing specifically with a breed of draft horse, the “Percheron-Norman Stud Book,” appeared in 1877. While it was not printed after that year, it set the stage for a major “boom” in draft horse and farming-related titles, which would begin to appear in the coming years.

1881-1919

The second wave, which spanned 1881 to 1919, came about just after American agriculture had undergone its first revolution, which ended in 1875 (USDA 2004c). During the second wave, horses overtook hand power as the chief agricultural tool on American farms. One would assume that the majority of publications launched during this time were related to draft horses, and included information related to farming with horses. Indeed, of the 56 titles classified as “draft” that included BEGINYR data with their information, 39 of them were launched during this period.
While "racing" publications had established their roots in earlier years, the now well-established genre also enjoyed a boom in numbers during this time. Between 1881 and 1919, 22 new racing titles were launched, with 11 new titles having begun just during the decade of the 1890s alone. This growth was the peak of a long-building increase in racing publications; the genre had been enjoying steady growth since the 1850s. By 1900, however, the number of new racing-themed publications had dropped off sharply, with only five new titles being listed as coming into existence between 1900 and 1930. This can at least partially be blamed on a strong anti-gambling sentiment that ran through the country soon after the turn of the century. As states banned activities such as bookmaking, tracks around the country began to struggle. By 1908, there were just 25 tracks left in the country.

This second time period saw what could be considered the birth of the "breed" publication. There were only a small handful of such titles listed as having BEGINYR data before 1889, such as the aforementioned "Percheron-Norman Stud Book," which had a brief run in 1877. These earliest "breed" titles dealt primarily with work, carriage and riding (transportation) horses, as their titles suggest: American Cleveland Bay Stud Book (1889), American Jack Stock Stud Book (1891), American Saddle Horse Register (1891), National Saddle Horse Register (1892), Register of the American Saddle Horse Breeder's Association (1892), American Hackney Stud Book (1893), American Shetland Club Stud Book (1893), Hackney (1893), Morgan Horse and Register (1894), Morgan Horse Register (1894), Polo Pony Stud Book (1894), American Jack and Jennet Breeder (1895), and American Morgan Horse Register (1898). As can be seen from the titles, these publications were studbooks or other such registries of breeding stock, not "breed association" publications, per se. Early breed registries formed during this time including registries for Shetland Ponies,
Saddlebreds, Hackneys, and Morgans, focused their attention in their formative years on collecting and organizing registries of breeding stock that fit into the breed standard, thus establishing a foundation for the developing breed.

The latter half of this period, 1900 to 1914, corresponds with a key period in American agriculture. During these years, policy and practice in the United States agriculture industry saw terrific changes and developments. Research on subjects such as rangeland management and animal disease increased sharply. The USDA grew incredibly, with multiple departments being founded for everything from soils to entomology. New land distribution acts enacted by Congress, such as the Enlarged Homestead Act of 1909, led to a boom in settlements on the High Plains. By 1910, these developments and many more had ushered American Agriculture into a “Golden Age,” which continued through 1914.

However, as was discussed earlier in the above analysis of trends in the general agricultural media, this “golden age” did not necessarily mean growth for the agricultural media in general. This same trend can be seen in the equine media. In the first decade of the twentieth century (1900-1910), 42 new titles are listed as having been launched. However, in the following decade (1911-1920), there were only 18 new titles. This could be attributed to a reflection of the general agricultural media’s decreasing market, as well as the decreasing equine population.

Towards the end of this second time period, the “leisure”-themed titles began to show up with more regularity. In the years prior to 1888, there were only three such titles listed as having been launched. Between 1888 and 1917, 10 new “leisure” titles were started, including four titles geared specifically towards horse shows such as: Horse Show (1888), Horse Show Monthly (1895), Saddle & Show Horse Chronicle (1911), and Show Horse
Chronicle (1917). The growth of this specific genre corresponds with the rise in popularity of the modern “horse show,” including the prestigious National Horse Show, first held at Madison Square Garden in New York City in 1883. By 1907, the three largest livestock shows in existence at the time had added horse shows to their schedules: The Fort Worth Fat Stock Show, the American Royal in Kansas City, Missouri, and the National Western Stock Show in Denver, Colorado.

1920-1959

One could safely speculate that the third wave of new titles, spanning from 1920-1959, corresponded with the launching of new breed associations throughout the country. During that 39-year period, at least 19 breed registries were established or reorganized (Evans, et.al. 1990). In fact, of the 74 titles sub-classified as “breed” publications that included BEGINYR data within their information, 25 were founded during this period – more than one-and-a-half times as many titles as were launched in any other genre during this same period. The 1940s especially saw a boom in such titles, with 15 new breed-focused publications being launched during the decade. Four such titles are related to the American Quarter Horse Association, which was founded in 1941. The remaining titles include American Albino (launched in 1940; breed association had begun in 1937); American Shetland Pony Journal (launched in 1948; association founded in 1888 had only had a registry of breeding stock prior to this); Appaloosa News and Appaloosa Journal (both list 1946 as founding date; association had formed in 1938); Arabian Horse Journal (launched in 1943) and Arabian Horse News (launched in 1949; breed registry had been founded in 1908); Morgan Horse Bulletin and Morgan Horse Magazine (both launched in 1941; Morgan Horse Club had been established as chief breed registry in 1930); Palomino Horses and Palomino
Progress (both launched in 1942; Palomino Horse Breeders of America had become primary breed registry the year prior); and Tennessee Walking Horse (launched in 1945; breed registry had been formed in 1935). In some instances, such as the Palomino registry, there was very little lag time between the official founding of a registry and the launching of a breed publication. On the other hand, other registries, such as those for Morgan horses and Arabians, took considerable time between when the registry was formed and the publication in question was launched.

Thus, the second research question originally presented in Chapter II regarding specialization of the equine industry having a positive effect on the launch of new titles, has been answered: as the equine industry became more specialized, including formation of new breeds, more publications were developed to support and serve these specializations, such as breed-specific publications.

These breed-specific publications have enjoyed greater stability and longevity than publications in the other three genres. Of the 25 breed publications launched during this period, only five failed to survive past 1959. When looking at the genre’s stability over other time periods, this becomes even more apparent. Of the 22 breed-specific titles launched between 1881 and 1919, more than half (12) survived past the ending of that period. And, of the 27 such titles launched in the final period of this analysis (1960-1989), none of them are listed as ending during that same time. In fact, of those titles where ENDYR information was given, fewer “breed” publications are listed as ending (13 percent) than any other genre: 15 percent of leisure publications failed, along with 28 percent of racing titles, and 64 percent of publications dealing with draft horses or farming with horses.
There were also a large number of "racing"-themed titles launched during this period, with 16 new titles listing their BEGINYR as falling in this time frame. The majority of these titles – 10 of them – were launched during the 1930s, especially 1931-1933, when six titles were begun. One possible reason for this increase in racing publications lies in the fact that this was during the Depression years, when people were looking to make a dollar any way they possibly could. Gambling by betting on horse races would have been one available, legal avenue for the down-and-out to try to turn their luck around.

Publications dealing with draft horses and horses used on the farm also saw a definite increase during the 1930s, with seven new titles being launched during the decade. Again, it can be reasoned that the Depression was a root of this growth. As more and more people lost their jobs and failed to find employment elsewhere, they would turn to agriculture with the hopes of earning enough to survive. This led to an increase in the value of the horse as a farm tool, and an increase in people desiring information on the draft animal and horses as farm power in general.

This also lends evidence to answer a portion of the third research question originally posed in Chapter II: in poor economic times, such as the Depression, there was actually an increase in the number of horse publications, as demonstrated by the above information, as people returned to agriculture and farming with horses as an attempt to earn a living.

This period could be considered the "last hurrah" for the draft horse publications. After 1946, there are only four such titles listed as having been launched. As further evidence of the downfall of the draft horse genre, four of the eight titles launched during this third time period ceased to exist beyond the end of the period.
It is interesting to note that while this period (1920-1959) saw the second-highest number of new titles being launched of any of the four time periods, the United States horse market was hitting all-time lows. By 1949, the USDA had set a value of just $52.30 per head on horses; this was 15 percent below the 1948 value (Telleen 2004). These prices continued to plummet into the following decade.

One probable cause for this disruption in horse prices during this time would be the increased mechanization and automation of American agriculture. The majority of the second American agricultural revolution (1945-1970) took place during this time (USDA 2004c). More than 1.6 million tractors were in use on American farms by 1940; that number had nearly tripled to 3.4 million machines by 1950, and there were 4.7 million tractors on United States farms by 1960 (Cochrane 1979). By 1950, the workhorse had practically disappeared from American farms, and by 1954, the number of tractors on farms exceeded the number of horses and mules (USDA 2004c).

1960-1989

As work horses were virtually eliminated from the American agricultural scene, they cemented a new home as a fixture of leisure activities. Events such as horse shows, trail riding, rodeos and youth programs have skyrocketed over the past 40 years, thus corresponding with the fourth and final “boom” in new publications, which occurred from 1960 to 1989. This period, with 143 new titles, was the second-largest of the four (behind the “agricultural boom” years of 1881-1919), consists mostly of “leisure”-type publications catering to the horse show exhibitor, trail rider, and “hobbyist.” Of the 31 titles sub-classified as “leisure” that included BEGINYR data, 13 were listed as having been launched during this period. The remaining 18 list founding dates spanning from 1835 to 1951.
Publications focused on the racing industry also continued to prosper during this time, with 16 new titles listed. Again, this could be considered a result of the increased enjoyment of the horse as a leisure activity, as public interest in and acceptance of horse racing also grew. Also, states began to realize increased revenues from the tracks, leading to the easing of gambling legislations, which also helped spur on the popularity of the sport.

The “boom” of new breed associations being formed, and corresponding periodicals being launched, continued well into this time period. The 1960s and 1970s saw a terrific increase in the founding of breed registries, with nine such groups being founded or re-structured during the 1960s, and five additional associations beginning in the following decade. Echoing that growth, 27 new breed-specific publications listed their BEGINYR as falling during this time. Six of these titles are associated with breeds that saw the birth or restructuring of a registry association during this final “wave” (1960-1989): Arabian Horse Express and Arabian Horse Country (launched in 1978 and 1981, respectively; the Arabian breed registry was re-organized as the Arabian Horse Registry of America in 1969); Mules and Mules And More (both launched in 1980; the American Donkey and Mule Society was formed in 1969); American Mustang World (launched in 1972, one year after the Wild Free-Roaming Horse and Burro Act placed control of wild horses under the domain of the Bureau of Land Management); and American Saddlebred (launched in 1983, three years after the American Saddlebred Horse Association re-organized and adopted its current name).

Overall, it is clear that each of the four main time periods in equine journalism has a corresponding topical focus. Early on, racing was a key focus. Then, as the horse became a prominent figure in American agriculture, publications focusing on the draft animal and the use of horses on the farm became popular. As the 1920s arrived, and breeding practices
began to become more tailored and focused, breed organizations were formed as registries of these purebred animals; and corresponding association publications began to appear with increasing regularity. Finally, as the latter half of the twentieth century came about, American agriculture underwent a second metamorphosis, becoming more specialized, mechanized, and concentrated. In response, the equine media also shifted focus; the draft- and agriculture-themed type of publication all but disappeared, and publications catering to the “new” use of the horse – as a leisure animal and hobby, rose to prominence.

As these trends show, the equine media reacted in a way that paralleled the conditions of the equine industry; changes in the industry’s focus were almost always reflected in the media, with very little lag time. This serves to answer two more of the research questions presented in Chapter II: first, in answer to the fourth question, that the re-invention of the horse across time was indeed reflected in the rise and fall of various types of equine publications over time; and, in response to the fifth question, that the topics of equine publications did reflect the key uses of horses at the time such publications were launched, with such thematic publications generally following, as opposed to leading, those developments.

**Ending years of equine publications**

An identical type of SPSS frequency analysis was conducted for years in which publications ceased to exist. Only 186 publications were included in this analysis, as the balance of the horse dataset did not include this information. The number of publications listing each specific year as an end year was also noted. The data were placed into a bar graph, with “ENDYR” values on the X-axis, and the number of publications on the Y-axis. The resulting chart can be seen as Figure 6 on the following page.
Figure 6. Number of equine titles ending in each year
Just as there were noticeable “waves” in the beginning year information of the dataset, the ENDYR information also presented interesting trends. While the data did not produce as many pronounced waves as the BEGINYR data had done, several trends were noticed.

It is important to recall that only 186 of the 703 titles included ENDYR data. Such a small percentage of information makes it more difficult to determine actual trends; however, some tentative conclusions can be drawn. It should also be noted that an “ENDYR” entry did not necessarily mean the total folding of a publication; it may have merged with another, or merely changed titles.

The number of publications with ENDYR given was much smaller than those with BEGINYR information. Thus, comparing the two by looking simply at numbers of beginning versus ending publications would not be a fair representation. However, when comparing the two data sets as percentages, comparisons become more evident, as illustrated by Figure 7 on the following page.

1787-1880

The discrepancy in numbers of BEGINYR versus ENDYR information that was listed among the information in the dataset makes a true comparison nearly impossible, but there are still several interesting trends that manage to show through when considering percentages. The earliest time period, 1787-1880, was the longest of the four, but in these earliest years the equine media were not yet established as a major genre, just as horses themselves had not yet achieved a prominent place in the American lifestyle. Of all titles listing BEGINYR information, only seven percent of those were launched during these years;
by comparison, four percent of all titles listing an ENDYR are shown as ending during this time.

1881-1919

The second time period, 1881-1919, saw the greatest numbers of titles both beginning and ending. Thirty-seven percent of those titles listing a BEGINYR were launched during this time period, with 62 percent of those listing an ENDYR being shown as ending during this time.

It could be speculated that some of the titles that faltered during this time were in fact titles launched during this “boom” that failed to thrive. As evidence, one needs only to look at the activity of publications in the four content categories cited in this analysis. There were
93 new titles falling in these content categories that listed their BEGINYR as falling within this time frame; of those, 45 also ended during these years. The majority of these were publications dealing with draft horses and/or the use of horses on the farm. Of the 39 such titles that were launched during this time, 29 failed to survive past 1919. A total of 30 draft-themed titles are listed as ceasing publication during this time period, more than any of the other three genres. In addition, half of the racing-themed titles that were launched during this time period failed to live on into the next era, quite possibly due at least in part to the anti-gambling sentiment that overcame the country during the early 1900s.

Also during this time, the American economy suffered through a depression, extending from 1894 through 1896. This came following a widespread, severe drought that ravaged the Great Plains during the early 1890s (Wessel 1977). These factors almost certainly had a negative effect on the agricultural media in general – in fact, 117 publications in the general Watson database folded in 1894, which is second only to the 119 that ceased in 1900. Thus, it would stand to reason that as horses were still a vital part of American agriculture at that time, the equine media would also suffer.

1920-1959

The trend of a higher percentage of titles ending rather than beginning continued during the third time period, 1920-1959. During those years, 23 percent of titles with a BEGINYR listed are shown as being launched, while 32 percent of titles with an ENDYR indicated are shown as ending their runs. Twenty-nine percent of the titles identified as falling in one of the four subject categories outlined earlier in this work that were launched during this time period failed to survive into the 1960s.
Publications dealing with draft horses, and with the use of horses in agriculture in general, were hardest hit, with half of those identified as being launched during this time also indicating that they folded during the same time period. A total of nine draft-related publications are indicated as having folded during this time. While the use of draft horses on the farm enjoyed a surge during the Depression years, the trend towards mechanization in agriculture, which began in 1945, eventually led to the virtual elimination of horses and draft animals for agricultural purposes, leading to a sharp decline in publications focusing on such topics.

It is important to consider that the Great Depression fell during this time period, and to investigate the effect, if any, that these tough economic times had on the folding of equine publications. As difficult economic times gripped much of the country, it would stand to reason that the media would not be immune from trouble. Thus, it is quite possible that a number of publications folded during 1920-1959 simply due to the tough economic climate. Of the 59 publications that list an END YR as falling during this time period, nearly half – 27 titles – failed between 1930-1939, with the majority of those stopping publication during or after 1936.

However, the fact that most of the titles ceased publication after 1936 is intriguing. During the 1920s, the horse population was dropping at a terrific rate. During this same time, farm prices were beginning their decline, until they hit bottom in 1932. There was a slow recovery period, followed by another decline in 1937-38 (Cochrane 1979). Thus, one might anticipate that there would be a large increase in the number of titles failing during this time, with the greatest numbers of titles failing between 1931 and 1933, as the market was reaching all-time lows. However, in fact, of those titles indicating an ENDYR, the pattern
remained fairly constant throughout the 1920s and well into the 1930s, with most failing in the final four years of the decade.

The third research question originally presented in Chapter II questioned the relationship between the general state of the United States economy and numbers of equine publications. As the above information has indicated, it is difficult to discern an exact correlation between the state of the general economy and the potential failure of equine publications. There were a large number of titles that failed during the Depression years, but there appears to have been a lag time of nearly four years between the market hitting its lowest point, and the greatest number of equine publications folding. Thus, it is safe to say that poor economic times do appear to affect the numbers of equine publications, although it may take several years for that effect to be felt.

1960-1989

The final time period noted in this research, 1960-1989, finally stopped the trend of greater percentages of publications indicating an ending than a beginning. Thirty-two percent of all titles listing a BEGINYR are indicated as having begun during this time frame, while only one percent of those with ENDYR information ended during the same time span. There are several possible reasons for this, one of which is the fact that, during this time period, the equine industry has finally achieved a stable position within American culture. During the previous three time periods, the role of the equine in America was in a state of flux – during the first time period, the horse was still finding its role; during the second, it was established as a farm animal, but “outside” events and activities such as horse shows and breed registries were just beginning to come into being; during the third time period, horses lost their role as a farm laborer and were struggling to find a new niche in American culture. However, during
this fourth and final time frame, the horse had settled into its role as a leisure and hobby animal for the majority of the country. During this time period, only one publication indicated that it both began and ended. There were 60 titles within the four content categories that listed a BEGINYR as falling within this period, yet only two titles list an ENDYR. There are no breed-specific or “leisure”-themed titles listed as ending during these years.

It is important to note that the equine’s role in American society is still in the cycle that began with this time period. Leisure activities such as rodeo, trail riding, and horse shows are still gaining in popularity among horse owners, and are attracting new people into the equine lifestyle as well. Thus, publications haven’t had time to end, as a new “wave” of focus for the industry has not yet come about. This would also explain why so few publications have indicated an ENDYR during this final time period.

One other possible reason for the low numbers of failing publications during this period is that many of these titles, especially the newer, “leisure”-themed ones, only recently began. They have not been around long enough to have been put up to the “test of time.”

All of the above information serves to answer the sixth research question being posed by this thesis, which sought to identify factors that contributed to the failure of equine publications. As the above results show, there were several key factors that had a negative effect on the equine media. One such factor was the cycle of innovation, in which periods of large growth are closely followed by periods of large failure, as many of the newly launched publications fail to thrive as new ventures. The general economy also affected the prosperity of the equine media – during periods of economic depression, many titles folded as a result of the difficult financial times. A third factor that contributed to publications folding was the changing role of the horse in society – as the horse’s role evolved, publications dealing with
“older” uses of the animal tended to fold, due to a decline in public interest in that particular area.

Comparison of trends in equine media with general agricultural media

Now that the basic influences on both the general agricultural media and equine-specific genre have been identified and discussed, one can compare and contrast trends and developments between the two. The trends followed by both genres are illustrated by Figure 8 below.

As shown in the graph, both the agricultural and equine media enjoyed a rise in numbers of new titles throughout the 1800s and into the first part of the 20th century. However, by 1920, the two genres began to take different paths, with the agricultural media
undergoing a sharp decline in numbers of new titles, and the equine media rebounding from a small decline to considerable, consistent success.

1787-1880

Of the 8,253 agricultural publications within the Watson database that list a BEGINYR as falling within the time periods of this analysis (1787-1989), 1,746 (21 percent) are listed as beginning within the first time period (1787-1880). By contrast, only 32 (seven percent) of equine titles had a BEGINYR that fell during these years.

This large growth in agricultural publications, contrasted with a very small portion of new equine titles appearing during the same period, can best be explained by examining the general state of American agriculture during this time. While agriculture itself was a very popular occupation, the use of horses in American society was, by comparison, very limited.

1881-1919

By the 1880s, both the general Agriculture media and the Equine media were enjoying prosperity and popularity. Throughout the second time period of analysis, 1881-1919, more agricultural and equine publications were launched than during any other time within this analysis. Nearly half of the general agricultural publications listing a BEGINYR were launched during this time, with 4,100 new titles. Equine publications also jumped in numbers, with 37 percent of equine titles listing a BEGINYR having been launched during this time (166 titles).

As has been discussed earlier in this chapter, these years brought great prosperity and growth to the American farm. During this time, farmers began to decline as a percentage of the country’s population. However, the size and number of farms continued to grow. For example, in 1880, 46 percent of the United States’ population lived on farms. That same
year, there were 4,009,000 American farms, averaging 134 acres apiece. By 1920, just 30 percent of the United States’ population lived on farms. There were 6,454,000 farms, with an average size of 148 acres (USDA 2004d). The fact that a smaller percentage of farmers continued to be able to farm more and larger farms was largely an effect of the first American agricultural revolution, which had ended by 1875. During this period, horses had come into their own as a source of power on American farms.

1920-1959

The third time period, which spanned from 1920-1959, also saw great change for American agriculture. Unfortunately, while the earlier years had brought improvements in the industry and good times, these 39 years included the Great Depression and low agricultural prices. This period marked the beginning of separation between the agricultural and equine media, for just as the agricultural media were suffering the ill effects of a changing, struggling economy, the equine industry, along with its media, found new outlets for its products, and thus a new audience for its publications.

The numbers of new agricultural publications launched dropped sharply from the booming numbers seen in previous years. Just 1,819 new titles, compared with the 4,100 titles during the previous 38 years, were launched. This was just 22 percent of all new agricultural titles. By comparison, there were 104 new equine titles that began during this time, or 23 percent of all new titles.

This marked the first time that there was a greater percentage of new equine publications than new agricultural publications in general during a specific time period. It is important to consider both the possible causes of the decline in new agricultural titles as well as possible causes of the sustained interest in new equine titles.
This period saw farm prices hit all-time lows during the Great Depression and accompanying “Dust Bowl” years of the 1930s. By the late 1940s, there was a reverse migration away from the farm for the first time in American history; by the end of this time period (1959), the number of farmers left in the United States was half what it had been in 1920 (NASS 2004).

This time period saw a great jump in the foundation of new breed registries, with at least 19 such associations either being established or reorganized during these years. With the establishment of a breed registry came the necessity of keeping association members informed of the organization’s business, as well as offering breeders a place to advertise and promote their stock. Thus, the breed-specific periodical came into its own as a major type of equine publication.

The racing industry also enjoyed a renewed interest during these years, especially during the Depression era. The 1930s also saw a final boom in numbers of new titles focusing on draft horses and the use of horses on the farm, as more people turned to agriculture as a possible way of earning a living, and thus also relied on the draft animal for power and labor.

So, while both the agricultural industry in general, and the equine industry specifically, were undergoing major changes during these years, the equine industry found a way to shift focus and interest; while horses lost their role as an agricultural necessity, they were able to retain their prominent position in American culture, with increased interest in raising purebred animals and using those animals for hobbies such as competitions and leisure riding.
During this time, horses “broke away” from their agricultural heritage. No longer were horses considered “livestock” by the general populace; they had moved into the category of “hobby,” a way for Americans to spend their growing disposable incomes. Equine journalism reflected this shift by moving from publications focusing on agricultural themes and using the horse on the farm to publications catering to the hobbyist, who owned horses as a hobby, and used them for recreation rather than hard labor.

1960-1989

Perhaps nowhere is the difference between the agricultural media and equine media more apparent than during the final time period, which spanned from 1960-1989. During this time, only seven percent of all agricultural titles with a BEGINYR given are listed as having been launched, compared with 32 percent of horse publications supplying similar information. This was the second-most prosperous time for launching new equine titles.

The trend of specialization and concentration continued within the agricultural industry during this time. The actual number of farms continued to fall, while the average farm size grew (NASS 2004).

By comparison, the equine industry enjoyed a period of great growth and development during these same years. There were 143 new titles listed as having been launched during this time, second only to the “horses-in-agriculture” heyday of 1881-1919. The greatest parallel that can be drawn between both eras is that, during both time periods, the horse had a firmly established role in American society. During the earlier time period, the horse was a necessity on the American farm; during this more recent time, the horse had a different role – that of a leisure animal and hobby – but even that role was well-established and championed a healthy industry and interest. By now, horses were no longer considered
“farm” animals; they were just as likely to be owned by people who lived in town and boarded their show animals at nearby stables as they were to be owned by a rural family whose children took them to the county 4-H fair. Horses had made a break from their agricultural heritage. While farmers had little use for them, horses were becoming increasingly popular among people with disposable income looking for a new hobby. As a way of catering to this new market, equine publications were no longer “farm”-themed; instead they focused on this new recreational market.

When looking at an overall comparison of the two genres, the evolution of the equine industry becomes apparent. The equine industry echoed the growth and development of the general agricultural industry, for many years, until changes in agriculture basically forced equines out of the role they had known for so many years. The equine industry responded by reaching out to a new audience and finding a new niche in American culture.

It is interesting to note that increased specialization led to the demise of the “historic picture” of the American farm as it had been known throughout much of the country’s history. The trends of specialization and concentration on the farm has led to the current trend of fewer farmers working increasingly larger operations. This concentration has led to a smaller market for agricultural publications, and thus fewer new titles being launched. However, that same trend of specialization actually led to the growth of the equine industry – no matter what people wanted to do on horseback, they could find an animal to suit that purpose. This ability to diversify and reach out to specialized audiences is what allowed the equine industry itself, and its publications, to thrive and prosper.

For many years, the role of equines in American society was basically two-dimensional – horses were either used for farming and transportation or racing. However,
when they were forced out of one of those roles (farming/transportation), they diversified and found a new market – the leisure and recreation industry.

This evolution is also reflected in the media, and it answers the seventh research question presented in the second chapter of this thesis, where it was asked whether the rise and fall of equine publications would parallel the rise and fall of general agricultural publications over time. It appears that the two did indeed travel along a similar path of growth and development throughout much of the nineteenth and early twentieth centuries, but then they took opposite paths of development, with the equine media continuing to thrive while the numbers of new agricultural titles in general declined.

**Growth of publications by state**

This analysis included 659 of the titles; 44 did not include a state of publication in the original data.

The resulting report listed each state (or group of states, where indicated) along with the beginning years given for each publication originating in that particular state. The number of publications begun in each specific year was also indicated; several states had multiple publications beginning in the same year. There were 46 individual states and the District of Columbia cited as origins for publications, both by themselves and/or in combination with other states.

In cases where a particular state had publications listed under it, but no BEGINYR data for some or all of those publications, the BEGINYR was listed as “0.”

When looking at numbers of publications based out of an individual state, New York boasts the most titles with 85. Seventy-seven of these list only New York; the remainder cite
additional states as well. Standing second to New York in number of titles is California, with 77.

Somewhat surprisingly, Illinois was credited with the third-most titles in the dataset, with 65 publications listing the state as their source. This comes as somewhat of a surprise as Illinois generally does not come to the forefront when considering major equine regions; however, the fact that Chicago is home to several major publishing firms makes this a more logical finding.

Kentucky and Texas rounded out the top-five states cited as publication locations in the dataset, with 40 and 34 titles, respectively. This was somewhat surprising, as both states have historically had major equine industries, and could have been expected based on that fact to have more titles.

The general spread and growth of new titles in each of these five states is illustrated by Figure 9 on the following page.

This trend answers the eighth research question presented in Chapter II, which questioned the geographical spread of equine titles from east to west. As this data shows, equine publications did indeed begin and prosper for many years in the eastern portion of the country, spreading west over time as the United States’ population and borders also pushed farther westward.

In addition to having the greatest number of publications originate from it, New York also is credited with having titles begin over the greatest period of time, with the first one being listed as having started in 1829, and the final one beginning in 1987. With few exceptions, equine publications were consistently launched in New York over the years, with
the most frequent being between 1865 and 1914, when at least one title was launched at least every three years, and generally every other year.

There is a high concentration of “racing”-themed periodicals originating in New York. Considering the early era in which titles began being printed in this state, and the fact that New York has historically had a strong racing industry, this finding is not surprising. Indeed, there were more than twice as many “racing”-type periodicals published in New York (25) as in any other state. California boasts the next largest number of such titles, with 11. The earliest publications originating in New York are racing-related, with the *American Turf Register and Sporting Magazine* beginning in 1829, and *New York Sporting Magazine and Annals of the American and English Turf* being launched in 1833.
Equine publications (at least those included in this dataset) apparently were scarce on the West coast prior to 1882, which is when the first one was published in California (assuming, of course, that the 35 titles listed under this state which did not include BEGINYR data were launched after that year). Publications were chiefly launched in California during two time periods. During the years 1937-1941, at least one title is listed as having been launched each year, with a total of nine titles beginning during these years. Then, from 1960-1981, there are only six years that do not have at least one title being launched. There were 22 titles listed as being launched during this time. California boasts more “breed”-based titles than any of the other five top states, with 19 such titles listing this as their originating state. Only one title in the “Draft/Farming” subgroup lists California as an originating state.

Illinois shows two primary “waves” of publications being launched. From 1873-1898, there are 25 publications listed as having originated from that state; there are only eight years in this period that are not listed as having a publication launched. Then, from 1904-1909, there were nine titles launched, at least one each year.

When evaluating the titles listed as having begun in Illinois, the majority (16) are draft/farming related. When looking at the BEGINYR information for these titles, distinct patterns become visible. As established by previous analysis, the first major “wave” of equine publications fell from 1881 to 1898, and corresponded with the peak of equines being used on farms. However, of the 19 titles launched in Illinois during this time, only four were specifically draft-related. Three additional titles were launched during the years immediately preceding or following this wave, with one title each being launched in 1877, 1878, and 1899. Five more draft/farming related titles were launched during the second major “wave”
of BEGINYR for equine publications, 1900-1914, which corresponded with the “Golden Age” of American Agriculture. The third major “wave” of equine publications, which fell from 1923-1960, corresponded with the rise of breed registries. Interestingly, each of the four draft/farming titles that originated in Illinois during this time dealt with a specific breed of draft horse.

When categorizing the titles founded in Kentucky, it is not surprising that more titles fall into the “racing” subgroup – 10 – than into any of the other three categories. What is interesting, however, is the fact that there are almost as many “draft/farming” related titles as racing ones, with eight such publications falling into this category. While racing-themed titles appeared to be launched at random years, the majority of “draft/farming” publications were launched between 1900 and 1910, which falls during the second major “wave” of BEGINYR for equine publications, the wave corresponding with the United State’s general agricultural boom.

It is interesting that the first BEGINYR listed for a Texas-based publication is 1941; this seems late considering that it had been a state for nearly 100 years, and thus had several major business hubs already well-established, such as Dallas and Houston. None of the titles included in the “Draft/Farming” subgroup are listed as being launched in Texas, which would stand to reason considering the relatively late date at which the state begins to be listed as a location of origin. The majority of Texas-based publications are breed-specific titles. Fifteen such publications are shown as originating in this state. It should be noted that nearly half of these titles – seven – deal specifically with one breed, the American Quarter Horse. The American Quarter Horse Association was founded in Amarillo, Texas, in 1949, and has since
grown to become one of the largest breed registries in the nation, with more than four million animals registered (AQHA 2005).

Of the fifteen breed-specific titles listed as being launched in Texas, ten included BEGINYR data. Seven of those ten were launched during the third major “wave” of BEGINYR for equine publications, 1923-1960, which was indicated as coordinating with the rise of breed registries and organizations.

As was mentioned above, the western states of Texas and California have publication trends that more closely mirror that of the equine media as a whole. The most likely reasoning for that trend is that these two states have shown less of a focus on “dated” themes such as draft animals and horses in agriculture, and instead have tended to produce more “modern” titles such as breed- and leisure-themed publications. Granted, New York and Kentucky are the home of strong racing industries and publications even today, but even that market tends to be a smaller niche than general leisure publications. And, looking at the publication trends from Illinois serves as a perfect illustration of the rise and fall of the draft animal in American agriculture, and its corresponding media.
CHAPTER V. DISCUSSION

Although this research considered only a microcosm of the periodicals printed in the United States over the past 200-plus years, the results shed light on many different areas.

**Development and expansion of the equine press**

Of all aspects of American agriculture, the equine industry is unique. It could be argued that it is among the longest-running industries in the country, as racehorses were being imported and bred even in colonial times. Although the two industries followed very closely related, intertwining paths over the first 170 years of American history, in the 1950s the horse broke away from its agricultural heritage, finding a new purpose as a recreational and hobby activity. Few other industries have managed such great metamorphosis; the equine industry has run the gamut from transportation necessity, to agricultural power source, to widespread hobby. As the industry has changed, so have the periodicals chronicling it. Today, the equine press could hardly be considered “agricultural,” with most periodicals geared toward the hobbyist, many of whom live in urban settings. This unique longevity and ability to change with the times makes the equine media an intriguing subject to study.

One of the main goals of this particular research project was to “illuminate the relationship between media and society.” The equine media are a prime illustration of this relationship.

The initial research question presented in this thesis questioned the relationship between equine population numbers and the numbers of equine publications. Interestingly, a consistent relationship could not be discerned. While there were several times that both the number of equines in the United States and the number of new equine publications in the country were headed in the same general direction, there were other times that the two were
headed in quite opposite directions. This was rather surprising, as it would generally be considered that the state of an industry would affect its related media.

It is interesting to speculate why this anticipated relationship did not consistently appear. One fact that must be remembered is that the figures used to gauge the equine population were spotty at best. There were only a handful of years for which population figures could be obtained; the research was restricted to considering general trends over longer periods of time, rather than doing a year-by-year comparison. Plus, it is important to remember that not all of the equines included in these figures were necessarily "domestic." Feral horses and donkeys were included in the majority of these figures, and their fluctuating population would have also had an impact on the overall population numbers. So, although the overall number of equines in the United States may have seen a drop in numbers, not all of those animals were "owned" by people, who would then create a market for the equine media.

What this research indicated was that the equine media was not necessarily dependent on the size of the equine industry in order to succeed. The number of horses in the United States at any given time was not necessarily reflective of the market for publications related to these animals. Even as population numbers fell, there continued to be a consistent demand for new titles; yet that demand apparently waned as the horse population was beginning to grow again. Obviously, there were other factors that dictated the growth and development of the equine media, and the later research questions being addressed by this thesis served to uncover some of those.

One of the original research questions posed at the beginning of this thesis dealt with people's ability to invent new uses for the horse over time, finding new uses as society's
needs changed. This trend was reflected in the equine media, with various types of publications gaining in popularity related to the “current” popular uses for the horse at that time.

For evidence, one only needs to look at trends in the beginnings of equine publications. As an example: the first major jump in numbers of equine publications being launched began in 1881, just six years after the end of the first major American agricultural revolution, in which horses had overtaken hand power as the chief agricultural tool on American farms. During that time, more draft- and agriculture-related equine titles were launched (39) than during any other period, corresponding with this newfound popularity and prevalence of horses on the farm.

Whenever a genre-specific medium is explored, the question is raised of whether that medium has led the push for various trends and developments in the industry, or if it has been the industry that has dictated the growth and direction that the media have taken. Another of the research questions posed in Chapter II of this thesis asked that very question, theorizing that topics of equine publications would reflect the “current” uses of horses at the time such publications were launched, and that generally the publications would follow, rather than lead, those developments in use.

In the case of the equine media, it appears that this theory is true – as the equine industry has changed and developed, the media have followed suit. As was evidenced in the comparison of equine publication trends versus trends in the agricultural print media in general, the equine industry has undergone major metamorphoses over the past 200-plus years, adapting different roles dictated by society. The equine media followed suit, with
publication trends corresponding with major trends and developments in the industry as a whole.

Early in the genre's history, the majority of publications were related to racing, which was a primary use of horses at the time. They had not yet come into their own as an agricultural necessity, and such leisure activities as trail riding or competing in horse shows were almost unheard of. As the face of agriculture changed, pushing horses to the forefront as a necessity, the media responded with a glut of new titles dealing specifically with the use and care of horses on the farm, particularly draft types. New interest in competing at events such as horse shows spawned an interest in owning purebred animals bred specifically to excel at certain events, as evidenced by the growth and development of the numerous breed registries. Again, the equine media catered to this development, producing new titles dealing with specific breeds as well as leisure activities such as horse shows.

Eventually, the horse fell out of favor with the American farmer, and was replaced with the more powerful and efficient tractor. However, the animals found a new niche in American culture, building on and strengthening their role as a leisure and competition animal. As it had each time in the past, the equine media once more proved their adaptability to the state of the industry, as draft and agricultural-focused titles were phased out in favor of publications geared towards the competitor, breeder and recreational horseman.

In general, it appears that the growth and development of the American equine press appears to react to both the agricultural and equine industries. In other words, society affected the state of the media, rather than the media holding great influence over the course society would follow.
The equine media have also been shown to be a reflection of the larger society as a whole. Two trends revealed in this work specifically demonstrated this relationship: the rise of agricultural-themed/draft horse publications in the aftermath of the first American Agricultural Revolution, as horses became prominent tools on the farm; and the rise of "leisure" and recreational-themed publications as Americans began to gather a greater disposable income, and frequently turned to horses as a way to spend it.

**Comparisons between general agricultural press and equine media**

This thesis also raised the question of whether developmental trends in equine publications paralleled similar trends in the general agricultural press. As the research has illustrated, trends and influencing factors that affect the larger group (general agricultural press) do not always have a similar effect on the smaller, more specific genre (equine media).

As was discussed in the previous chapter, agricultural publications began appearing in strong numbers soon after the birth of the United States; however, it took the equine media more than 100 years to establish such prevalence. When American agriculture was enjoying the "boom" of the 1880s to early 1900s, both genres saw record numbers of new titles being launched; however, that similarity had ended by 1920.

During the past 80-plus years, the agricultural media and equine media have developed along very different paths. Over these years, the face of American agriculture had changed dramatically. Horses have been virtually eliminated from the typical American farm, having been replaced by tractors and other mechanized equipment. Agriculture has become increasingly concentrated and specialized, with increasingly smaller numbers of farmers working increasingly larger operations. The industry has undergone major financial burdens,
with both the Depression era and the farm crisis of the 1980s, and changes in policy and practice have come about as a result.

Throughout this period of metamorphosis, the agricultural media have also changed dramatically. The numbers of new publications have dropped dramatically from the earlier heydays, and the medium has followed much the same path as agriculture itself, with fewer titles and large media conglomerates.

Another question posed by this thesis dealt with the relationship of the equine press to the general farm economy. As the research has shown, the downturns and upswings of the agricultural economy did not always spell a similar shift in the equine media industry.

The equine media have managed to adapt to changing times. When horses lost their role on the American farm, it could have spelled their demise, but instead the animal found a new home in American society, tapping into the leisure and recreation market. Activities such as rodeos, trail riding, and horse shows have taken off with ever-increasing popularity, and the desire to own and breed purebred, registered animals has also spread.

As was theorized and later supported by this research, as the equine industry became more specialized, more publications also developed to support and serve these specializations.

The genre has embraced and capitalized on the opportunity to develop a new market. The numbers of new draft and agricultural-themed titles have fallen off sharply, but those titles have been replaced with breed-specific publications, as well as titles focusing on the horse as a hobby and competition animal. Although the numbers of new agricultural publications in general have declined, the numbers of new equine titles being launched have been on the rise, surpassing the general agricultural media for the past 80 years.
This break in patterns of development between the agricultural media in general, and the equine media specifically, serves as another indication of the change that the equine industry has undergone. Today, there are many horse owners who have never set foot on a “farm,” never ridden in (or possibly, even seen) a tractor, and have absolutely no ties to the agricultural industry except through their horse hobby. The equine industry has grown into an entity unto itself. It still has many ties to the agricultural industry – grain and hay still need to be grown; trucks and trailers still need to be purchased and serviced; leather still needs to be processed for tack and equipment; pastures and rangeland still need to be managed – but overall, the industry has focused its growth and development in a direction that steers away from agriculture.

**Future uses for the Watson database**

This research was the first test of the Watson database, its capabilities, and potential. However, it is only a glimpse into the multitude of possible analyses and research that could be conducted using the information contained within the database.

Obviously, an individual interested in another sub-set of the data (bovine, swine, horticulture, etc.) could perform a similar analysis to the one presented in this thesis. Or, rather than focusing on a subject category, an analysis could be done using almost any of the criteria laid out in the data. For instance, a person could do an in-depth analysis on the geographical dispersion and concentration of the agricultural media, using the “STATE” search criteria and information. Or, a focused historical analysis could be done on the growth of the medium over the years, using BEGINYR and/or ENDYR information. There is the potential for a study on trends in editors/publishers, as well. In addition, there are many other
types of analyses or cross-analyses that could be conducted using any combination of the database criteria, too many to list here.

However, it would not be doing justice to Mr. Watson if one were only to judge the value of this database on its potential for future research projects. The true value of this information lies not only in what can be gleaned from performing an online search for information, but also in looking at the original information itself. When this database was being constructed, the majority of information that was entered was in the "comments" section. While many titles did not include any additional information, and others included only one or two brief lines on location or publishers, there were a percentage of entries that had several paragraphs worth of information, not only on the specific publication itself, but also insight into the life of the founder, or the history of the publishing house, or insight into what was going on in the agricultural industry at the time that contributed to the publication’s rise, success, and/or eventual demise. By compiling and organizing those generous entries, one would be able to sketch a very intriguing picture of the history of American agriculture.

Mr. Watson’s original goal when he first set out to gather all of this information was to write a book on the history of the agricultural press, and while he fell short in fulfilling that specific goal, he did indeed lay the foundation necessary to tell the tale.
APPENDIX A. CODEBOOK

1. Ag Business = agriculture business topics; financial management of farms; cooperatives; real estate; shipping; insurance
2. Ag Chemicals = fertilizer; agricultural chemicals; crop dusting
3. Agronomy = agronomy topics
4. Alfalfa = raising and marketing alfalfa
5. Animal Nutrition = nutrition of livestock; feedstuffs
6. Aquaculture = aquaculture
7. Aviation = flying; pilots; airplanes
8. Beef = all individual breeds of beef cattle; beef as a meat; raising/managing beef cattle; showing beef cattle
9. Bees = bees/honey; apiarists
10. Bison = raising/maintaining bison; marketing bison; bison meat
11. Botany = botanical topics; botany as a science
12. Breeding/Genetics = animal breeding; genetics; animal improvement
13. Coffee = coffee, trade/industry
14. Corn = raising and marketing corn; maize
15. Cotton = growing cotton; marketing cotton; cotton as a fabric; using cotton
16. Dairy = all individual breeds of dairy cattle; dairy products; dairy milking equipment; raising/managing dairy cattle; showing dairy cattle
17. Education = youth programs; schools; education; extension; county agents
18. Equipment = farm implements and machinery; engineering; safety; “shopper”-type publications
19. Fabrics = general fabrics (NOT including silk or cotton); fabric marketing; cordage
20. Facilities = farm buildings; barns; construction; materials
21. Fairs/Expos = expositions; livestock shows; fairs (NOT horse shows or breed-specific shows)
22. Fish = growing fish; marketing fish; cooking fish; specific types of fish
23. Flowers = types of flowers; flower shows; floriculture; floral arranging; florists
24. Food Science = food topics; preparing food; does NOT include beef, pork, poultry, fish or mutton; marketing food products; includes beverages; condiments; sugar; spices; berries; does NOT include rice OR coffee
25. Foreign = publications in a foreign language; or in English directed at or about immigrants
26. Forestry = forestry; growing/maintaining trees; lumber industry
27. Fur/Hide = fur industry; skinning; marketing furs; taxidermy; does include leather
28. Fruit = all types of fruit; marketing fruit; growing fruit; fruit products
29. Gardening = gardens; greenhouses; general horticulture; landscaping
30. General Ag News = newspapers; publications that cover a broad range of agriculture topics; farmer’s organization publications (Grange, NFO, Farm Bureau, etc.)
31. General Crops = publications that are NOT crop-specific; general row-crop agriculture
32. General Livestock = livestock publications that are NOT specie-specific; general livestock raising/managing
33. **Goats** = all individual breeds of goats; dairy goats; raising/managing goats; showing goats
34. **Grain/Milling** = general grain marketing; mills and milling; hops
35. **Horse** = all individual breeds of horses, ponies, mules, donkeys, hinnies; horse racing; horse showing; equipment; raising/managing equines; rodeo
36. **International** = publications in English about agricultural interests overseas
37. **Irrigation** = irrigation practices; irrigation equipment; farming using irrigation
38. **Labor** = workforce; yeomen; labor force; unions
39. **Manure** = manure; manure management; waste products
40. **Markets** = stock exchanges; buying/selling livestock and grain; futures; commodities
41. **Mining** = mining; miners
42. **Nature** = wild animals; outdoors; conservation; hunting; NOT to include forestry; DOES include insects; NOT bees
43. **Nuts** = all types of nuts; growing nuts; marketing nuts; nut products
44. **Oil** = oil drilling; tung; oil wells; oil sales; marketing oil
45. **Orchards** = orchard management; growing/maintaining orchards; orchard industry
46. **Pets** = companion animals (excluding rabbits); management and ownership of pets
47. **Pigeons** = raising pigeons; managing pigeons; showing pigeons; carrier pigeons; breeding pigeons
48. **Poultry** = all individual types of fowl (excluding pigeons); eggs; hatcheries; raising/managing poultry; showing poultry; game birds
49. **Production/Packing** = meatpacking industry; slaughterhouses; meat products; meat science; butchering; rendering
50. **Rabbits** = growing rabbits; rabbit management; showing rabbits
51. **Rice** = growing rice; rice products
52. **Rural Life** = homes; homemaking; domestic topics; baking; essays; travel; antiques; temperance
53. **Scientific Research/Biotech** = research and development in agriculture; new discoveries; science; chemistry
54. **Seeds** = seed science; marketing seeds
55. **Sheep** = all individual breeds of sheep; mutton; raising/managing sheep; showing sheep; wool
56. **Silk** = growing silk; marketing silk; silk products
57. **Soil** = soil, minerals in soil
58. **Sorghum** = raising and marketing sorghum
59. **Soybeans** = raising and marketing soybeans; soy products
60. **Swine** = all individual breeds of swine; pork; confinements; raising/managing swine; showing swine
61. **Technology** = new innovations in agriculture; computers; internet; GPS; world wide web; electricity; radio
62. **Tobacco** = growing tobacco; marketing tobacco
63. **Vegetables** = all types of vegetables; marketing vegetables; growing vegetables; vegetable products
64. **Veterinary** = animal health; research that is veterinary-specific; veterinary associations; veterinary practices
65. **Vineyards** = vineyard management; winemaking; viticulture
66. **Weather** = weather; meteorology
67. **Wheat** = raising and marketing wheat
APPENDIX B. LIST OF EQUINE TITLES

AERC Endurance News
Along the Blazer Trail
America’s Equestrian
American Albino
American Bloodstock Review
American Breeder’s and Importer’s Percheron Registry
American Breeder and Stallion and Jack News
American Cleveland Bay Stud Book
American Clydesdale Stud Book
American Draft Horse Journal
American Farrier’s Journal
American Galloway Journal
American Hackney Stud Book
American Harness and Carriage Journal
American Harness and Horse Journal
American Horse Breeder
American Horse Monthly
American Horse Owner (2)
American Horseman (6)
American Horseman and Farmer
American Indian Horse News
American Jack and Jennet Breeder
American Jack Stock Stud Book
American Liveryman and Horse Owner (2)
American Morgan Horse Register
American Mustang World
American Quarter Horse Stud Book and Register
American Register of Oldenburg Coach Horses
American Saddle Horse Register
American Saddlebred
American Shetland Club Stud Book
American Shetland Pony Journal
American Shire Horse Stud Book
American Sportsman
American Stallion Register
American Steeplechasing
American Stock Farm
American Stud Book
American Suffolk Horse Stud Book
American Team Owner
American Trakehener
American Trotter
American Trotting Register
Breeder and Sportsman
Breeder and Turfman
Bridle
Bridle and Bit
Buckeye Harness Horseman
Buckskin Horse
Buckskin World News
CA Breeder’s Assoc. Bulletin
California-Western Appaloosa
California Cattleman and Horseman
California Homestead
California Horse Lover
California Horse Review
California Horse Trader
California Horseman’s News
California Horseman
California Turf
Capital Horseman
Carolina Cattleman & Horseman
Carriage Journal
Cascade Horseman
Centaur (2)
Central Ohio Saddle Club News
Chase
Chicago Horseman
Chronicle of the Horse
Cincinnati Horse News
Clark’s Horse Review
Classic
Coach and Saddle
Coach, Harness, and Saddlery
Coaching
Colorado Horse and Poultry Gazette
Connemara Country/American Connemara Society News
Connemara News
Connemara Stud Book
Continental Horseman
Curly Cues
Cutter
Cutter & Chariot Racing World
Cutting Horse Chatter
Daily Livestock Record
Derby
Dominican Update
Double R Arabian
Draft Horse
Draft Horse and Mule Association News
Draft Horse Journal and Breeder's Guide
Draft Horse Journal of America
Dressage and Combined Training
Driving Digest
Dunton's Spirit of the Turf
Eastern Horse World
Eastern Quarter Horse Journal
Eastern Rodeo News
Eastern/Western Quarter Horse Journal
Equestrian
Equestrian Trails
Equine Athlete
Equine Business Journal
Equine Events
Equine Images (2)
Equine Practice
Equine Times, the Heart of the American Horseman
Equisport Magazine
Equuleus
Equus
Evener (2)
Farmer's Journal, Livestock and Horse Review
Farrier's Magazine
Feather Features
Florida Horse
Florida Horse Country
Florida Horse Journal
Florida Horse Trader
Florida Horseman
Forge, Hoof and Shoe
French Coach Horse Register
French Coach Stud Book of America
Garri's Horse World USA
Girl's Rodeo Association News
Gold Coast Roundup
Golden Hoofbeats
Goodwin's Official Turf Guide
Gotland Glimpses
Grayson Gram
Hackney
Hackney Journal (2)
Hafinger Herald
Hafinger Review
Half-Bred Stud Book
Hall of Fame of the Trotter Newsletter
Harness and Carriage Journal
Harness Factbook
Harness Gazette, Devoted to the Harness Makers Throughout the U.S. & Canada
Harness Herald
Harness Horse (Incorporating the Hub Rail)
Harness Tracks of America Directory
Harness World
Harness, an Illustrated Monthly
Heart of American Horseman
Highpoint Bulletin
Hoof & Horn
Hoof Beats
Hoof Beats & Pawprints
Hoof Prints
Hoofs and Horns
Hoosier Equestrian (2)
Horse (5)
Horse & Fair World
Horse Action
Horse America Made
Horse and Horsemanship (2)
Horse and Hound Magazine
Horse and Rider
Horse and Rider All Western Yearbook
Horse and Sporting News and International Sportsman’s Journal
Horse and Stable
Horse and Wagon
Horse Around
Horse Breeder
Horse Breeder and American Cultivator Registry
Horse Buyer’s Guide
Horse Care (2)
Horse Country (2)
Horse Dealin’s
Horse Digest
Horse Fancier
Horse Gazette (2)
Horse Gazette and Livestock and Produce Recorder
Horse Gazette and Livestock and Weekly Review
Horse Habit
Horse Illustrated (2)
Horse Journal (2)
Horse Journal and Ohio Horseman
Horse Lover’s National Magazine
Horse Lover (2)
Horse Lovers
Horse Mart
Horse News (2)
Horse of Course
Horse of the Delaware Valley
Horse Power Journal
Horse Racing Gazette
Horse Racing Record
Horse Review (2)
Horse Sense (2)
Horse Shoer’s Journal
Horse Shoer
Horse Show (4)
Horse Show Monthly (2)
Horse Talk
Horse Times Trader
Horse Topics
Horse Totes
Horse Women
Horse World (4)
Horse World and Veterinary Record
Horsefeathers
Horseman’s Corral
Horseman’s Exchange
Horseman’s Gazette (2)
Horseman’s Guide (2)
Horseman’s Journal (3)
Horseman’s Journal for the Owner, Breeder, Farmer and Enthusiast
Horseman’s Review, Inc.
Horseman’s Roundup
Horseman’s Service Directory and Desk Reference
Horseman’s Voice
Horseman (5)
Horseman and Fair World
Horseman and Stockman
Horseman and the Spirit of the Times
Horseman Magazine
Horseman’s Advisor (2)
Horseman’s Journal (4)
Horseman’s Yankee Pedlar
Horseplay
Horsepower
Horses & Hoofbeats
Horses Today
Horses Unlimited
Horses, Inc.
Horseshoer’s & Blacksmith’s Guide
Horseshoer’s & Blacksmith’s Journal
Horseshoer’s Journal
Horseshoer and Hardware Journal
Horsetrader
Horseworld USA
Hub Rail
Hunter & Sport Horse
Idaho Horse Country
Illinois Equine Market
Illinois Horseman
Illinois Percheron Sires
Illinois Racing News
Illinois Standardbred & Sulky News
Impulsion
In Stride Magazine
Indiana Quarter Horse Journal
Inside International
Institute Bulletin
Institute of Thoroughbred Breeding
Intermountain Quarter Horse
International Buckskin Horse Journal
International Thoroughbred
International Trotter and Pacer
Iowa Horseman’s Journal
Iowa Racing News
Iowa Saddleman
Just About Horses
Kansas Horseman
Kell’s Iowa Turf
Kentucky Cattleman and Horseman
Kentucky Farmer
Kentucky Farmer and Breeder
Kentucky Gazette
Kentucky Horseman
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