

3.

Does a Second Color Help?

DOES IT PAY to use a second color (yellow, red, green, orange) on a layout for editorial matter or for advertising? This question has been the subject of over 30 splits.

The answers tend to run in one direction. Most of the time, a second color — in *Wallaces Farmer* and *Wisconsin Agriculturist* — doesn't do much to help readership.

This conclusion has exasperated all of us in the office. We like the looks of a second color. We think readers should like it. Unfortunately, it appears as if they don't. We keep thinking we'll yet find a color combination that will do something substantial for readership. Perhaps we will eventually, but we haven't yet.

It should be pointed out that this conclusion should be accepted only for farm audiences in Iowa and Wisconsin and for our kind of publication. The fact is that a second color is no treat to our readers. Our papers are full of second colors — especially red. If fewer ads

used a second color, the ones that do use it might show up better.

To detail all the color splits would take too much space. Following are some high points:

White letters on red. This was used by Quaker Oats in *Wisconsin Agriculturist* (November 7, 1953, page 41) in the A version. B had the same head, but black letters on white, with a red line around the head (Figures 3.7, 3.8).

| Women | A (Reverse) | B (Black) |
|----------------------------|-------------|-----------|
| Head | 23.3% | 52.9% |
| Sales Copy (Read Most) . . | 12.9 | 31.0 |

The reverse head (as in A above) has been tested by many researchers. Their conclusions, in general, agree with ours.

Head in color. This split, probably because it is easy to handle, has been tried by us more than any other.

Typical is the Nutrena ad in the *Wisconsin Agriculturist* (November 7, 1953, page 21). A put the head in red; B in black.

| Men | A (Color) | B (Black) |
|-----------------------|-----------|-----------|
| Any This Ad | 30.0% | 34.5% |
| Head | 24.3 | 23.8 |

This has been the usual experience. There is no measurable gain through using a head in color. On some splits, it seemed that the black head scored a little better.

Overprint. We have used black letters on a red screen; black on a yellow screen or a yellow solid, etc.

We did not have much luck with this, but a few splits seemed to hold some hope. Here is one:

Overprint (black on yellow) was tried in *Wallaces Farmer* (March 1, 1947). The head, "Why Work Hard at Chores" was black on yellow for A and black on white for B.

| | A (Color) | B (Black) |
|-------------------------|-----------|-----------|
| Any This Page | 86.0% | 80.0% |
| Women | 33.7 | 19.7 |

There is no difference for men, but with women, the difference is significant. Men, more interested in the article, were not impressed by the color. Women, not so much interested in the article, apparently responded to color.

This same tendency has showed up in other splits. The readers who were less interested in the copy might be lured by color or some other layout gadget. Those more interested in the copy paid no attention.

If we are trying for a dual purpose score (good with both men and women) and the article is aimed at men, color may help the women's score. If the article is aimed at women, color may help the men's score.

Does this tentative rule work with ads? Once in a while. But the evidence is stronger for editorial copy.

It makes a difference, of course, whether the overprint is imposed on a solid color or a screen. We haven't had much luck with solids; there is a tendency to smear. With red or green, the screen range has been from 40 to 60. On the whole, 50 has been the best. With yellow, a heavy screen (70) has looked the best, though we have gone as low as 50. A 50 screen with yellow, how-

ever, tends to fade out. There have been no readership splits on the different screens.

What about an overprint of black on red? In the *Wisconsin Agriculturist* (November 3, 1951, page 9), a one-column, two-line head was overprinted in black on red in B; black on white in A.

| Men | A | B (Color) |
|---------------------|-------|-----------|
| Read Some | 41.1% | 36.1% |

Unchanged copy on the same page gave the edge to B.

A heavy red border around the head was used in *Wisconsin Agriculturist* (February 20, 1954, page 6) for A. The color was taken off for B.

| Men | A (Color) | B |
|-------------------------|-----------|-------|
| Any This Page | 93.3% | 93.2% |

For a test split, this copy was too attractive. It was a dairy story and pulled almost all the readers. Color made no difference here. It might have made some difference if the article had dealt with sheep or hogs, less popular than cows in Wisconsin.

Studies of 11 splits in *Wallaces Farmer* where color was used with ads were made by R. J. Pommrehn. This report deals with a variety of uses of color. None made any significant difference in the scores, except that in a few cases low scores for women on ads addressed to men were pulled up a little by color. (1)

Cornell University reports an experiment in a somewhat different field. A sample of New York dairymen were sent a leaflet on early and late cut hay and silage.

Half of the sample got this leaflet (an advance print from *Successful Farming*) in black and white; half, in four color. (2)

Apparently the black and white had as much effect as the four color. The bulletin adds this caution:

It must be recognized that the test article used in this study had a high degree of attraction for the dairyman, since it directly affected profit. Consequently it might be expected that it would be read regardless of whether it was presented in color or in black and white. Possibly color is more important for attracting and holding attention among those for whom the item has less possibility of affecting profit.

This matches the experience of *Wallaces Farmer* and *Wisconsin Agriculturist*.

A yellow screen was tried out behind black type of "What's Ahead" in *Wallaces Farmer* (September 20, 1958).

| Men | A (Color) | B |
|---------------------|-----------|-----|
| Read Some | 63% | 51% |
| Read Most | 57 | 41 |

This made black on yellow look hopeful. But two later splits with black charts on yellow showed no advantage. We are inclined to say that black type on a yellow screen probably has some advantages but that the point needs further testing.

Red screen as background for department heads was tried out several times. The best showing was with "Country Air" *Wallaces Farmer* (September 20, 1958).

| Women | A | B (Color) |
|---------------------|-----|-----------|
| Read Some | 53% | 66% |

This and similar tests indicate the possibility that this use of color in a department head on a spread with no other color may show good results. Further experiments along this line are now being tried.

We tried in *Wallaces Farmer* (October 5, 1957) a standard layout, black and white, in B; in A, art decorations in red. The same copy was used—the same illustration and the same head. This was designed to answer questions about art work as well as color (Figures 3.9, 3.10).

| | | Men | | Women | |
|---------------|-------------|-----------|-----|-----------|-----|
| | | A (Color) | B | A (Color) | B |
| Any This Page | . . | 75% | 78% | 53% | 56% |
| Picture | | 65 | 56 | 37 | 42 |
| Caption | | 57 | 61 | 28 | 42 |
| Head | | 66 | 70 | 33 | 43 |
| Copy | Read Some . | 63 | 73 | 39 | 49 |
| | Read Most . | 55 | 62 | 29 | 40 |

In this case, as in all splits, we take a look at unchanged copy on nearby pages. If there is a difference in A and B scores on unchanged copy, especially if this copy is on the same theme as the tested copy, we make allowance for this. In this case, unchanged copy on nearby pages had A scores running 5 to 10 percentage points higher than B. Allowing for this, the B copy, without color or decorations, seemed to be making a better showing than A.

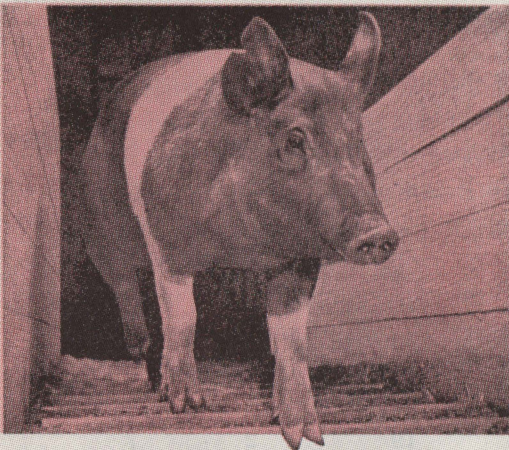
Possibly the article was too popular to make a good test. An article with a score of 40 Read Some would give more weight to the value of the color and art work.

We were hopeful about a feed ad in *Wisconsin Ag-*

riculturist (April 4, 1959). Here was functional color; the Duroc hog was entitled to be red. In A color was used on the picture, on the head and on the feed bag. Ad B was black and white (Figures 3.1, 3.2).

| | | Men | | Women | |
|--------------------|--|-----------|-----|-----------|-----|
| | | A (Color) | B | A (Color) | B |
| Any This Ad . . | | 32% | 33% | 14% | 21% |
| Picture | | 31 | 33 | 14 | 21 |
| Head | | 20 | 19 | 4 | 8 |
| Sales Copy | | | | | |
| Read Some . . | | 19 | 19 | 2 | 7 |
| Read Most . . | | 14 | 10 | 2 | 2 |
| Company name, etc. | | 19 | 16 | 6 | 6 |

Color was skillfully used in this ad, but apparently made no difference in the response.



Cut cash outlay for feed to
only **\$5.00 per hog** with Murphy's

Here's a hog feeding plan that can help you cut your feed bills, and get more from your corn at the same time! With the Murphy hog program, you actually spend no little as \$5.00 per pig for purchased feed . . . from farrowing to market.

Here's why it takes so little of Murphy's to do the job: Unlike most supplements, Murphy's Cut-Cost Concentrate supplies only those nutrients needed to fatten your own home grown hogs. Protein antibiotics, and extra high levels of minerals and vitamins guard against disease. Then, plus high quality proteins, help you get more pork from every bushel of corn.

Plan now to take advantage of this modern way to produce pork. It can help you cut feed bills, save labor, and make more hog profits. See your Murphy dealer. Figure feeding costs, and you will see what we mean!



MURPHY PRODUCTS COMPANY • Burlington, Wisconsin

CUT YOUR FEED BILLS WITH MURPHY'S

Figure 3.1

Red

A

Any This Ad

Men 32%

Red Color on a Red Hog

Splashing color around on heads and decorations hadn't done too well. More hope was attached to "functional" use of color. This can mean a red color on a picture of farm machinery when that farm machine habitually uses red. Or it can mean a red color on a red Duroc hog.

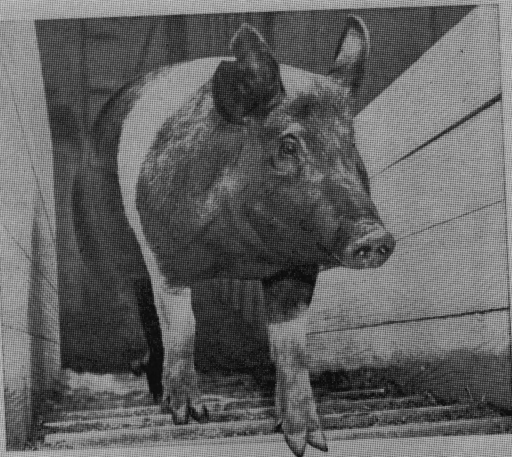
We tried a split with A showing the hog in color on a tinted background.

B was black and white.

Figure 3.2

Black

B



**Cut cash outlay for feed to
only \$5⁰⁰ per hog with Murphy's**

Here's a hog feeding plan that can help you cut your feed bills, and get more from your corn at the same time! With the Murphy hog program, you actually spend as little as \$5.00 per pig for purchased feed... from farrowing to market.

Here's why it takes so little of Murphy's to do the job. Unlike most supplements, Murphy's Cut-Cost Concentrate supplies only those nutrients needed to fortify your own home grown feed. Proven antibiotics, and extra high levels of minerals and vitamins guard against disease. These, plus high quality proteins, help you get more pork from every bushel of corn.

Plan now to take advantage of this modern way to produce pork. It can help you cut feed bills, save labor, and make more hog profits. See your Murphy dealer. Figure feeding costs, and you will see what we mean!



MURPHY PRODUCTS COMPANY • Burlington, Wisconsin

CUT YOUR FEED BILLS WITH MURPHY'S

Any This Ad

Men 33%

Men's scores on the split follow. Women were less interested in hog feed. With both men and women, the color made no real difference:

| | A (Color) | B (Black) |
|------------------------|-----------|-----------|
| Any This Ad | 32% | 33% |
| Picture | 31 | 33 |
| Head | 20 | 33 |
| Sales Copy | | |
| Read Some | 19 | 19 |
| Read Most | 14 | 10 |
| Company Name | 19 | 16 |

Wisconsin Agriculturist, April 4, 1959

Favorite Standby--
Cheddar Cheese

by Gladys Fossum

"THIS dish can be used as a main dish for dinner or supper," Mrs. Vernard Johnson told state Fair visitors as they watched her prepare her June Dairy Month prize-winning entry. Fifteen minutes of preparation was all it took for the Black country housewife to have her dinner dish ready for the oven.

The Johnson family includes four growing children and two adults. Tonsorial specialties and outdoor farm activities make it necessary to have hearty meals at least once a day. "A dish I ran just in the oven while I am preparing the rest of the meal has no bells," says the happy housewife.

She is active in her local church and does a lot of 4-H club work to help daughter Cheddie and the show boys. It makes a busy household, but helping with church dinners, group gatherings and 4-H food projects helps Mrs. Johnson to know the value of meals that are nutritionally balanced and economical.

Mrs. Johnson has given her cooking methods the same careful study. Winnetka has given to the housewife, she has been interested in cooking since she was a young girl and followed the methods of cook books to her family and neighborhood. The residence of a high school home economics teacher, Miss Leona Deaver, taught her basic principles in cooking and how to measure a good finished product.

"I always wished to see how the women around had served the best food in our church and neighborhood gatherings," Mrs. Johnson says. The learned methods that could not be found in books and began developing new recipes of her own. Her daughter has the same liking and knack for cooking and baking.

This is how Mrs. Johnson used cheddar cheese in her main dish recipe.

Cheddar Dinner Dish

- 1 cup butter
- 1 cup flour
- 2 cups milk
- 1 cup of 1/2 shredded cheddar cheese
- 2 hard cooked eggs sliced
- 1 large can fished tuna
- 2 cups cooked noodles
- 15 ripe slices, chopped
- 1 tomato, chopped
- 1 cup sliced button mushrooms
- 1 tsp. salt
- 2 tsp. pepper
- 1 cup buttered soft bread crumbs

Melt butter in saucepan over low heat and blend in flour. Add milk, stirring constantly until sauce is smooth and thickened. Add cheese and stir until melted. Add remaining ingredients except crumbs, varying cheese, mushrooms and mushrooms to taste. Mix lightly, pour into buttered casserole. Cover with

"Add Noodles and other ingredients to the cheese sauce." Mrs. Johnson told her audience during a home economics program at the State Fair. She used a prize-winning recipe for her demonstration.



casserole. Bake in moderate oven, 350 degrees F., about 25 minutes. Makes 6 servings.

Many the goodness of cheese in your own kitchen this fall. An ounce and a half of cheddar cheese contains as much calcium as a glass of milk. It contains almost all of the protein in milk, which is a high quality animal protein. Natural cheese change in flavor and improve with age while processed cheese remains the same in flavor after it is made. As a stand food in cooking, cheese is always a good standby.

Cheese is a portable food and should not be kept outside the refrigerator for any length of time. It dries out and may become moldy if you exposed to air and heat. Whole milk refrigerator cheese should be wrapped or covered. Waxed paper, plastic film, aluminum foil and plastic bags and containers are all satisfactory storage wraps. The important point to remember is to cover tightly.

The flavor of cheese freezes cottage cheese is best at room temperature. For best eating flavor, allow the cheese to warm up for about a half hour after removing it from the refrigerator.

"Do away with the heat when you cook cheese," say the nutritionists. "If cheese is cooked too quickly it gets tough and stringy. Roast it, grate it, spread it or else it is spread up the melting and blending before heating."

Try Mrs. Johnson's method of blending the cheese in a cream sauce to improve the flavor of the ingredients as they are added. Low cooking heat melts the cheese completely and spreads cheese flavor through the other ingredients. Note: Use one of a noodle here to add bulk and contrast in

Harvest Casserole

- 1 can, shell or elbow macaroni
- 4 cups boiling water
- 1 tsp. salt
- 1 lb. cheddar cheese, shredded
- 2 tsp. grated Parmesan cheese
- 2 cup milk
- 2 tsp. prepared mustard
- 2 large tomatoes
- 1 cup fine dry bread crumbs
- 1 tsp. butter, melted
- 2 tsp. finely chopped parsley
- Dash of pepper

Prepare macaroni by adding to boiling water and salt. Boil rapidly, stirring occasionally for 2 minutes. Cover, remove from heat and let stand 10 minutes. Drain with warm water and drain well. Turn into greased 3 quart casserole. Sprinkle cheese over macaroni and mix lightly. Stir milk into mustard. Pour over macaroni. Slice each tomato into 4 thick slices. Arrange on top of macaroni. Mix crumbs, butter, parsley and pepper and sprinkle over top of casserole. Bake in moderate oven, 375 degrees F. until tomatoes is bubbly and crumbs are lightly browned, about 25 minutes. Makes 6 servings.

The ease in melting or blending cheese for cooking can be determined somewhat by its hardness. A soft cheese melts easier than a hard one. Processed cheese can simply be broken for blending in a cream sauce while natural cheese can be shredded.

Figure 3.3

Black
A

Any This Page
Women 90%

Using Color in Heads

Repeated splits which use color heads against black have come out like the experiment on this page. The color does not seem to help or to hurt.

Here are the women's scores:

| | A (Color) | B (Black) |
|---------------------|-----------|-----------|
| Head | 73% | 77% |
| Read Some | 81 | 86 |
| Read Most | 69 | 69 |

Favorite Standby-- Cheddar Cheese

Figure 3.4

by Gladys Fossum

"This dish can be used as a main dish or as dinner or supper," Mrs. Vernon Johnson told State Fair visitors as they watched her prepare her June Dairy Month prize-winning entry. Fifteen minutes of preparation was all it took for this Cook county homemaker to have her dinner dish ready for the oven.

The Johnson family enjoying four growing children and two adults, change seasons and outdoor farm activities make it necessary to have hearty meals at least once a day. "A dish I can put on the oven while I am preparing the rest of the meal is just what I need," says this busy homemaker.

She is active in her local church and does a lot of club work in help daughter Charlotte and the three boys. It makes a busy homemaker, but helping with church dinners, organizations and 4-H food projects helps Mrs. Johnson to know the value of meals that are nutritionally balanced and yet economical.

Mrs. Johnson has given her cooking methods the same careful study. Wisconsin has given her its chemist's advice. She has been interested in cooking since she was a young girl and followed the outside of cook books in her family and neighborhood. The goodness of a high school home economics teacher, Mrs. Lena Heuser, taught her basic principles in cooking and how to recognize a good finished product.

"I always wanted to see how the women cooked that served the best food at our church and neighborhood gatherings," Mrs. Johnson says. She learned methods that could not be found in books and began developing new recipes of her own. Her daughter has the same liking and knack for cooking and baking.

This is how Mrs. Johnson uses cheddar cheese in her main dish recipe.

Cheese Dinner Dish

- 1 cup butter
- 1 cup flour
- 1 cup milk
- 1 cup (1 lb.) shredded cheddar cheese
- 1 hard cooked egg, sliced
- 1 large can flaked tuna
- 1 cup cooked noodles
- 12 slices slices, chopped
- 1 cup sliced onion
- 1 tin salt
- 1 tin pepper
- 1 cup flaked grit bread crumbs

Melt butter in medium oven low heat and blend in flour. Add milk, stirring constantly; cook until mixture is smooth and thickened. Add cheese and stir until blended. Add remaining ingredients except tomato, carrots and onion. Mix lightly, pour into buttered casserole. Cover with

"Add Noodles and other ingredients to the cheese sauce," Mrs. Johnson told her audience during a home economics program at the State Fair. She used a prize winning recipe for her demonstration.



Gave. The following recipe uses a similar technique to make a smaller recipe—one that includes a vegetable instead of protein food.

Harvest Casserole

- 6 ea. shell or elbow macaroni
- 4 cups boiling water
- 1 tin salt
- 1 lb. cheddar cheese, shredded
- 2 cups grated Parmesan cheese
- 1 cup milk
- 1 cup prepared mustard
- 2 large tomatoes
- 1 cup fine dry bread crumbs
- 1 tbsp. butter, melted
- 2 tbsp. finely chopped parsley
- Dash of pepper

Prepare macaroni by adding to boiling water and salt. Boil rapidly, stirring occasionally for 2 minutes. Cover, remove from heat and let stand 15 minutes. Drain with warm water and drain well. Turn into casserole; 1 quart casserole. Sprinkle cheese over macaroni and mix lightly. Mix milk into mustard. Pour over macaroni. Slice each tomato into 4 thick slices. Arrange on top of macaroni. Mix crumbs, butter, parsley and pepper and sprinkle over top of casserole. Bake in moderate oven, 375 degrees F until mixture is bubbly and crumbs are lightly browned, about 25 minutes. Make 6 servings.

The ease in melting or blending cheese for cooking can be demonstrated somewhat by the following. A soft cheese could easily melt a hard one. Processed cheese can easily be broken for blending in a cream sauce while natural cheese can be shredded.

explore. Bake in moderate oven, 350 degrees F, about 25 minutes. Makes 6 servings.

Enjoy the goodness of cheese in your own recipes this fall. An ounce and a half of cheddar cheese contains as much calcium as a pint of milk. It contains almost all of the protein in milk which is a high quality animal protein. Natural cheese contains fat and flavor and improves with age while processed cheese retains the taste or flavor after it is made. As a snack food or in cooking cheese is always a good standby.

Cheese is a palatable food and should not be kept outside the refrigerator for any length of time. It dries out and may become rancid when exposed to air and heat. While under refrigeration cheese should be wrapped or covered. Wash your plastic film, aluminum foil and plastic bags and containers are all satisfactory storage wraps. The important point to remember is to cover tightly.

The flavor of cheese becomes better when it is kept in warm temperatures. For best eating flavor, allow the cheese to warm up for about a half hour after removing it from the refrigerator.

To mix with the best when you cook cheese—say the nutritionists, "If cheese is cooked too quickly it gets tough and stringy. Blend it, grate it, blend it or slice it to spread up the melting and blending before heating."

Try Mrs. Johnson's method of blending cheese in a cream sauce to improve the flavor of the ingredients as they are added. Low cooking heat melts the cheese completely and blends cheese. Turn through the other ingredients. Note her use of a small size to cut bulk and control in

Red
B

Any This Page

Women 91%

Men read very little on this page, but those who did read showed a preference for the black head (12 per cent to 4 per cent).

A few experiments using black type on a yellow background have given a slight edge to this combination as against black on white.

The over-all lesson of many splits, however, is that a head in color makes little if any difference in readership.

Wisconsin Agriculturist, October 3, 1959



**12,712 lbs. of milk ...
feed cost only \$131.66 per cow**

"I switched to MoorMan's and everything on my D.H.I.A. records my 27 cow herd produced an average of 827 lbs. of butterfat and 42,712 lbs. of milk," says Henry W. Kauden, Blanch, Pipestone County, Minnesota.

"My total feed cost per cow, including premium, came to \$131.66. Value of product was \$168.00 per cow, giving me a return over feed cost of \$37.32. Of course, this does not take into consideration other costs such as labor, housing, etc.

"I switched to MoorMan's Dairy Cow Mintrate 2 years ago. Since your production has gone up ... so has my feed cost has gone up. And my herd is in the best condition ever."

Here's why Mr. Vandorfsch's gets such "Great Results" and why you can boost your herd's production, too. MoorMan's Dairy Cow Mintrate is a super-concentration of vital proteins, iron, fourteen minerals, plus other factors and Vitamin D. This combination is proven to increase milk production in the winter.

helps build up thicker udders, the cows get more of the milk-producing energy out of your home-grown grain and forage. Only a pound of Mintrate per day, fed your round, will make your cows healthy producers ... give you extra profits on your milk checks.

Ask your MoorMan Man about Dairy Cow Mintrate—the quality concentrate. If he doesn't call soon—only you want to start using greater dairy profits right away—drop a card to MoorMan Manufacturing Company, Dept. 3010, Quincy, Illinois.

WHERE DOES YOUR HERD STAND?

RECORDS OF MILK PER COW

National D.H.I.A. Average 11001.44

Minnesota D.H.I.A. Average 1561.44

Mr. Vandorfsch's D.H.I.A. Average 12606.00

*Minimum acceptable average

9,594

12,102

12,712

Your MoorMan Man will help you with a variety of feeding practices that will build up your herd's average.

MoorMan's

Dairy Cow Mintrate

—a completely concentrated protein concentrate with iron, plus necessary vitamins, to help your cows get more of the milk-making equipment from the feed they eat.

(Minnesota Reg. 1-1, P. 12)

Figure 3.5

Red

A

Any This Ad

Men 44%

Another Split on Head Color

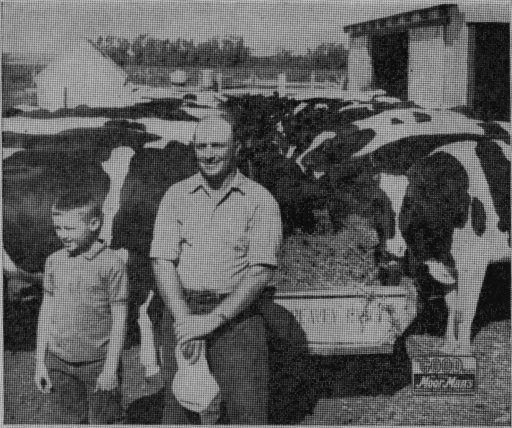
Farm men made up the principal audience in this split. As in similar experiments, the head in color seemed to do nothing for the page.

Men's scores:

| | A (Color) | B (Black) |
|----------------------------|-----------|-----------|
| Picture and Head | 40% | 48% |
| Read Some | 18 | 20 |
| Read Most | 8 | 14 |

Figure 3.6

Black
B



**12,712 lbs. of milk ...
feed cost only \$131.66 per cow**

"I switched to Moor-Man's, and according to my D.H.I.A. records my 27 cows had produced an average of 425 lbs. of butterfat and 12,712 lbs. of milk," said Henry W. Vandenberg, Ripon, Wisconsin County, Wisconsin.

"My total feed cost per cow, including pasture, came to \$131.66. Value of product was \$500.00 per cow, giving me a return, milk and cost of \$378.32. Of course, this does not take into consideration other costs such as labor, housing, etc.

"I switched to Moor-Man's Dairy Cow Mintrate 3 years ago. Every year production has gone up ... and my herd is in the best condition ever."

Here's why Mr. Vandenberg gets such "Good Results" and why you can boost your feed production, too. Moor-Man's Dairy Cow Mintrate is a super-concentrate of eight proteins, case, fat-soluble materials, plus riboflavin and Vitamin D. This combination increases micro-organism activity in the rumen,

helps break up fibrous forage, so, you get more of the milk-producing energy out of your home-grown grain and forage. Only a pinch of Mintrate per day, but your "milk" will make your cows really productive ... also you extra profits on your milk checks.

Ask your Moor-Man Man about Dairy Cow Mintrate—the quality concentrate. If he doesn't call you—and you want to start seeing greater dairy profits right away—drop a card to Moor-Man Manufacturing Company, Dept. 9029, Quincy, Illinois.

Any This Ad

48%

| WHERE DOES YOUR HERD STAND? | |
|----------------------------------------------------------------------------------------------|--------|
| POUNDS OF MILK PER COW | |
| National D.H.I.A. Average 1957 | 9,884 |
| Minnesota D.H.I.A. Average 1957 | 20,127 |
| Mr. Vandenberg's D.H.I.A. Average 1956-57 | 12,712 |
| Your Moor-Man Man will help you with a feeding program that will build up your herd average. | |

Moor-Man's
Dairy Cow Mintrate
—a completely concentrated protein concentrate with case, plus necessary vitamins, to help your cows get more of the milk-producing maximum from the feed they eat.
Remember Buy 10, Get 10.

Women were less interested in the ad, and the difference between A and B was slight. (Any This Ad 23 per cent for A and 16 per cent for B.)
Farmers who were milking 20 or more cows showed a slight preference for B (black).

Wisconsin Agriculturist, October 3, 1959

Favorite breakfast cereal of these 4 fine healthy Williams children is Quaker Oats, the Giant of the Cereals.



"Hot Quaker Oats helps us grow a 'Bumper Crop' of healthy farm youngsters"

*says Mrs. Lloyd Williams
Rte. #2, Burlington, Wis.*

University proves Quaker Oats better in growth-protein than any of 14 leading brands of cereal!

The University tested Quaker Oats, other types of hot cereals, various kinds of ready-to-eat cereals, and two formulas representing baby cereals.

"I always have good hot Quaker Oats on my breakfast table," says bright-eyed, alert Mrs. Williams. "It's wonderful for the children, and helps give us enough the energy we need for a long day's work."

Did you know Quaker Oats actually supplies more nourishing protein for growth and energy than any other of 14 leading cereals?

This was proved by a leading State University recently in an amazing test on 14 well-known cereals.

The University reported Quaker Oats first in life-giving protein.

Have you seen appreciate the astonishing 2 1/2 ounce co-king of delicious Quaker Oats.

And what other breakfast food gives you the all-nourishing energy and protein of Quaker Oats at the low cost of just five cents per serving?

Bring up your children on Quaker Oats because no other cereal benefits all ages. Buy Quaker Oats. Save your pocket book.

Quaker Oats and Quaker Oats, the Giant of the Cereals.

QUAKER OATS
THE GIANT OF THE CEREALS

STILL LESS THAN 15¢ A SERVING!

Figure 3.7

Red

A

Any This Ad

Women 37.2%

Reverse on Red Loses Readers

In this case, the use of a reverse head on red apparently lost readers. Scores by women follow:

| | A (Color) | B (Black) |
|---------------------|-----------|-----------|
| Picture | 37.2% | 62.0% |
| Head | 23.3 | 52.0 |
| Read Some | 15.1 | 35.0 |

Figure 3.8

Black
B

Any This Ad

Women 64%

November 7, 1933. WISCONSIN AGRICULTURIST AND FARMER

Parents headliners named at Head & Tail healthy Wisconsin children in Quaker Oats, 1st Quaker of the Country!



"Hot Quaker Oats helps us grow a 'Bumper Crop' of healthy farm youngsters"

says Mrs. Lloyd Williams
Rte. 12, Burlington, Wis.

University proves Quaker Oats better in growth-protein than any of 14 leading brands of cereal!

The University tested Quaker Oats, other types of hot cereals, various kinds of ready-to-eat cereals, and two formula-type baby cereals.

It is never better proved that Quaker Oats is the best "hot" cereal for children, and Mrs. Williams says she feeds it to her children, and never gives up because the cereal is good for a long time.

Did you know Quaker Oats actually contain more nourishing protein for growth and energy than any other of 14 leading cereals?

This was proved by a leading State University recently in an amazing test on 14 well-known cereals.

The University reported Quaker Oats first in the whole grain test.

Many farm wives appreciate the time-saving 25¢ minimum quantity of delicious Quaker Oats.

And what other breakfast dish gives just the all-satisfying energy and stamina of Quaker Oats at the low cost of one-cent per quart, a serving?

Bring us test tubes on Quaker Oats because we never grow healthy all right. They Quaker Oats into your growth zone.



QUAKER OATS STILL LESS THAN 1¢ A SERVING!

THE GIANT OF THE CEREALS

The head in black (perhaps the red circle around it gets some credit) pulled up the unchanged part of the ad for women. Men had low scores with no difference between A and B.

Women who had families of four or more gave B (black) a big Read Most vote (35.3 for B and 15.1 for A). The ad as a whole made a good showing with this important group of big families.

Wisconsin Agriculturist, November 7, 1933

Do you say NO HUNTING to city folks?

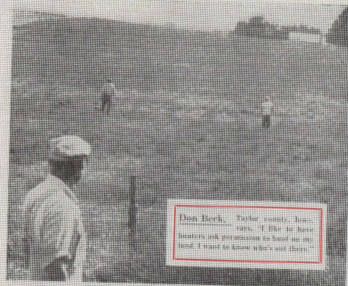


Figure 3.9

Red

A

HOW DO YOU FEEL about folks hunting on your farm? Most love a turkey, so up, "O.K. But ask permission first."

The Madison-Bloomfield Park reservation, a representative cross-section of Iowa farm operators. This question was put:

"How do you feel about hunters using your farm?"

All kinds of these were expressed. A farmer in Madison county declared:

"This way is to keep all hunters out. Say 'No.' They shoot and scare the cattle."

"Up in Pottawattamie county, a farmer said, 'I don't care if they hunt, but I do like to know who is on the place.'"

A farmer in Washington county was requested in hunting permits, "which is well given them permission." In one "They'll shoot in anyway."

A Clinton county man took a tougher view: "Each hunter should have to pick in the farmer's yard and not on the highway. He should have a written permit from the farmer before he hunts."

"How do all these farms add up? Here is the score:

1. They're welcome 6%
2. Should ask permission 15
3. Prefer no hunting 12
4. I forbid hunting 7

It makes some difference whether the

farmer himself is a hunter. Of all those interviewed, 65 percent wanted a shotgun in the attic. And 45 percent planned to do some hunting this fall.

A farmer's cousin, James, commented:

"I like to hunt and I like for others to enjoy it too. I think outsiders should be considered and ask permission first."

Sometimes I've promised people from a distance hunting privileges on a certain day. Before they could get there, two of these groups had been thus—without asking."

One of the men who welcomed hunters was a farmer in Webster county. He likes to hunt, and he said, "If the hunter uses ordinary care about game and livestock, I don't object at all."

How did hunters and some hunters vote on addressing outsiders?

| | Hunters | Non-hunters |
|--------------------------|---------|-------------|
| 1. They're welcome | 7% | 5% |
| 2. Should ask permission | 85 | 64 |
| 3. Prefer no hunting | 6 | 29 |
| 4. I forbid hunting | 4 | 11 |

A Polk county man who learned hunting had his angle: "I don't mind their

hunting, but I won't let anyone on the place with a rifle."

In Taylor county, one farmer reported last fall: "Two years ago, hunters killed a two-pound calf and took the head home with them."

Should a hunter have to pass an examination on wild and knowledge of laws?

A black hunter, county member thought so:

"Too many people are running around with a hunting license when they aren't qualified to hunt," he said. "An examination or some schooling should be given before a hunting license is granted."

What kind of game do Iowa hunters look for? Here is the list:

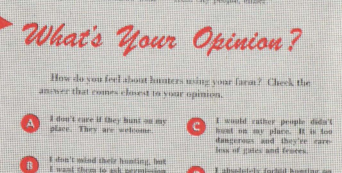
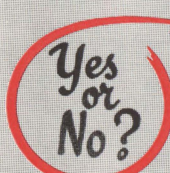
| | | | |
|-----------|-----|-------|-----|
| Pheasants | 56% | Ducks | 19% |
| Rabbits | 36 | Quail | 4 |
| Squirrels | 22 | Geese | 2 |

Some farmers are choosy about what

others hunting particular game. A Taylor county man said: "I don't mind their hunting on my place, but I won't have them shooting quail."

A Nixon county man declared: "We raise the pheasants. I think we should be paid if anyone hunts on our place."

"Some hunters are careful," commented a Decatur county farmer. "But some still make trouble. And it doesn't all come from city people, either."



Any This Page

Men 75%

Women 53%

Decorations and Color

This was a combination split to see if some art work in color would help the article. Here are the principal scores for men:

| | A (Color) | B (Black) |
|---------------------|-----------|-----------|
| Picture | 65% | 56% |
| Head | 66 | 70 |
| Read Some | 63 | 73 |
| Read Most | 55 | 62 |

Figure 3.10

Black
B

Do you
say

"No Hunting" to city folks?

HOW DO YOU FEEL about folks hunting on your farm? Most Iowa farmers say, "N.K. But not permission first." The Wallace-Homestead Poll interviewed a representative cross-section of Iowa farm operators. This question was put:

1. I don't care if they hunt on my place. They are welcome.
2. I don't mind their hunting, but I want them to ask permission first.
3. I would rather people didn't hunt on my place. It is too dangerous, and they're careless of gates and fences.
4. I absolutely forbid hunting on my place.

All kinds of views were expressed. A farmer in Madison county declared: "Only way is to keep all hunters out. Say 'No.' They shoot and leave the cattle." A reader in Washington county was resigned to hunting trouble: "Tight or sell give them permission," he said. "They'll sneak to anyway." A Clayton county man took a tougher view: "Each hunter should have to park in the farmer's yard and not on the highway. He should have a written permit from the farmer before he hunts."

How did all these views add up? Here is the score:

1. They're welcome 0%
2. Should ask permission 75
3. Prefer no hunting 12
4. I forbid hunting 7

It makes some difference whether the farmer himself is a hunter. Of all those interviewed, 87 percent owned a shotgun or rifle. And 36 percent planned to do some hunting this fall.

A Grundy county farmer commented, "I like to hunt and I like for others to enjoy it too. I think outsiders should be considered and ask permission first."

Sometimes I've granted people from a distance hunting privileges on a certain day. Before they could get there, two or three groups had been there—without asking.

One of the men who welcomed hunters was a farmer in Webster county. He likes to hunt. And he said, "If the hunter were ordinary care about gates and livestock, I don't object at all."

Should a hunter have to pose as a consultant on skill and knowledge of land? A Black Hawk county reader thought so. "Too many people are coming around with a hunting license when they aren't qualified to hunt," he said. "An examination or some schooling should be given before a hunting license is granted."

How did hunters and non-hunters vote on admitting outsiders?

| | Hunters | Non-hunters |
|--------------------------|---------|-------------|
| 1. They're welcome | 7% | 0% |
| 2. Should ask permission | 83 | 63 |
| 3. Prefer no hunting | 6 | 29 |
| 4. I forbid hunting | 4 | 11 |

A Polk county man who favored hunting had this angle: "I don't mind their hunting, but I won't let anyone on the place with a rifle."

In Taylor county one farmer reported bad luck: "Two years ago, hunters killed a 300-pound calf and took the meat home with them."

What kind of game do farm hunters look for? Here is the list.

| | Farmers 54% | Non-farmers 19% |
|-----------|-------------|-----------------|
| Deer | 26 | 34 |
| Squirrels | 25 | 2 |

Some farmers are choosy about upland shooting, particularly game. A Taylor county man said, "I don't mind their hunting on my place but I won't have their shooting quail."

A Sioux county man declared, "We raise the pheasants. I think we should be paid if anyone hunts on our place."

"Most hunters are nice," commented a Decatur county farmer. "But some still make trouble. And it doesn't all come from city people, either."

A WALLACE-HOMESTEAD POLL

2-4

WALLACE-HOMESTEAD POLL, OCTOBER 5, 1957

151

October 5, 1957

Women gave more of an edge to B. Read Some was 39 per cent for A and 49 per cent for B.

The editors liked A better. But the readers didn't agree. There was no real difference.

Wallaces Farmer, October 5, 1957

Where does this leave us on color? We are inclined to say:

1. A head printed in color won't raise the readership score.
2. A head in reverse (white letters on color background) will not raise the score and may actually lower it.
3. A head using black overprint on color may work once in a while.
4. Color on a department head, used on a spread without other color, may do some good.
5. Decorative art work in color doesn't usually work.
6. Functional color — red hog, orange farm machinery (actual color of machine) — doesn't seem to make any difference.
7. An overprint of black type on yellow may do some good.
8. Color may pull in a few readers who are indifferent to the theme of the copy. For instance, color on a farm machinery ad may attract a few more women, but it isn't likely to make any difference with men.
9. A second color is a long shot. If used, try it on a section of the book where color is scarce.