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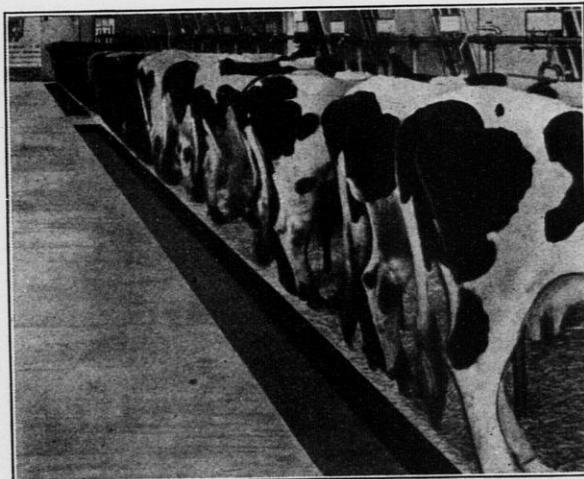
WISCONSIN BANKERS' FARM BULLETIN

Sell Products of High Quality

By

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Cleanliness may make the difference between profit and loss.

File this bulletin where you can find it

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Wisconsin Bankers' Association

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Chairman Agricultural Committee,
Mesinee

George D. Bartlett,
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Pabst Building, Milwaukee

Sell Products of High Quality

If for no other than purely selfish and personal reasons we, as farmers, should produce and put upon the market goods of high quality. It pays.

Of course the motives need and should not all be selfish. The customer's welfare should also be considered, and, happily, the motive of selfishness on the part of the producer results in benefit to the consumer. The producer may think of himself primarily in most cases, though not where the health of the consumer is involved, as in connection with wholesomeness of meat or milk. The ethical motives on the other hand are not so prominent when it comes to the selling of wheat or hay.

The Public Pays for Service.

It is fortunate that the ethical motives need not be called into play on the occasion of every decision, since it is much easier to convert a person to principles that have a personal significance. It may then be assumed that the farmer will himself reap the reward for a better service to the public, while incidentally the public shares in the advantage.

The farmer at once asks, will not the produce of high quality cost more? Undoubtedly. If it did not there would be little material advantage in it. Were it as easy to raise figs as thistles the figs would have no value in the market above the cost of gathering.

If all the farmers the country over should at once produce goods of first class quality the advantage in so doing would be very great to the consumers, but very little to the farmers. This would be true because the competition of such a vast amount of first class produce would result in low average prices. The danger, however, that such a contingency will arise is too remote to cause the slightest anxiety. The poor, in quality, we shall always have in abundance. The prizes, therefore, for those who excel, will continue to be forthcoming.

High Quality Counts.

Examples of the importance of quality are to be found on every hand in the form of manufactured articles of known brands. What woman does not know, and trust, Royal Baking Powder, or the Gold Dust Twins, or Clark's O. N. T.? What man does not know, when away from home for example, that President suspenders, or a Tiger hat, or Bradley-Metcalf shoes will be satisfactory? Not only that they will be satisfactory, but that they will in all essentials be like those he has been accustomed to buying of his home merchant? The country is covered with the goods of manufacturers and merchants who have established reputations through attention to quality of output, and have given the output a name that is known in the markets. It is quality that has made these men successful. Quality in the man that has resulted in quality in the manufactures.

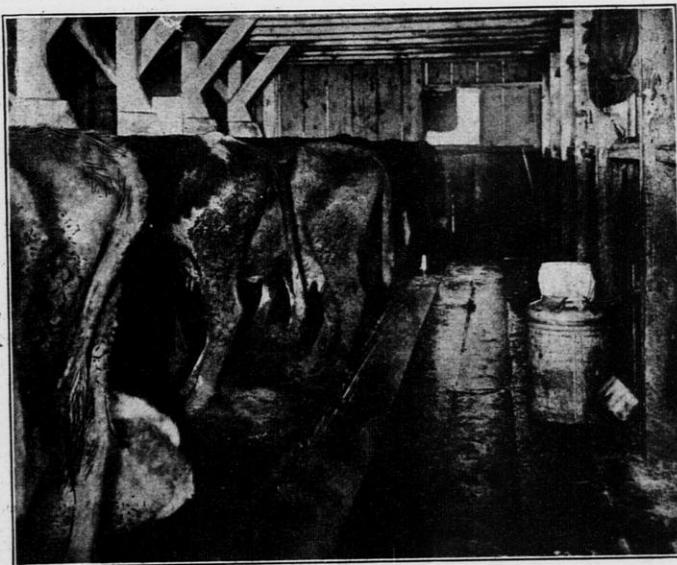
The Farm is a Factory.

The farmer manufactures products just as truly as does the city man. True, farming is called an extractive industry, but in the production of milk, or meat, or fruit, the farmer brings the forces of nature

to bear upon the raw materials in such a way as to change their forms to something more desirable. This is exactly what a manufacturer does. Hence we may say, for the purpose of illustration, that the farmer, too, is a manufacturer, and the same principles that guide the city manufacturer to success will also serve the farmer.

It Pays to be Clean.

Two farmers have an opportunity to sell milk at four cents a quart for city trade. One of them comes up to the standard and continues to sell at that price throughout the year. The other allows himself to be ruled out by the sediment test, and sells his milk to the creamery on the butter fat basis. The difference in income for the year from a herd of twenty cows yielding on an average of 7,000 pounds of 3.6 per cent milk each is, reckoning butter fat at 34 cents, no less than \$930 for the year. Here is where quality makes a difference greater than the average labor income to the Wisconsin farmer, and the added cost a mere trifle.



Why Not "Made in Wisconsin"?

Where the creamery is the only convenient market the opportunities for such a striking difference in returns in proportion to quality are wanting. Nevertheless, in some four states state brands for butter of high quality have been adopted, and already creameries using the brand are getting a cent or two above the usual quotations. The best examples of success due to quality of dairy products are those found in such countries as Denmark, Holland, Ireland, Canada or New Zealand, where the state brands stand as a guarantee of quality and enable the producers to command the highest prices in the markets of the world. Danish butter out-sells all others in England by a cent or two a pound because the famous "Lur Brand" means the highest degree

of excellence attainable, and because there are plenty of people willing to pay high prices for superior goods. Even in America during the past year butter and cheese from these countries have passed the gauntlet of the commission merchant without weighing, and bring good prices because of the quality for which the trade marks stand.

Others Do, So Can We.

We need not go to Europe for examples of markets conquered by quality. In Wisconsin are several creameries which have gotten away from the fierce competition among producers of mediocre butter and are furnishing satisfied customers with desirable products at an advance of two or three cents over ordinary prices. A New Orleans commission merchant said last spring, "Keep the quality of your cheese up to what it has been during the last few months and it will be worth a cent above the market." A cent is about seven per cent. One community has sold many carloads of potatoes at prices well above the market quotations through the improvement in quality. One Wisconsin county is known throughout a group of states as the headquarters for dairy cows, and prices are appreciably above those in other communities where less attention has been given to selection, development, and publicity.

An egg marketing society in Minnesota has increased the price of eggs sold during the past year three cents a dozen above the highest market quotations. This is at least fifteen per cent, and is due to quality.

Every day on the Chicago market hogs sell at prices varying a dollar and a half to two dollars per hundred. The hogs of poorer quality do not always represent poorer farming, but in many instances they do, and the cost is frequently as high as for the better grades. The "Jones Farm" sausage brings twenty per cent more than other sausages, and the pigs used for making it are in demand at a premium price.

Put Up in Attractive Packages.

Hood River apples are selling in Wisconsin at two and a half cents each. Apples grown in the middle states are selling at less than one cent each in bulk; the quality is frequently as good, but cannot be depended upon. The western apple growers are a long way from market. The necessary costs are heavy and often leave little for the producer. It is the enterprise of the western grower in raising the quality to the highest point; putting his product up in attractive packages; and co-operating in the sale of them that keeps him in the business at all. It is the lack of these qualities in the fruit growers of the Mississippi Valley that permits the man two thousand miles away to take the market from him.

High quality of goods alone will not solve the marketing troubles. It is useless for one creamery patron to undertake by himself to gain by reaching a high degree of excellence in cream production while his neighbors produce is of low grade. The bad apples will spoil the good ones. The success of the Moquah community in dairying, of the Conrath neighborhood in potatoes, or of Waukesha county in cows are examples for the rest of the state in what it means to get a group of people interested in products of quality.