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Advertising Farm Products

G. Starring

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AN ATTRACTIVE SOUTH DAKOTA FARM HOME THAT ADVERTISES ITSELF TO PASSERS-BY. OTHER FORMS OF ADVERTISING DISCUSSED IN THIS CIRCULAR WILL ASSIST IN FINDING A WIDER AND MORE PROFITABLE MARKET AND EDUCATE CONSUMERS TO UNDERSTAND WHY GOOD FARM PRODUCTS ARE WORTH WHAT THEY COST.
FOREWORD

Advertising is now regarded as essential in placing any commodity on the market. Advertising puts goods where they will be of maximum service. It follows that such a place will pay the highest price.

Farmers of South Dakota are intensely interested in this phase of marketing. Individual farmers usually look for a local market where the advertising medium is chiefly local. This is especially true in respect to the sale and exchange of livestock and seeds of various kinds in smaller lots. A community of farmers who have considerable produce of a certain standard kind might advertise cooperatively to good advantage, offering that produce to a wide market, state, national and even foreign.

The time has come when farmers must advertise to show the mass of consumers that the products offered for sale are really low in price. The farm bureau is an excellent medium for cooperative advertising. Consumers objected to fixing a price of $2.50 a bushel for wheat, yet at this price food could be purchased the cheapest in the form of bread. Consumers objected to paying 12 cents a quart for milk, yet nourishment of the same class in other foods was much higher in price. Consumers would complain of the price of some of these other common foods offered from the farm, yet would pay $25 a bushel for some commercially prepared and highly advertised foods without grumbling.

There has been a need for leadership in this line,—likewise for proper organization thru which cooperative advertising could be accomplished. The various county farm bureaus and the state extension division are at the service of the farmers and citizens of South Dakota. This circular is intended to point the way toward more profitable distribution in the marketing of the superior agricultural products of the state.

C. Larsen, Director of Extension.

This circular is not designed to present a complete discussion of all phases of farm advertising. The purpose is to offer in simple and untechnical language some suggestive methods of advertising and how to write a simple advertisement. The farmer who reads this doubtless will be able to follow or to improve the ideas presented to fit his individual needs. If the following pages succeed in stimulating a greater interest in advertising as a means of securing a wider market and better prices for worthy farm products, it will have attained its object.—Geo. A. Starring.
ADVERTISING FARM PRODUCTS

Advertising is becoming an important phase in the marketing of farm products. Every farm may dispose of its ordinary produce without difficulty thru the usual marketing channels at the going market price without publicity or any effort beyond that of mere loading and hauling to town. Frequently, however, the farmer may have a product which deserves more than market price, such as seed grain or breeding stock. The problem then becomes one of finding buyers who are willing to pay a higher price for a better quality of product. This is where advertising comes in to bridge the gap between the two.

Advertising is an enormous factor in American business. Probably about $750,000,000 a year is spent for advertising in this country, or more than $2,000,000 a day. The sales are more than $100,000,000 a day. Business firms do not spend that much money merely to burst into print. They spend it because it brings value received. Advertising is a necessary factor in selling to a wider market.

Advertising Widens the Market.

There is another reason for advertising: Frank Pyle of Kansas puts it this way: “I toiled, I sweat and I produced—and I found that I must sell at the other man’s price and for his profit. I produced better stuff than my neighbors only to find that theirs set the price, very often, at which I must sell in the local market. By consistent advertising I have been able to secure a fair price. My experience is that advertising pays. It frees me from my neighbors’ limitations. It increases my self respect and has added hundreds of acquaintances and friends to my circle.”

Russell Adams of Oklahoma, writes that a ten-word classified advertisement in five farm papers sold 300 bushels of alfalfa seed. The net profit was $700—the cost of advertising was $17.60. Cheap enough. The Adams farm disposed of 70 tons of No. 2 alfalfa hay at $22.50 a ton by inserting a 40-word notice in a weekly paper of 1,200 circulation.

Mr. Adams says: “We would hardly thank a man for information as how to increase production if at the same time he could not show us how to sell the over-production to the best advantage. For seven years we have been selling our products to the consumer. To do this we have used advertising space in both farm and weekly newspapers. Ninety percent of our product is sold direct by mail, the result of advertising.”

What Is Advertising?

Anything which announces to the public that something is for sale or exchange is an advertisement, whether it be paid news-
Extra Good Seed Corn

Home Grown Minnesota 13

$3 a bushel

John Smith
Riverview Farm
Livetown, S. Oak.

I have for sale about 600 bushels of crib-tested Home Grown Minnesota 13 seed corn. I have grown this corn successfully on my place for five years. Each fall I select the early maturing ears from high yielding hills. My Minnesota 13 now runs true to type, is uniformly early and is cheap crop insurance at $3 a bushel.

Minnesota is the corn for this section of the state. You are in the corn belt for more if you plant this corn and you can get it on the market early at a much better price than later corn. It is recommended by the state experiment station as the leading staple variety for our use. If you have been securing bad or indifferent results by planting other varieties, swing over to Minnesota 13 this spring. You will pay safe in buying my seed.

John Smith
Riverview Farm
Livetown, S. Oak.

Fig. 1.—Showing outline or "layout" and copy of advertisement ready to be sent to publisher. Layout greatly reduced.
Extra Good Seed Corn

I have for sale about 500 bushels of crib tested

Home Grown Minnesota 13

seed corn. I have grown this corn successfully on my place for five years. Each fall I select the early maturing ears from high yielding hills. My Minnesota 13 now runs true to type, is uniformly early and is cheap crop insurance at

$3 a bushel

Minnesota 13 is the corn for this section of the state. You are in the corn belt for sure if you plant this corn and you can get it on the market early at a much better price than later corn. It is recommended by the state experiment station as the leading staple variety for our use. If you have been securing bad or indifferent results by planting other varieties, swing over to Minnesota 13 this spring. You will play safe in buying my seed.

John Smith

Riverview Farm

Livetown, S. Dak.
paper space, poster, circular letter or signboard. Everything con­sidered, advertising thru the newspaper or farm paper is the cheap­est and most effective publicity for farm products.

For example, suppose you have 150 bushels of extra quality seed corn which you would like to sell at $3 a bushel. The local editor has quoted a price at $7 for a quarter page advertisement. You perhaps think this too expensive and decide to mail out some bills of about the same size as the ad to 500 farmers. Now see what happens. You get the bills for about $3.50. Before mailing, you buy 500 cheap manila envelops at about $1.35. Then add postage, at one cent each, $5. You now have $9.85 invested. It takes a half day to address the envelops and tuck the bills inside. You are fortunate indeed if you have access to so long a mailing list.

You really are loser on the deal. For the $7 newspaper advertisement, the announcement of your seed would have been carried to all the leading farmers in the county at a saving of $2.85 and with all the bother eliminated. In fact, for about $10 or $15 more you could carry an effective announcement in a state farm paper and reach a buying list of several thousand. This probably would be the wise thing to do, unless you were sure you could dispose of all the corn locally.

Very well. Suppose that you have decided to advertise your seed corn in the papers and that you have 500 bushels of choice seed for sale. How shall you write the advertisement? The following simple suggestions may be of service:

**WRITING THE ADVERTISEMENT**

Before writing the advertisement, determine how much money is to be spent for it. On a $1500 deal like this, you can afford to invest at least $45 in advertising, or 3 percent, the amount allowed by big business men in this country. Let us say that advertising in the farm paper costs about $5 an inch, one column wide. In the county newspaper, the cost is 20 cents an inch. You decide to spend $30 in the farm paper and $15 in the home paper.

| Farm paper, 3" , 2 times at $5 | $30 |
| Home paper, 12 ¼", 6 times at 20c | 15 |

$45

The advertisement in the home paper then may be 6 1-4 inches by 2 columns. A column is 2 1-6 inches wide, therefore, the space will be roughly 6 1-4 inches long and 4 1-4 inches wide.

**The Border**

First draw an outline that size to indicate the border, which serves as a frame to focus the eye on this particular advertisement and to separate it from the others in the paper. See Fig. 1.
The Heading

The next step is to letter roughly something for the heading. The heading should stand out as the dominant thought of the advertisement. It should have force and "punch." "Extra Good Seed Corn" will serve. "Ear Tested Seed Corn" would be better, provided it tells the truth. Either is superior to such colorless heading as "Seed Corn," "Corn For Sale," "Now Is The Time," "A Buying Opportunity." Any farmer needing good seed will be attracted at once by a heading that announces extra good seed corn or ear tested seed corn because the quality is described in the opening words.

Make the lettering approximately the size you desire the printer to use in the finished advertisement.

The Superscription

Next, letter your name or that of your farm at the bottom, taking care not to make it larger than the heading. Preferably, it should be somewhat smaller, otherwise the advertisement will appear "top-heavy at the bottom," should the printer follow your idea literally.

Writing The Text

In writing large advertisements one might find room to write the complete copy within the outline. However, it is best to take no chances. By placing the outline or layout at the end of a sheet of paper, one will have enough room at the right for the subject matter. See Fig. 1. Put it all down, including heading and superscription. This shows your printer what you want set, while the outline or layout merely shows him in what form you want it. See Fig. 2, for finished advertisement.

Essentials of a Good Advertisement

The first paragraph of the advertisement should contain the main facts which are desirable to emphasize. Supplementary information may be placed in succeeding paragraphs. The reason for this is that if your first paragraph does not contain real selling points, you lose the interest of the reader before he has reached your final sales argument. There should be close relationship between the opening paragraph and the heading.

The advertisement should be newsy. A mere statement of "seed corn for sale" has no particular news value. Adding a description of the corn and its performance in past years as a profit-maker gives the copy a news value which compels attention.
A few days ago, a man, who lives in Misssouri, drove his car to ORCHARD HOME. "I came to see," said he, "whether you really have apples that are better than the usual run of this year's crop."

We "showed" him. He examined the individual apples for worm holes, disease blemishes and other imperfections. Finally he said, "Man, these are REAL apples." They make me want to move to Kansas!"

More than a hundred of the visitors who bought apples here during the past week have made similar remarks. When you consider that it is the unwritten law of trade that "the buyer shall not praise the seller's wares," these comments are truly impressive.

Folks do appreciate quality. We have had it doubly proven to us during the last two weeks. The first visitors who came in response to our announcement that we have apples for sale, bought only a few sacks. They came to "spy out the land," as it were.

Now they are coming back. They are bringing a bundle of sacks and they are hauling away all the apples their cars will carry. They are sending their friends here too.

Quality at a fair price—that's the explanation of their return trips. That's why they send their friends.

We invite you to come and "spy out the land," to see these REAL apples. We feel secure that your judgment will influence you to fill a bundle of sacks when you see the fruit.

REMEMBER—THESE APPLES WILL KEEP

Winter varieties, perfect apples, per bucket basket, $2 to $3.50
Jonathan, perfect apples, per bucket basket, $2.00 to $2.50.

Bring your vinegar jars and let us fill them with genuine, two year old, pure cider vinegar at 40c per gallon. This vinegar is chock full of piquancy and flavor.

Fig. 3.—An effective farm advertisement with strong human interest appeal, as run in a local paper. This is a good example of putting news into advertising copy.

If a bull is for sale, give his good points and something of his own and family history. The advertiser should try to imagine himself in the buyer's place and state those facts which he would like to know if he were buying instead of selling. Then he cannot help but write a good advertisement. Use simple, straightforward English. Flourishes are useless. Tell the truth. These are the only mysteries there are in advertising.

Don't Worry About Layouts

Altho layouts are helpful in constructing good advertisements, don't think for a moment that they are absolutely essential. They are not. Just write down what you want to say, tell the printer how much space you want, and he will fix it up for you to the best of his ability. You will get your money's worth in any case. On the other hand, the preparation of a layout helps to visualize the probable appearance of the advertisement.

These suggestions apply to all publications. Farm papers give especially helpful service to new advertisers.

How To Measure Words And Space

In order to know how many words you may write for the body of the ad, it is necessary to know how many words of various
sizes of type will fill a square inch, then multiply by the number of square inches in the space not occupied by headings and firm name at bottom. If an illustration is used, allow for that. In any computation, also allow for white space. By that is meant, do not figure total space but allow for margin. Solid reading matter is not attractive.

Most ordinary newspaper body type is set in 8 point, for which figure 23 words a square inch, spaced. Display advertising text matter is frequently set in larger type, with measurements approximately as follows:

- 12 point, spaced, 11 words a sq. in.
- 10 point, spaced, 16 words a sq. in.
- 8 point, spaced, 23 words a sq. in.

Your home printer will be glad to show you his type book illustrating the various sizes of type and their space equivalents. This is a good study for the boys or girls in the family. Refer to Fig. 2, where 12 point is used in the first paragraph and 10 point in the second.

**Value of Illustrations**

Good pictures attract attention. If you are selling breeding stock, a well posed picture of the herd bull will strengthen the ad. An inferior picture is worse than none. The catalog or printed circular will be doubly effective if illustrated. The picture should illustrate what is being advertised. Trick views designed merely to attract attention and not to illustrate should be omitted. In photographing farm animals take care that the animal has a natural pose. A picture of a stallion with feet improperly and awkwardly placed and head carried low or strained too high would not make a sale. In photographing the home select a view where the house has the most attractive setting with relation to the trees or the other farm buildings.

A good camera is a real investment for with it you may secure good pictures as occasion presents itself. It costs money to send
Daily papers and farm magazines carry regular classified want ad departments. Subscribers read the want ads—in fact, many of them read the advertisements first, especially if they are in the market for something.

An effective want ad states briefly what is for sale, with possibly a snappy description. Look over the want ads covering anything in which you are interested. The ad that appeals to you most doubtless gives enough information to induce sending a check.

An analysis of the want ads in Fig. 5 illustrates the foregoing. Number 2 is better than number 1 because it gives more complete information. Number 3 is still better because it gives age, breeding and price. The invitation to “Write us quick” is good. Number 4 is a good short ad. Numbers 3 and 4 are complete since sufficient information is given for immediate order. Many ads without price clauses are not effective because farmers frequently dislike unnecessary letter writing. Of course, it is not always advisable nor practicable to state prices. Numbers 5 and 6 are good want ads, because they give the kind of information the prospective buyer wants. Number 7 is weak because the statement “prize-winning stock” is not complete. Nearly all poultry want ads meaninglessly refer to “prize-winning stock,” “heavy layers,” etc., for the town photographer. Frequently he cannot come when you want him. A photographic record of the farm activities has many business uses, not the least of importance being its use in advertising what is for sale. Frequently a snap shot of a farm animal sent to an inquirer will clinch the sale. Get a camera and turn it over to the children if you don’t care to bother with it. A good camera is not necessarily an expensive one.

WANT ADS

Want ads are great business getters. Many country weeklies do not feature this form of advertising as much as they might.
CRILL, THE SEED CORN MAN

Has Good News For Farmers Everywhere

I am called the "seed corn crank." I raise and sell seed corn only. I do one thing and try to do it a little better than anyone else.

—I HAVE THE CORN YOU NEED—

The Corn Adapted For Your Section

For North Dakota and Montana
Northwestern Dent
N. Dak. Special
Nor. Golden Dent
King Phillip Flint
Rainbow Flint
Squaw Flint

For South Dakota and Minnesota
Wis. Golden Glow
Minn. No. 13
Silver-King
Early Red Cob White
Wis. No. 1 White
Wimple’s Yellow Dent

On the Ear or Shelled and Graded. Also Fodder Corn That

Dents and Makes Tons of Silage.

—WRITE ME TODAY—

I will send my CORN BOOK and FREE SAMPLES and when you see them you will know I have the corn you want.

CRILL, The Seed Corn Man, Elkpoint, S. D.

Fig. 6.—A unique illustration well placed helps this advertisement.

VALLEY SPRINGS POULTRY ASSOCIATION

Eggs for hatching, fancy and utility stock. Each breed is bred on a different farm. Seventy percent fertility or replaced at half price.

Partridge Plymouth Rocks, $3.00 for 15, $5.00 for 20 and $12.00 for 100.
Barred Plymouth Rocks, $3.00 for 15, $5.00 for 30 and $12.00 for 100.
White Plymouth Rocks, $3.00 for 15, $5.00 for 30 and $12.00 for 100.
R. C. R. I. Reds, $2.50 for 15, $4.50 for 30, $10.00 for 100. Special
matings, $5.00 for 15.
R. C. R. I. Whites, $5.00 for 15.
White Crested Black Polish, $2.50 for 15.
Buff Orpington, $2.50 for 15, $4.50 for 30 and $10.00 for 100.
Partridge Wyandotte, $2.50 for 15.
White Wyandotte, $2.00 for 15.
Light Brahama, $2.00 for 15, $3.50 for 30 and $8.00 for 100.
S. C. Buff Leghorn, $2.50 for 15, $3.50 for 30, and $8.00 for 100.
Partridge Cochin, $2.50 for 15, $4.50 for 30 and $10.00 for 100.
S. C. Ancona, $10.00 for 15.
S. C. White Leghorn, $2.00 for 15, $3.50 for 30 and $8.00 for 100.
Mammoth Pekin ducks, $2.50 for 9, $4.50 for 9.$
Toulouse Geese, $4.00 for 7.
Order direct from this advertisement. Prices of breeding stock on request. Address all orders to
RALPH M. WHITNEY, Secretary, VALLEY SPRINGS, SOUTH DAKOTA

Fig. 7.—An example of co-operative advertising which has been used effectively especially by breeders of dairy cattle. A longer introductory description and more space would have helped this ad.
Just a Few Serviceable Bulls Left

We have just a few serviceable bulls left. They are sired by herd sires, 30-lb. to 31-lb. bulls, who are either of Homestead Jr. De Kol or King Segis Pontiac Breeding.

These young bulls are from cows with good A.R.O. records, they are not culls but are good straight calves, sound and right.

We are badly crowded and need the room that they occupy, consequently they will be very moderately priced.

This is an unusual opportunity for one in need of a young sire. A word to the wise ought to be sufficient.

MILFORD MEADOWS STOCK FARM, Lake Mills, Wis.

WALCOWIS FARMS

Offer Bull Calves Sired by Jowana Sir Ollie and Sir Hengerveld Korndyke Ormsby from good record dams. Other calves in our herd will please individually.

N. DICKINSON and SON, Lake Geneva, Wis.

Columbine Piebe Johanna For Sale

Ready For Heavy Service. Backed by 7-Day and Year Records

From good record dams, the Piebe will please individually.

TURNER CATTLE FARM, CHAMPAIGN SPRINGS, Colo.

1,000 HOLSTEIN HERDS

From Which to Select What You Want

JEFFERSON COUNTY ZEEHOLD HERDS, A. J. GUTH, Owner.

Large Record Holstein Bulls

Bulls from our large yearly records, from Cattleman's Choice.

JEFFERSON COUNTY ZEEHOLD HERDS, A. J. GUTH, OWNER.

Fig. 8.—A comparison of a page of farm ads showing how the simplest are the most effective. The ad in the upper right corner has a border that so detracts the eye from the copy that it is almost impossible to keep one's eyes on the text. Borders should support rather than dominate the ad. The two ads below this are simple, chaste, easily read, and therefore are effective. On the whole a very good page of announcements.
**Fig. 9.—Does advertising pay? If not, then the purchasers of these breeders' cards are wasting good money. We have received letters from most of these advertisers saying that advertising is a good investment.**
Lake Mills Holstein Breeders' 19th Semi-Annual Consignment Sale
AT LAKE MILLS, WISCONSIN, TUES. AND WED., MAY 6 and 7, 1919
150 Head—SELECTED HOLSTEINS—150 Head

RIGHT NICE ONES—THE KIND WE ALL WANT TUBERCULIN TESTED

A choice lot of well-bred cows, many with good A. R. O. records.

A 24.44 pound 3-year-old cow, Neith Pontiac De Kol, one of Wisconsin’s best individuals, dam 31 pounds, next dam 32 pounds.

A 2-year-old now on test, and at present writing has 21.90 pounds, milking 70 pounds per day.

One of the attractions.

A fine 47.90 pound daughter of Canary Paul Fokes Homestead that will be fresh right around sale time. A grand foundation cow.

A beautiful big daughter of King Pieter, Winlow Gelsko Hengerfeld, a 22.98 pound 3-year-old, dam 26.83 pounds, next calf 25.52 pounds.

A 29.15 pound 4-year-old daughter of Colamha Changeling Lad, and bred to King Pieter of Brotherton, whose 2 nearest dams average 28.53 pounds. Some of the best bred heifers the Lake Mills sale has ever had.

A number of yearling bullocks of excellent breeding, and first-class individuals. A beautiful bull calf, 2 months old, sired by the 42 pound bull, King Beta Buzard Gypsy, and from a 19.94 pound junior 2-year-old, whose dam, a half-sister of Windsor Sweet Butter Maid, has 29 pounds, next dam 29 pounds.

Look over the catalog and you will not miss the sale.

F. H. EVERSON, SALE MANAGER, LAKE MILLS, WISCONSIN

Fig. 10.—This ad would have been more effective if more space had been purchased. ‘There is an over-crowding of bold faced type in the heading. Don’t blame the printer if he doesn’t make the best sort of advertisement when you “skimp” him on space.

consequently the most effective ad is the one which explains just how this stock is so choice, as in want ad number 8.

Farm Bureau Exchanges

Many county farm bureaus publish exchange lists. This affords an opportunity for the profitable exchange of products within the county. The farm bureau offices thruout the state also exchange publications. A notice in the Farm Bureau News will receive considerable attention. Cooperation with your county agent in the exchange features will be worth while.

WHERE TO ADVERTISE

In trying to dispose of small quantities of farm products, advertising in the local papers probably is sufficient. Otherwise, buy space also in one or more farm papers. If you plan on building up a state-wide reputation in some particular line, buy display space rather than want ads,—with the possible exception of poultry. There is something about big space, especially in breeder announcements, that is effective in building up a following.

You may desire to find a market in some other state—a market that is covered especially well by some farm paper. This might be true of South Dakota alfalfa seed growers, for instance, who desire to do business in Wisconsin, Iowa or Illinois. Some farm papers cover these states more thoroly than any others. The service department of your own farm paper doubtless will help you select one or two publications. Write to the department of journalism and advertising of your agricultural college. Certain advertising magazines publish each year a farm paper directory showing circulation by states or districts, as, for instance, Advertising and Selling Magazine, New York City.
ADVERTISING FARM PRODUCTS

316 - Head of Live Stock - 316

Having sold my farm and decided to quit farming, I will sell at Public Auction
1 mile north of Brookings County Fair Grounds, on

Friday, January 31, 1919

COMMENCING AT 10 O'CLOCK THE FOLLOWING PROPERTY

13 Head of Good Well Matched Horses 13

Team of black geldings well matched, 4-5 yrs. old, wt. 3200. Team brown mares well matched, 7-8 yrs. old, wt. 3210. Team dapple grey geldings well matched. broke single. double and under saddle, 7-8 yrs. old, wt. 2770. Team blue roans, matched, 4-5 yrs. old, wt. 3000. Team suckling colts, matched mare and gelding, well bred Percherons. [This is the best string of well matched horses that will be sold in one sale this season.]

14 - Head of Cattle - 14

Milch cow 7 yrs. old giving milk now
2 good Hereford bulls, 1 yr. old.
4 red and roan Shorthorn bulls
5 high grade Shorthorn heifers
2 small calves

122 Head of Hogs

12 tried sows, 4 of them purebred Duroc Jerseys. 2 yearlings. 2 2-yr. olds.
12 purebred spring gilts, 3 of which have 22 pigs by date. 22 spring gilts not registered. 61 fall pigs.

167 Head of Sheep

Consisting of 158 head of yearling ewes bred to purebred rams. 7 head of high grade ewe lambs. 2 purebred rams. These sheep will be cut in small bunches to suit the public.

MACHINERY


Everyone interested should attend this sale as there is an extra good line of Live Stock and Machinery, harness and small tools are new

TERMS:

All sums of $10 and under cash. On sums over that amount time will be given to November 1, 1919 on approved security bearing 8% interest from date of sale. All prospects must be settled for before leaving.

John M. Stortz, Prop.

A. A. LYLE, Auctioneer
FIRST NATIONAL BANK, Clerk

Fig. 11.—A well-designed poster or sale bill. Observe how the copy is blocked off according to subject matter. A buyer interested in any kind of stock can readily find what he wants to know without reading over an unrelated mass of type matter. This was run as a newspaper advertisement by a farmer who considers it the best form of publicity.
Fig. 12.—Cover of sale catalog. In the original the red lettering over the black halftone was most ineffective. If the engraving had been smaller and run the other way on the page, with descriptive matter above and below, a better result would have been obtained.
Duero Bred Sow Sale

"Guess Who I Am."

THURSDAY, FEBRUARY 20

Fig. 13.—A simple, legible design. The photo was on the title page being visible thru a cut-out in the cover. The owner and place of sale probably are facts that should have been placed on the cover as well as on the title page.
POSTERS OR SALE BILLS

A good poster is one that is attractive, in which the heading and main features are legible from a distance, and having the subject matter grouped in uncrowded paragraphs with white space to make easy reading. Overcrowding of type matter ruins posters and advertisements of all kinds. In writing a heading for the poster or sale bill, follow the same principles as suggested for display advertising. Avoid fancy and freakish arrangement of headings and type matter.

If the poster is to be hung in windows, around elevators, feed stores and other places where farmers congregate, make them large enough to be seen. A common size is 12 x 18 inches which cost from $8 to $11 for 200 copies. Local printers frequently make a reasonable combination price for a certain number of bills and the same copy run in a regular edition of the weekly paper. Consult your home printer.

SALE CATALOGS

Booklets or sale catalogs are used effectively for public livestock sales, private sales of breeding stock and nursery and farm seeds. Any farmer who proposes to issue a sale book should consult his local printer who will help him with such details as choice of paper, number of pages and purchase of engravings for illustrations.

The following suggestions may be helpful:

Do not ask your printer to make up a freakish cover design. Remember that simplicity is good taste and that good taste in type design means legibility. Of what use is an unusual and freakish cover on a booklet if it is not easily read? A comparison of two South Dakota covers in Figs. 12 and 13 illustrates this point. In Fig. 12, the subject of the catalog was printed in red over the
picture of a boar in black. The result was a mass of unrelated shapes and type almost impossible to read. The rest of the book was well printed.

In Fig. 13, we have an example of good typography. The design is simple and legible. It might have been just as well to have included the place and date of sale, tho the cutout is an irresistibly appeal to look inside where this information is given.

When your printer orders engravings, have him get them in multiples of column widths so that they will be available for newspaper use.

**SIGNBOARDS**

A well-painted signboard at the farm entrance is one form of advertising that is especially effective if the farm buildings are back some distance from the main road. Some signs or farm names are painted on the barns if these are plainly visible. The advantage of the signboard is that one may list thereon the farm products in which he specializes.
Fig. 17.—The farm truck or wagons will “talk up” your farm if given a chance.

Many farmers who live near town on a main traveled road might dispose of considerable produce of various kinds if a part of the sign were a blackboard on which could be listed with chalk special items for sale from time to time, such as hatching eggs, poultry, fruits and vegetables, surplus stock, discarded machinery and other items. This feature has been successful where tried.

In this connection, it is worth while to suggest giving the farmstead an appropriate name. Prof. C. Larsen, director of extension, has well said: “We name our children, our horses, our cows and our dogs. Why not name our farms? We name our animals so we can designate them in our conversations, so they will respond when we talk to them and so we can keep records of their performance and degree of usefulness.

“Farmsteads are talked about a whole lot. Just as we talk of the various animals in the individual home, so does the public talk about the various farm homes in the community. Without a name, farm homes are awkwardly discussed. ‘Shadeland,’ ‘Riverdale,’ ‘Brookdale,’ ‘Sunnyset,’ and ‘Stockdale’ are names by which a community soon learns to designate the farm homes.

“Such names are placed in a conspicuous place near the entrance to the farm home. Such an appropriate farm home name lends itself to desirable advertising. Such a name gives a stamp of permanency of business and system to any farm place.”
Frank Pyle of Kansas so much desired a suitable name for his farm that he advertised in the papers offering a substantial gold prize for a name. More than 340 names were submitted. He selected Orchard Home as the best.

Mr. Pyle says: "I wanted to name the farm so that if I should ever sell it, it would be known under a name that I could sell along with the farm—a name that would have actual money value. My advertising for a name got everybody to talking about Frank Pyle's orchard. I advertised again when the name was selected, telling who suggested it and all about it. Thus I established the name Orchard Home at once in the minds of people far and near. Then I registered in the U. S. Patent Office a drawing of the farm house and its surroundings, with the name 'Orchard Home.' I use this design on my letterheads and newspaper advertising."

**SIGNS ON BUILDINGS**

A well-painted sign on a large barn has an advantage over the signboard in that it may be seen from a distance. It gives the traveler the impression that the farmer is proud of his farm, and that, therefore, he must be a good farmer. See Fig. 16. A farmer who has pride enough to erect a signboard or to print a sign on his barn usually is consistent in seeing that the entire premises are orderly and "look the part." A good sign on a large barn and shabbiness over the rest of the farmstead are two features that do not harmonize. The latter neutralizes the good effect that is at first produced by the former.

Fig. 18.—An attractive little booklet sent with your letter will help get an order from that prospective buyer.
SIGN-PAINTED VEHICLES

Prosperous business men as a rule have a business sign painted on their trucks and wagons. Why would this not be good business for the farm? It would be one form of advertising. It would attract attention to the farm. It would indicate prosperity and businesslike management. See Fig. 17.

EXHIBITION AT FAIRS

The breeder of purebred livestock, farm seeds and other products cannot afford to pass up the advertising value of exhibiting his wares at county and state fairs. Many big sales are made there. Have a well-painted banner hung over your exhibit, so worded that it connects with and supports your newspaper advertising. It helps to have a supply of descriptive leaflets on hand to distribute among visitors to your exhibit.

TIDINESS AS ADVERTISING

The general tidiness and businesslike and homelike arrangement of the farmstead is important from the advertising standpoint. A prospective buyer for an advertised lot of purebred young bulls once drove to a neighboring county to have a look at the animals. As they approached a shabby, run-down place, he inquired of his companion:

"What farmer could be so shiftless as to let everything go to rack and ruin like that?"

The reply was: "Why, that place belongs to Mr. B, where you're going to look at the bulls."

"Nothing doing;" said Mr. Prospective Buyer, "that farmer can't raise breeding stock for me."

And so they drove past.

The cash value of keeping up the appearance of the farm should force its being done, even if pride in the home is not incentive enough.

GETTING FARM NEWS ACROSS

Every farming community should have its news in the local papers. If your editor neglects this, a strong farm committee should call on him. Perhaps the farm community itself neglects to keep the editor posted as to what is going on. The farmer who advertises surely ought to see that news of his farm is printed. The local editor is glad to get the news, but remember he is probably tied closer to his work than any other business man and is often unable to go out and get your type of news, unless he has a country correspondent.

Have you done any kind of farming unusually well? Have you made any discovery worth while? Write it up for your farm paper. Go to farmers' week at the agricultural college. Go to your farm club meetings of the farm bureau. Go to farmers' conventions. Then when opportunity comes, tell what you have discovered. It will help others and it will help you.
DO YOU REMEMBER

Your boyhood days, and how, armed with a long straw, you lay on your stomach and sucked your fill of good old apple cider as it trickled from the press! Good wasn't it?

"Shucks no such cider now a days", you say.

You're wrong!

Granddad never did press such cider as Frank Pyle's Apple Juice. He didn't wash the apples— I do. He didn't sort out the rotten ones— I do.

Do I hear you say: "Maybe you do, but no chance for my getting a glass of it before it's hard as a rock."

Wrong again!

When those clean, sound, rosy cheeked apples go "squash" and the juice comes a rushing, I get busy and bottle it before there is a chance to start fermenting. I have figured out a way to make it keep just so (without using chemicals in the process) 'til year after next, if you can hold off of it that long.

Friend wife can draw it on the W. C. T. U. or the club ladies on her at home afternoons and make them say nice things.

The kiddies will just naturally mob the cook for it, "with ginger bread and doughnuts. It will give them the apples' rosy cheeks.

Your stomach is not as good as it was in the old days....you have to favor it these times. Forgot that old saw, "An apple a day keeps the doctor away", didn't you? Well, Frank Pyle's Apple Juice is the "cream of the apples", so just make a glass a day your rule and throw away the pills and ills.

Better have a shipment on the way. Write how much on the enclosed order blank, slip it into the addressed envelope with check, cash or stamps for the proper amount. Mail it right now.

FIG. 19.—Example of a printed circular letter which is sent to inquirers and other prospective buyers. The usual formal salutation might be used and the name typewritten above it. We are not all able to write in this happy vein—nor is it necessary or advisable if poorly done.
HANDLING THE INQUIRIES

Don't neglect inquiries. First of all, answer all inquiries. The writer has had occasion to write to farmers who advertise in the farm papers and a certain percent always fail to reply. Even tho you are sold out, for the sake of future business and for courtesy's sake, reply to inquiries. A postal card conveying that information is sufficient, but write it so that the recipient will have a favorable recollection of you.

Essentials of a good letter. A good letter is advertising written in the personal form of a letter. When a leaflet or catalog is sent, the letter should cover additional points not mentioned by the former. In sending a catalog it is more effective to send a letter also, even if the catalog contained all essential information. Many breeders do not do this, but it would be worth their while. If you anticipate a heavy demand for catalogs or circulars as a result of advertising, you might have an effective typewritten form letter printed with typewriter type by your local printer. Then you could insert name and address at the top of each letter or not, just as you prefer. Some farmers include order blanks with the letters. Remember, that in selling by mail, the closer you get to the prospective buyer and the easier you make it for him to send an order, the more certain you are of getting his business.

Emphasize "You" rather than "I." Begin your selling letters with the viewpoint of the other man, not your own. Don't begin with: "I am glad to get your inquiry and would like to sell you a few bushels of my superb Minnesota 13 seed corn. I believe it is a winner." The following would be more effective: "Your inquiry relative to our Minnesota 13 seed corn indicates that you either are a successful corn grower or desire to become one. In either case, you will be more than pleased with this seed because it will make money for you. The enclosed circular shows what we have done. You can do as well or better . . . . etc." Make the prospective buyer feel that you have his own needs in mind rather than making him feel that you are more interested in your own.

Letterheads. Simple and well-printed letterheads are essential. Some farmers make effective use of a farm scene on their letterheads. When an engraving is printed on a letterhead, have your printer select paper adapted for that use. The ordinary letterhead paper does not take an engraving well. Don't try to crowd too much matter on the letterhead. If necessary to print considerable copy on it, groups of type matter look better than matter scattered over the top in unrelated shapes.

Typewriter is indispensable. The business farmer cannot do effective selling by mail without a typewriter. Typed letters are the rule throughout the entire business world. In fact, a hand written
letter does not look businesslike. A good typewriter may be secured secondhand or rebuilt at reasonable cost. Deal thru a reliable agency. It does not pay to bother with anything but a standard type of machine—cheap makeshifts or one "just as good" are nuisances. It is not surprising to observe that the majority of advertising farmers use typewriters for their correspondence. Typewriting is easy to learn. Your boys or girls will be more than happy to write those letters for you. Last, but not least, a typewritten letter is positive, the reader does not have to guess at what your handwriting means. One error in a handwritten letter may cost you more than two new typewriters.

Fig. 21.—A Photograph Marked for Reduction

This photograph is marked to be reduced to one column width in making the engraving. Observe how unnecessary portions are eliminated, especially sky and foreground, thus saving in copper or zinc. The finished engraving will include only the part indicated within the arrow lines.
Fig. 22.—How To Determine Reductions

It is well to remember that in reducing the length of the picture, the width must reduce in the same proportion in making the engraving. In making up a sale book or ordering engravings for advertising, it frequently is desirable to know what space an engraving will occupy when the width is ordered. For instance, suppose you have a photograph 3 by 4 inches of which you wish to order an engraving one column wide. See drawing. Make an outline the size of your original, 3 by 4 inches, draw a line across from corner to corner and measure off 2 1/6 inches, or one column, parallel to the base. Draw a perpendicular line at this point. The other dimension of your engraving will be the length of the perpendicular line from the base to where it crosses the bisector of the drawing. In this case it is 1 5/8 inches.

HAVE YOU SUCCEEDED WITH ADVERTISING?
LET US KNOW ABOUT IT.

Altho scores of letters were written to farmers throughout the state and the middle west for their experiences, we still can use more facts. If you have originated any especially effective advertising ideas, kindly write to the author of this bulletin about them. We desire photographs showing signboards and signs on farm trucks, samples of advertising, letters and circular letters, catalogs, circulars and leaflets.
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Fig. 39.—Samples of farm letterheads. Aim at simplicity. Don’t crowd too much matter on the letterhead—some information frequently placed thereon should more properly go into the letter itself.