

3. ACE—The Tie That Binds

AAACE Origin and Development — 1913-1967, by Robert A. Jarnagin, commemorated the 50th annual conference of the American Association of Agricultural College Editors, July 12-15, 1966, at the University of Georgia.

Bob Jarnagin was at the University of Illinois at that time, and had compiled the material for the "history" while working on a master's thesis. It was printed in ACE magazine as a series of 11 articles.

In article 3, Bob described how our ACE Quarterly came into being. His article is so appropriate that we felt justified in publishing it again in this issue. It follows. His "history" only covers the year up to 1967. ACE Quarterly has had several editors since, all of whom have tried to keep up the tradition of bringing association members closer together and encouraging all possible efforts toward high professional standards and achievements.

FROM ITS BEGINNING, AAACE has tended to be the type of organization that hangs loosely together for 51 weeks and then coagulates into a more or less homogeneous group once a year at the annual meeting. The editors recognized this almost from the first. Various members through the years have tried, sometimes successfully, to work out systems that would bring AAACE more solidly together at times other than the annual conference. One of these efforts resulted in the publication of ACE magazine. For the first 40 years, ACE was one of the main connecting links between AAACE members for all but about four days of every year.

Another attempt to fill the gaps resulted in the formation of AAACE regions and regional meetings after World War II. Other ideas have resulted in technical meetings and workshops and committees that have been active throughout the year and that have met at times other than at the annual conference. In December, 1959, the AAACE Newsletter was established on a bi-monthly basis between issues of ACE magazine to keep the members informed about goings-on among the editorial offices. But ACE magazine for many years

was the chief medium of exchange within the organization.

As early as the Knoxville meeting in 1918, Association President Nelson A. Crawford in his presidential address reported to the members on the first efforts of the editors to communicate with each other on a regular basis. Small budgets made the matter difficult. Crawford said:

Need A Clearing House

"For some time, the Association has felt the need for a clearing house for information of value to the members, and in the past year the president of the Association made arrangements with *AGRICULTURAL ADVERTISING*, a well-known monthly magazine, to publish every month a department relating to the work of the agricultural college editors. The president of the Association has conducted this department with encouraging comment from both the editors of the magazine and members of the Association. A different type of organization might well have a special news letter. To print an adequate monthly news letter for this Association, however, would mean an annual assessment of somewhere between \$3 and \$4 upon each member.

The department in the magazine costs the Association nothing, while the magazine itself, which contains a good deal of other material valuable to the editor, costs only \$1 a year. If the department has met with the approval of the Association as a whole, I hope it may be continued by the president who is elected at this session."

At this same meeting in Knoxville, Secretary Frank C. Dean of Ohio was instructed by vote of the members present to print the proceedings of the previous meeting if funds were available. The treasurer's report at that meeting showed a balance of \$88.91 on hand.

ACE Records History

Proceedings of the third annual conference of the Association with preliminary statements about the first and second conferences were printed in 1916 for the Association by the Department of Printing, Kansas State Agricultural College. Proceedings of the fourth, fifth and sixth annual conferences were printed by the Association in 1919. Thus, with the issues of ACE magazine, a continuous printed record of the Association is available in libraries and member files from the beginning in 1913.

But the printed proceedings and a stylebook that was also printed by Kansas State College in 1918 did not fill the need. AAACE President Bristow Adams of Cornell in his presidential address at the seventh annual conference at Columbus, Ohio in 1919 made a plea for what he thought would remedy the situation.

"It has come about," Adams said, "that this Association of agricultural college editors has tended toward the

annual conference type. This is the outgrowth of a number of causes which have led naturally to the result. In the first place, the members are scattered over the country; they get together at these annual meetings, and naturally, again, look toward them as the 'be-all and end-all' of the Association's existence. Furthermore, during the past years, the multiplicity of other duties, one after another, on the part of your officers has tended to make them concentrate on the annual meeting, and to forget the Association in the times between.

"We should be better acquainted, one with another, and not merely at annual conferences where a last year's friendship is joyously renewed. The way to this better acquaintance lies in knowing who belongs to the Association, and why; in other words who we are, where we are, and what we are doing at all times. The way to this better acquaintance lies largely within the initiative of the individual. But the Association can help, with a list of members and a 'house organ,' if it is only a monthly mimeographed sheet. I am not unmindful of the great service rendered by the pages in *AGRICULTURAL ADVERTISING* during President Crawford's administration, but it is somewhat outside of our field.

"I hope that the coming year will provide for more constant contacts; and we offer the mechanical facilities at Cornell for the issuance of a mimeographed news sheet that may fill the place and purpose of an agricultural editors' news exchange."

First Issued in 1919

Volume I, Number 1 of ACE magazine was issued with the date of No-

vember, 1919 and was published at Ithaca, New York. The first editor was M. V. Atwood, then on Bristow Adams' Cornell staff, who had succeeded Frank Dean as secretary-treasurer of the organization. ACE started as a mimeographed publication running from three to 13 pages the first year depending on the volume of copy available. In addition to news items and names of available agricultural editors looking for jobs, one of the magazine's main functions was publishing abstracts and complete copies of talks given at the preceding annual meeting.

Atwood edited and published the first three volumes of ACE. From August to December, 1922 it was published by Ralph W. Green, Association Secretary from North Carolina State College, and then through Volume V, No. 12, 1924 by Paul W. Kieser, South Dakota State College.

Printing is Cheaper

For 25 years, until 1943, ACE was mimeographed. Volume 26, No. 1 issued in February, 1943 appears as a printed publication for the first time. Editor Glenn Sample of Indiana, newly-elected secretary-treasurer of AAACE, says, "It was a stroke of good fortune that your editor was able to arrange to have this printed. After checking with mimeograph and multilith services locally, it was decided that printing was cheaper and better, considering all points. Besides, we are able to cut our mailing costs. So we're printing ACE."

The first two printed issues of ACE cost a total of \$50.25, including publication and postage, Editor Sample reported in No. 3. He said that he was able to gain more than enough

memberships with each ACE edition to pay all costs. Printing run then was 425 copies each issue. To mimeograph the same material, a commercial service asked \$40 per issue, not including paper stock or postage.

Editorship Passed Around

With some changes in paper stock, size and format, depending upon the editor and the college facilities as the editorship was passed around the country, ACE has continued as a printed publication since that time. Very few of the volumes contain a full 12 issues. Pressure of his full-time job at home, other duties as secretary-treasurer and the uncertainty of copy made the editorship of ACE magazine a precarious position at best.

In an effort to improve the situation, the membership broke with tradition in November, 1953 when the first issue of Volume 36 was edited and published by William F. Calkins of the University of California at Berkeley. Joe McClelland of Arizona had been elected secretary-treasurer of AAACE, but the Board of Directors, recognizing that the combination of the two jobs placed an undue burden on one person, especially if he were from a smaller state office, separated the position of secretary-treasurer from that of editor of ACE.

Calkins edited ACE magazine for three years through Volume 38, No. 10, June, 1956. Volume 38, No. 11, September, 1956 was edited and published at Lincoln, Nebraska by Ralston J. Graham as the convention issue following the Penn State annual conference. Mark T. Allen, publications editor at Michigan State University, then became the editor of

ACE beginning with Volume 39, No. 1, October, 1956 and continued to Volume 43, No. 1, 1960. Two issues, Volume 43, No. 2, December, 1960, and Volume 43, No. 3, February, 1961, were edited by Mrs. Marliene Froke, State College, Pennsylvania. From Volume 43, No. 4, April, 1961 until Volume 44, No. 6, June, 1962, ACE magazine was edited and pub-

lished at AAACE National Headquarters, Michigan State University, with Earl C. Richardson as editor. When National Headquarters moved to the University of Illinois in July, 1962, Robert A. Jarnagin became editor. He continued until National Headquarters moved to the University of Nebraska in July, 1965, when J. P. Holman became editor and has continued to date.