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## Winning success for farm products through advertising. Bulletin no. 32 April 1923

Macklin, Theodore

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# The Banker-Farmer

WISCONSIN  
BANKERS'  
ASSOCIATION

## News Bulletin

A Little Journal of Agricultural  
Information for the Farmer

BANKER-  
FARMER  
EXCHANGE

BULLETIN No. 32

APRIL, 1923

## Winning Success For Farm Products Through Advertising.

By THEODORE MACKLIN  
College of Agriculture, Madison, Wisconsin



### The Name That Makes Cheese Buying Easy—

The standardized quality of Mello-Creme has made it easy for you to buy good cheese every time. Simply ask for Mello-Creme, or look for the name, stamped on the rind. That name is positive evidence of uniform quality.

Mello-Creme is made in Wisconsin, where more than 75 per cent of all America's cheese is produced. In this great dairy state, conditions are particularly favorable for cheese making and for standardization of quality. But natural advantages are not alone responsible for the high, unvarying quality of Mello-Creme.

In handling the milk, exacting, scientific methods are in force and rigid field inspection plays an important part. All efforts are constantly directed toward the one purpose of maintaining uniform quality.

That's why we offer the positive assurance that every Mello-Creme cheese is like every other that bears the Mello-Creme trademark. You can easily prove its uniformity. Buy Mello-Creme, anytime, anywhere. You'll find it always the same. The Mello-Creme trademark is your protection. Look for it on the cheese you buy.

Serve Mello-Creme dishes often. They are appetizing and nutritious. Let's standardize our meals in Mello-Creme.

Wisconsin Cheese Producers' Federation  
Plymouth, Wis.

Largest Source, Wisconsin. Shown Hereby, Approved by the United States.

America's Choice  
Full Cream Cheese

Colony With  
Mello-Creme  
Use the name of  
Mello-Creme on  
the label. The  
name is stamped  
on the rind of  
every wheel of  
Mello-Creme  
cheese. It is the  
name that makes  
cheese buying  
easy. It is the  
name that makes  
cheese buying  
safe. It is the  
name that makes  
cheese buying  
fun.

A BADGER DAIRY PRODUCT THAT FINDS PUBLICITY PAYS.  
Marketed through the largest strictly Co-operative Cheese Marketing Association  
in the world.

Compliments of  
**BANKER-FARMER EXCHANGE**

1833 Chadbourne Avenue,  
MADISON, WIS.

# Winning Success For Farm Products Through Advertising.

By THEODORE MACKLIN

College of Agriculture, Madison, Wisconsin

Farmers and farm organizations are entering upon an era of co-operative marketing. This leads to giving more attention to advertising farm products than ever before. Before large sums of money are spent in advertising, it is vitally important that farmers, bankers and other business men of the community understand when and under what conditions advertising is most likely to secure satisfactory results.

Advertising to the popular mind is the mystic something that changes loss to profit, disappointment to prosperity, and reverses the penalty for misjudgment into the golden wand of purchasing power! That advertising can do this may be either a veritable truth or a misleading, contemptible falsehood. The possibilities of advertising all depend upon what one means by this magic word and upon the conditions surrounding its use.

## WISCONSIN AND UNITED STATES DAIRY PRODUCTION COMPARED

Principal Product	U. S. Output	Wisconsin Output	Per Cent Wisconsin is of U. S. Output	Per Cent U. S. Output is of Wis. Total	Per Cent Wisconsin Output is of Wis. Total	Per Cent Each is of Wisconsin Dairy Income
Total milk production in gallons.....	7,805,143,702	1,096,175,307	14.0	100.0	100.0	100.0
Creamery butter in pounds.....	863,577,000	138,693,322	16.0	20.2	40.0	28.5
Farm butter in pounds.....	707,666,492	8,666,037	1.2	15.8	3.0	2.3
Factory cheese in pounds.....	362,431,000	298,732,969	82.0	4.0	31.0	26.5
Condensed milk in pounds.....	1,583,638,000	410,195,000	26.0	4.4	12.0	18.0
All other milk and milk products in gallons .....	4,339,659,948	.....	...	55.6	14.0	24.7

Twelve of the largest cooperative marketing systems of the country located in Florida, New York, California, Oregon, Washington and British Columbia, doing an annual business of more than \$150,000,000 have each been experimenting with advertising for periods varying in length from two to ten years. In this time they have learned what reasonably may be expected from advertising and how long it takes to get results. Moreover, they have learned what advertising is and is not.

## MUST BE "AS ADVERTISED"

Advertising of a commercial character is not mere educational publicity. It is one phase or branch of a sales and merchandising department. In a nutshell advertising is description of a named, rigidly standardized product. This work of description is worthless unless the people who read the advertising can readily secure the goods so described by stepping into a store or calling by telephone for them. Above all this advertising or description is worse than useless unless buyers find the goods absolutely as represented.

Advertising is only a phase of any successful merchandising institution because mere naming or describing does not satisfy the consumers' needs. This work is only the first step in trying to satisfy the consumers. It does not go beyond an attempt to provide proper introduction. After introduction satisfaction must develop or repeat orders will not materialize.

## SHOULD GAIN SATISFIED CUSTOMERS

To guarantee satisfaction, to provide proper naming of a dependable product, to make this named article known to the consumer, to stock it on the shelves

of retailers, to enlist the selling ability and loyalty of the retailers, wholesalers and brokers, in a word merchandising is vastly a bigger problem than simply advertising. Merely to advertise will get nowhere toward developing purchasing power. It must be one part of a program of endeavor that will make satisfied consumers.

Successful advertising is developed only when it is a part of a sales and merchandising system which controls the commodity advertised. Publicity in



"YOU can always tell 'Tillamook.' Modern, by the name on the rind. You notice it is on every kind of a pound, and nothing can evade it. 'This piece has the small reserved, but the name remains on the piece just the same—thus you can always refer to it as 'Tillamook.' 'Have you tried the small size 'Tillamook' Cheese? They are individual 'Tillamook' Cheese weighing 6 and 14

pounds. They are the same circumference as an ordinary plate. Slice off from the bottom what you need, then place the cheese on a hot plate. The wax will melt, causing the cheese to adhere to the plate, thus sealing it up till next time. 'Tillamook' Cheese comes from the famous valley of the Tillamook. 'Tillamook' Cheese is always trade marked on the rind. Every pound is inspected by our American inspectors. All herbs are tested for health.

TILLAMOOK COUNTY CREAMERY ASSN.  
14 Cheese Division, Grand and Commercial  
Copyrighted by Tillamook Creamery  
TILLAMOOK, OREGON

## TILLAMOOK CHEESE

"Look for Tillamook on the Rind"

Tillamook Cheese Brought 35 per cent Higher  
Prices than Wisconsin Cheese Sold on  
the Board Basis.

general is not advertising, because, like any general educational work, it does not and cannot standardize the commodity and pack. This is the case for the simple reason that the machine to do this standardizing work does not exist and cannot be created to standardize all commodities. Hence, such publicity cannot sing the praises of a named article. Neither can it guarantee the delivery of commodities that insure satisfaction. Remember, then, advertising is only one part of the work of a merchandising department of an actual commodity marketing company. All other publicity is merely publicity and has not the definite ability to increase the purchasing power of those who spend the money for it.

### ADVERTISING IS NECESSARY

Advertising must not be vainly confused with publicity. To do so is to rob Peter to pay Paul. That marketing companies should develop efficient advertising departments as a phase of their selling work is fundamental. That they should contribute to general publicity depends entirely upon their policy of making gifts and otherwise bestowing benevolences. Advertising is a commercial problem. It will pay for itself with profit besides. Mere publicity is a matter of gifts. To give does not insure that one will receive in return.

### SECRETS OF SUCCESS BACK OF ADVERTISING

To gain real success from advertising expenditure necessitates the development of a well rounded program of merchandising. It requires that the following seven fundamental propositions be followed out persistently.

First, there must be a cooperative commodity marketing company owned by farmers. It must be so created and operated that it renders unexcelled service with greatest efficiency.

Second, farmers must deliver to their own company all of the commodity



to be commercially sold which they produce and for the marketing of which this company was built by them.

**Third**, better products must be produced for this company and must be rigidly standardized in quality and pack.

**Fourth**, this better standardized product must be named attractively and advertised. This means that it must be made known to enough consumers to win "two satisfied buyers where only one disgusted purchaser existed before".

**Fifth**, the full and hearty backing and cooperation of the necessary distributing trade, such as brokers, wholesalers, and retailers, must be won and maintained.

**Sixth**, constant distribution of this better product must be so timed and placed as to let every consumer that desires to buy be able to obtain the goods when wanted.

**Seventh**, the farmer who makes the better product must receive the better price. In other words, each farmer must be enabled to get what his product sells for to the consumer, less only actual merchandising costs.

## Banker-Farmer Briefs.

One party recently purchased 20 head of grade Guernseys through the Banker-Farmer Exchange. These averaged \$80 per head, which price includes all costs incident to shipping (testing, feed, bedding, etc.).

\* \* \* \*

A party who last year purchased a carload of Holsteins through the Banker-Farmer Exchange was so well pleased with his stock that he came back very recently and purchased another load.

\* \* \* \*

A man who last summer purchased two heifer calves, grade Guernseys, through us, writes to tell us how well pleased he is with them. He also states that he is telling other interested parties of his state (Utah) about the Banker-Farmer Exchange. Our boosters are growing in number!

\* \* \* \*

It is interesting and gratifying to note the increasing number of banks from other States who are writing to the Banker-Farmer Exchange for stock for their patrons. A short time ago a banker from Iowa with a party of farmers from his community came to Wisconsin and purchased a carload of Holsteins through the Banker-Farmer Exchange.

\* \* \* \*

The Banker-Farmer Exchange has a complete line of purebred seeds for sale and is in position to fill orders of all kinds. Write us for our seed list and order blank.

\* \* \* \*

A bank writes: "Your Banker-Farmer Handbook is very popular with our farmers. Will you kindly send us 200 more."