

## 8.

### What Kind of Folks

### Read Your Ad or Article?

SUPPOSE AN ADVERTISEMENT for hog feed finds 80 readers out of a sample of 200. That looks like a good score.

But also suppose that 60 of these readers aren't raising hogs. That leaves only 20 readers who are the kind of prospects the advertiser wants to reach.

This happens more often than you might think. A flashy photograph may pull in some casual readers. It may not pull in and hold the prospects the advertiser wants.

To measure the effectiveness of an ad we need to know more than just how many folks noticed it and how many read the sales copy. We also need to know what kind of folks did the noticing and the reading.

*Wallaces Farmer* and *Wisconsin Agriculturist* call this kind of investigation "market analysis." It is probably the most helpful thing a farm paper can do for its advertisers.

The same kind of "market analysis" is also useful with articles prepared by the editors. Did an article

prepared for young renters really reach them? Did an article aimed at women with big families get read by that kind of subscriber?

Starting in 1951, we prepared market analyses of this kind on a number of articles and ads. In many cases, the analysis showed the ad to be stronger or weaker than you would guess from the score of the whole sample.

For instance, how well did an ad aimed at cattle feeders reach its mark? (Schering Corporation — Trilafon — September 20, 1958, *Wallaces Farmer*).

The ad scored 26.5 per cent with men. That is, 53 men out of the 200 in the sample looked at the ad. But what kind of folks were these 53?

The Poll asked whether farmers were feeding or planning to feed cattle. Here is the response:

Any This Ad	No. of interviews	No. of ad readers	Per cent
Plan to feed . . . . .	82	29	35.3%
Do not plan to feed . . .	105	23	21.9
Undecided about feeding	9	1	11.1

This ad reached a fair share of the possible prospects.

An Oliver ad for field shelling of corn in *Wallaces Farmer* (September 20, 1958) needed to define its prospects in a little different way. The Poll asked:

“What do you think about the future of field shelling corn?”

“1) I’m doing it or thinking seriously about doing it.

“2) Looks interesting, but don’t know whether it will work well.

“3) It isn’t practical.”

The three groups scored as follows:

	No. of interviews	No. of "Any This Ad" readers	Per cent of ad readers
1. Convinced . . . . .	26	8	30.8%
2. On the fence . . . . .	120	47	39.2
3. Opposed . . . . .	44	22	50.0

Note that the men who said, "It isn't practical" were still the best readers. For the long pull, the ad's major service may have been to shake the convictions of this hostile group.

Another way to check on this ad was by corn acres. In this case, the farmers with 75 acres or more in corn had a 43.4 per cent score. This was the largest group, in terms of acres, and the ad scored better with these folks than with smaller farmers.

How does this method work with articles by the editors? Take the department "What's Ahead," a discussion of market prospects. In the same issue of *Wallaces Farmer* (September 20, 1958), the Poll tried to find out how this outlook copy was getting across to farmers who took one, two or three farm papers.

If a farmer took three farm papers, would this competition make him less interested in "What's Ahead?"

To find out, the Poll checked farmers who had Read Most of the copy in "What's Ahead."

Farm papers	No. of interviews	No. of readers	Per cent
<b>Take <i>Wallaces Farmer</i></b>			
only . . . . .	12	4	33.3%
Take two farm papers . .	46	16	34.8
Take three farm papers .	136	77	56.6

The big and important group was made up of those who took three farm papers. In this group, we found a higher percentage of readers of the department than in the other two groups.

A Purina ad for hog feed in *Wallaces Farmer* (September 20, 1958) raised the usual question: Did the ad get read by hog farmers who were good prospects? Any This Ad scores were used.

No. of hogs sold	No. of interviews	No. of readers	Per cent
None . . . . .	27	5	18.5%
Less than 50 . . . . .	24	6	25.0
50-99 . . . . .	49	12	24.5
100 or more . . . . .	92	33	35.9

Here the biggest group and the most important to the advertiser also made the highest score.

In some advertisements, the age of the prospect, whether he is an owner or renter, or whether he is in the upper third of income returns may be the important factor.

In a Purina hog feed ad in *Wallaces Farmer* (November 21, 1959) market analysis showed the following:

1. Younger farmers (21-34) were better readers than older ones.
2. Farmers with gross incomes of \$10,000 or more were better readers than farmers with smaller incomes.
3. Farmers with fewer than 50 hogs sold during the year were the poorest readers.

In a Starcross Alfalfa ad in *Wallaces Farmer* (January 17, 1959) several breakdowns were used. The critical one probably was "Are you planning to sow alfalfa in 1959?" Any This Ad scores follow:

	No. of interviews	No. of ad readers	Per cent
Plan to sow alfalfa . . .	132	49	37.1%
Do not plan to sow alfalfa	65	16	24.6



Apparently the ad reached its target in a fair number of cases. But suppose the scores had been reversed and there had been 16 ad readers among those who planned to sow alfalfa and 49 among those who did not so plan?

The over-all score of 33 per cent would have been exactly the same, but the effectiveness of the ad would have been quite different.

A John Deere ad in *Wallaces Farmer* (January 17, 1959) checked corn acreage, income, total crop acreage and number of tractors owned (Figure 8.7). On the basis of corn acreage, the Poll found:

Any This Ad	No. of interviews	No. of ad readers	Per cent
No corn . . . . .	21	8	38.1%
1-49 acres . . . . .	55	23	41.8
50-74 acres . . . . .	50	19	38.0
75 acres and up . . . . .	62	39	62.9

The appeal of the ad was broad, but the bigger corn growers showed the most interest.

Another ad, Protein Blenders, *Wallaces Farmer* (January 17, 1959) was aimed at both hog and cattle feeders but did better with hog feeders than with cattlemen. With hog feeders the ad scored almost twice as high with those who sold 100 hogs or more as with those who sold less than 50. But with cattle, the feeders and the folks who didn't plan to feed came out almost the same (Figure 8.5).

The market analysis may throw additional light on split runs. A Bovitrin (Merck) ad on treatment for mastitis, *Wisconsin Agriculturist* (October 3, 1959), found the A ad scoring 20 per cent Any This Ad and the B ad, 32 per cent. Different illustrations were used — a test tube in A and a cow in B (Figures 4.4, 4.5).

These were men's scores for whole samples. But what kind of folks were the real prospects? Probably those who were having trouble with mastitis. A question on this found that 87 (55.4 per cent) of the sample were having trouble and the balance were not — or, at least, didn't admit it.

How did the ad appeal to those two groups? Scores follow for men:

	Had trouble		No trouble	
	A	B	A	B
Any This Ad . .	16.7%	47.0%	20.0%	20.0%
Read Some . . .	11.1	41.2	8.9	12.0

This indicated that the superiority of B over A was considerably greater in terms of prospects than was shown by the total score.

Market analysis of food ads brought out some useful facts. In *Wisconsin Agriculturist* (April 4, 1959) a check of the King Midas flour ad showed that families of four or more made up 59.5 per cent of the whole sample. But this part of the sample actually provided four-fifths of the persons in the households reached by the ad. A household with four eaters was worth twice as much as a household with two eaters. So the score of the flour ad with women in families of four or more was the vital item in the analysis (Figure 8.3). This group scored as follows:

	Four or more in family	
	No.	Per cent
Any This Ad . . . . .	70	58.8%
Read Some (Sales Copy) . . .	39	32.8
Read Some (recipe) . . . . .	58	48.7

The Poll asked, "Have you done any baking in the last three days?" And 89.4 per cent of the sample said "Yes." These bakers paid more attention to the ad than the non-bakers.

This point was checked again with a Robin Hood ad in *Wisconsin Agriculturist* (April 5, 1958) (Figure 8.6).

	Baking — Yes	Baking — No
Any This Ad . . . . .	54.7%	37.9%
Read Most (Sales Copy) . .	18.0	6.9

Another use of the market analysis shows up in a Ford Tractor ad in *Wallaces Farmer* (January 16, 1960). Here, among other things, the Poll asked the brand of the last tractor bought and then checked this reply against readership.

Any This Ad	No. of interviews	No. of ad readers	Per cent
Allis Chalmers . . . . .	15	5	33.3%
Ford . . . . .	27	13	48.1
International . . . . .	62	14	22.6
John Deere . . . . .	51	15	29.4
Massey Ferguson . . . . .	8	4	50.0
Other . . . . .	32	9	28.1

Of the 27 who had bought a Ford at last purchase, 13 looked at the ad. Of the 168 who had NOT bought a Ford at last purchase, 47 looked at the ad.

Ordinarily you expect that a user of a product will be more attracted to the ad than a non-user. The ad has two jobs at least: to renew the faith of the old customer and to attract a new customer. This Ford ad did well on both counts.

The critical point in using market analysis in ad-

vertising is this: What kind of breakdown will really throw light on the effectiveness of the ad? With feed ads, one question is obvious. Does the farmer who reads the ad have any hogs, or cattle or poultry or any other kind of livestock aimed at by the advertiser?

In some new products, age may be a factor. Young men will respond better than older ones. In some cases, income is important. A costly product won't stand much chance with a farmer of low income.

There is a temptation sometimes to use this kind of Poll as just another census. Since the number of questions that can be asked is limited (respondents run out of patience), the only questions used should be those that throw light on the specific ad being measured.

To get full value out of market analysis of advertisements demands study and cooperation between the advertiser and our research department. Properly handled, it can be one of the most useful of research tools.

Do young people read articles — and advertisements — as eagerly as older people? This is a vital question. The young farmers will be around for a good while. The older ones are getting close to retirement.

Suppose we had two articles, A and B. Each scored 45 per cent Read Most, which is good. But A had a 60 per cent Read Most score with young farmers and a 30 per cent score with farmers age 50 and over. Then suppose B had a 30 per cent score with young farmers and a 60 per cent score with farmers of 50 and over.

Which article would an editor prefer? Often the one which scored high with young farmers. (1)

Actually, most articles score fairly well with all age groups. This may be the result of editorial concern over the problem. Some reminiscent articles, like Bill

Groves' department in the *Wisconsin Agriculturist* or an article on bang-boards in *Wallaces Farmer*, are bound to score higher with older folks than with younger. But these are balanced by other articles and departments.

One of our surprises on age breakdowns is the high score made by younger people on social security articles. Apparently younger farmers valued the insurance features for widows and young children. They also seemed to think that social security for older farmers might lead to retirement and help younger men to farms.

Young men, in a weaker financial position than older, have been responding lately (1960) to articles that seemed to give hope for some improvement in income. A Washington report in *Wisconsin Agriculturist* (September, 1960), which told of plans for new farm programs, scored well for younger readers.

*Wallaces Farmer* checked on the effect of age on readership in the issue of February 4, 1961. Here are Read Most figures:

	21-34 yrs.	35-49 yrs.	50 and up
Men (20 items) . .	35.1%	39.1%	36.4%
Women (13 items)	36.2	41.4	41.1

This shows a fair score for people 21-34, but nothing to brag about. Editors would be happier if young people scored higher than older groups.

What about education? On this point too, the farm papers have been fairly successful in attracting both those with a grade school education and those who stayed in school longer. There are some differences. For instance in *Wallaces Farmer* (November 19, 1960) a somewhat technical livestock article showed a slight but not significant margin for farmers with more education.

A surprise came in a tax article in *Wisconsin Agriculturist* (September 3, 1960) where the men who attended grade school only did significantly better than the other group. This may be a tribute to unusually clear exposition of a difficult but vital subject.

In the issue of *Wallaces Farmer* for February 4, 1961, articles and departments for men and women produced a mean Read Most as follows:

	1-8 years	9 years and up
Men (20 items) . . . .	30.6%	41.4%
Women (13 items) . . . .	32.0	38.3

This seems to indicate that one of our problems is getting hold of the subscriber who has not gone beyond eighth grade.

How many of these folks are there? Of our Iowa subscribers less than half of the men and only about one-fifth of the women have stopped at eighth grade. In Wisconsin, around half of the men and two-fifths of the women are in this class.

This group shrinks every year. But for several years, at least, it is an important bloc. Are we shooting over the heads of those whose education stopped in the grades? What can be done to pull them in?

Do part-time farmers read different copy than full-time farmers? In one case in *Wisconsin Agriculturist* (September 3, 1960) an article on part-time farming did what you might expect. It drew a heavy vote from part-time farmers (64 per cent Read Most for men). Outlook copy (Agri-Vision) drew only 32 per cent Read Most for this group. On other items, part-time response was much like full-time.

These are points to remember:

1. The total score on an ad or article may not mean much. If a hog feed ad is read mostly by farmers without hogs, what good is it?
2. Market analysis can show whether the ad or article reached the folks at whom the copy was aimed.
3. Split runs may yield more meaning if we can find out how many real prospects read A and how many real prospects read B.
4. Watch the readership of young farm people. They are the subscribers of the future.
5. Subscribers who had only eight grades or less in school are not usually as good readers as those with more education. This is an editorial point that should be kept in mind in copy preparation and copy editing.

Figure 8.1

Page Score

Men 35%

Women 17%

# 6 Grain Belt

## feeding demonstrations prove it pays to feed Purina

To show to farmers the difference Purina makes, many Purina Dealers are holding feeding demonstrations. Cattle of equal weight and quality are fed and handled in two groups. One group receives Purina Star Feeders to regulate, maintain and increase their weight. The other group receives no feed. The results are shown in the table below.

**FASTER GAINS ON LESS FEED AT LOWER COST!**

HERE ARE THE FACTS:	Purina Star Feeders	Haystack, Contained or Limited Feed
Total number tests	8	8
Total number steers	88	88
Avg. days on test	321	321
Avg. starting weight	728 lbs.	728 lbs.
Avg. final weight	1151 lbs.	1055 lbs.
Avg. gain/head	203 lbs.	195 lbs.
Avg. daily gain/head	2.9 lbs.	2.4 lbs.
1st feed/100 lbs. gain	7.00 lbs.	8.05 lbs.
Cost	72.8 lbs.	82.1 lbs.
Supplement 1 lb. of feed to gain each 1 lb. of beef	8.23 lbs.	9.47 lbs.

**WHERE THE DEMONSTRATIONS WERE HELD**

Conby, Minnesota  
May 26—Sept. 16, 1958

Peoria, Illinois  
April 16—Oct. 1, 1958

Sturgis, Michigan  
May 29—Oct. 23, 1958

Mt. Sterling, Ohio  
May 29—Oct. 23, 1958

Madison, Wisconsin  
Aug. 9—Oct. 31, 1958

**YOUR PURINA DEALER can tell you more about Purina Star Feeding Program built to fit your operation. Pay him a visit... at the Store with the Checkerboard Sign.**

**FEED PURINA...YOU CAN DEPEND ON THE CHECKERBOARD FOR**

**PURINA STEER FEEDERS**

**QUALITY...SERVICE**

January 21, 1959

## Did Cattle Feeders Read?

This page advertisement had a fair score for all readers. The important point, however, is: How many farmers who were feeding or who expected to feed cattle looked at the ad?

Of the men readers of the issue, 39.3 per cent were feeding or planning to feed, 55.6 per cent were not feeding or planning to feed.

These two groups scored as follows:

	Any This Ad	Read Some
Feeding cattle . . . . .	39.0%	18.2%
Not feeding . . . . .	28.4	11.0

The cattle feeders showed more interest than the non-feeders.



# HIGH PROTEIN KING MIDAS MAKES THE DIFFERENCE!

Figure 8.2

## Split A

High Protein content has always been the reason for King Midas baking quality

Notice how light and good your bread and rolls are when you bake with King Midas. That is the extra protein at work. Protein promotes flavor, freshness, lightness in everything you bake. King Midas is extra rich in high-quality protein. It always has been. That's why it bakes so championship good.

### KING MIDAS MAGIC METHOD

Bakes Wonderful Bread

NOTE that this method calls for 10 cups of flour to bake 4 loaves of bread. The recipes of most other flours call for 12 cups or more. The extra protein in King Midas gives you extra loaves from every sack.

Makes 4 loaves approximately 1 lb. each.

**Safes:** 2 packages granular yeast or 2 cups compressed yeast in 2 cups lukewarm water.  
**Cooking:** 2 cups milk, scalded  
 1 cup shortening  
 1 cup sugar  
 5 teaspoons salt  
**Shops:** 10 cups cold and cool to lukewarm yeast water mixture  
**Mixed In:** 10 cups sifted KING MIDAS, enriched flour  
**Knead:** on well-floured board until dough is smooth, about 8 minutes

Our Guarantee is You Try King Midas, following this 10-cup recipe carefully. If you don't agree it gives you delicious bread—and more loaves of it than you get with your present flour—send us your name and we'll gladly refund the purchase price of your King Midas.

**Press:** in greased bowl cover or warm place (80° to 85° F) until doubled in size, about 2 hours.  
**Punch:** dough down and divide into 4 portions. Round each portion into compact ball; let rest about 75 hours.  
**Shape:** join 4 loaves and press in well-greased pan. Cover with a cloth and put in warm place.  
**Let rise:** until loaves double in size, about 1 hour.  
**Bake:** in moderately hot oven (425° F) for 45 to 50 minutes.



### Quotes from BAKING QUEENS

**Mrs. Arthur Stadler**  
 Elmville, Wisconsin  
 White Bread Champion,  
 1924 Wisconsin State Fair

"I get better loaves and more of them with King Midas Flour."

**Mrs. Arnold Richardson**  
 Franklin Park, Minnesota  
 White Bread Champion,  
 1928 Minnesota State Fair

"I've tried them all. King Midas Flour is best... it seems to have a magic touch."

In 170 county fairs throughout the years last year, more bread-baking champions used King Midas than all other flours combined. Baking champions know the importance of using high-protein King Midas. Taste a tip from them and be baking queen to the people who really want your family.



Ad Score

Women 64%

## The Balloon Went Down

In this three-column ad, the B picture with the balloon (to show a quotation) didn't do well. Here are the scores for women on the two pictures:

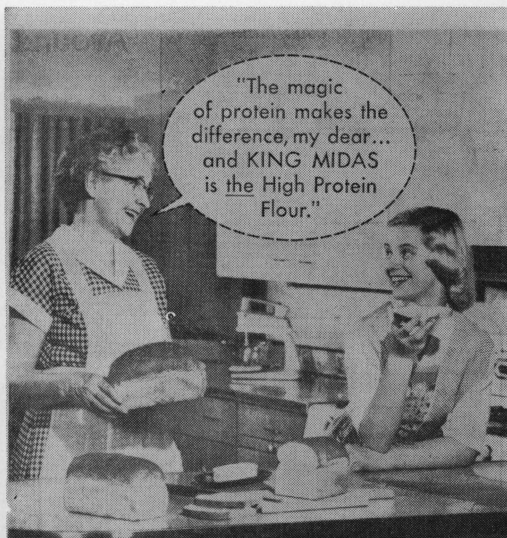
Picture . . . . .	A 55%	B 39%
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The superiority of A on the illustration carried over into the copy. On the recipe at left, the Read Some scores were:

Read Some . . . . .	A 51%	B 41%
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Figure 8.3

## Split B



### High Protein content has always been the reason for King Midas baking quality

Notice how light and good your bread and rolls are when you bake with King Midas. That is the extra protein at work. Protein promotes flavor, freshness, lightness in everything you bake. King Midas is extra rich in high-quality protein. It always has been. That's why it bakes so championship good.

#### KING MIDAS MAGIC METHOD Bakes Wonderful Bread

**NOTE** that this method calls for 10 cups of flour to bake 4 loaves of bread. The recipe of most other flours call for 12 cups or more. The extra protein in King Midas gives you extra loaves from every sack.

Notice 4 loaves approximately 1 1/2 inch.

- |  |  |
|--|--|
| <b>Sift</b> ... 2 packages granular yeast or 2 cubes compressed yeast in 2 cups warm water         | <b>Place</b> ... in greased bowl, cover in warm place (80° to 85° F.) up. If doubled in size, about 2 hours, dough down and divides into 4 parts. Roll each portion into compact ball. Let rise about 1 1/2 hours. |
| <b>Combine</b> ... 2 cups milk, scalded<br>1/4 cup shortening<br>1/4 cup sugar<br>5 teaspoons salt | <b>Punch</b> ... into 4 loaves and place in well-greased pans. Cover with a cloth and set in warm place.   |
| <b>Stir</b> ... to dissolve and cool to lukewarm   | <b>Shape</b> ... until loaves double in size, about 1 hour.  |
| <b>Add</b> ... yeast water mixture   | <b>Let rise</b> ... its regular rise time (40-90° F.) for 45 to 50 minutes.  |
| <b>Blend in</b> ... 10 cups plus KING MIDAS Extra Rich Flour                                       | <b>Bake</b> ... in moderately hot oven (400-450° F.) for 45 to 50 minutes.   |
| <b>Knead</b> ... on well-floured board until dough is smooth, about 8 minutes.                     |  |

**Our Guarantee to You** King Midas, following this 10 cup exact formula, if you don't agree it gives you delicious bread — and more loaves of it than you get with your present flour and its recommended recipe — we'll gladly refund the purchase price of your King Midas.

#### Quotes from BAKING QUEENS

*Mrs. Arthur Stodter, Pontiac, Wisconsin*  
"I get better loaves and more of them with King Midas Flour."

*Mrs. Annie Richardson, Franklin, Iowa*  
"I've tried them all. King Midas Flour is best... it seems to have a magic touch."

In 110 county fairs throughout this area last year, more bread-baking champions used King Midas than all other flour combined. King champions know the importance of using high-protein King Midas. Take a tip from them and be baking queen to the people who really count — your family!

EXTRA PROTEIN PUTS THE BAKING MAGIC INTO MY FLOUR.



## Ad Score

Women 49%

**King Midas**  
THE HIGH-PROTEIN FLOUR  
FOR 50 YEARS  
GUARANTEED TO GIVE YOU  
THE BEST BAKING EVER



This test does not, of course, prove that the balloon is worse or better than the ordinary head. It does seem to show, however, that a good picture is weakened by cutting down space or introducing extraneous material. Don't mutilate a good cut!

The advertisement, taken as a whole, made a strong appeal to women with four or more in the family. These are the big bread eaters. The ad also did well with women who said they had baked in the last three days.

**AUREOMYCIN in feed lot rations**

Controlled feed lot experiments show

**\$12 EXTRA RETURN  
PER HEAD**

- Every farmer feeding out cattle wants to get results like these...and now with AUREOMYCIN in feed lot rations:
- 44 extra pounds per head of meat
  - more than 10% increase in feed efficiency
  - 54% reduction in number of cattle requiring treatment for respiratory disease
  - 75% reduction in liver abscesses
  - almost complete elimination of feed rot

These are the advantages of results obtained in a series of controlled feed lot experiments with quality feeds that provided approximately 20 milligrams of AUREOMYCIN\* (Chlortetracycline) per head per day. The figures prove that Aureomycin pays! They add up to an extra return of \$12.00 per head on increased weight alone. Feed rations more than paid for the AUREOMYCIN.

Put your feed rations on feed feeds containing the recommended amount of AUREOMYCIN as soon as they go into the feed lot. Feed continuously. For groups of cattle that require extreme stress care in shipping and handling conditions, your feed manufacturer will advise you to use the higher feed concentration given separately.

Consult your feed manufacturer or feed mixer. American Chemical Company, Nutritional Division, New York 20, New York.

AUREOMYCIN



Figure 8.4

Page Score

**Men 47.5%**

**Women 17.5%**

**Copy at the Top of Page**

In several ads (some of them splits) we found that Sales Copy at the top of the page seemed to score better than Sales Copy lower in the page. What does this page ad show?

Score of the Sales Copy is good, but not outstanding:

**Read Some . . . . . 16.5%**

**Read Most . . . . . 11.5**

Question: Is the type too small to get full advantage from this position?

Cattle feeders paid more attention to the ad than non-feeders. Feeders gave an "Any This Ad" score of 63.4 per cent; non-feeders a score of 36.2 per cent.

*Wallaces Farmer, September 20, 1958*

**SEAN CAMPION FEEDER** BP fed and killed by Miss Winick, Mt. Vernon, Ia. These Berkshire were the 499th International Grand Championship. Miss is a consistent winner as the nation's biggest show and feeds BP feeds to his market pig as well as his show pig.

# ...Fed Hogs Set Records In '58!

## Take Top Awards At Austin And The Chicago International

The Feed of Champions fed most of the champions at both shows . . . helped set new records and break records that have stood for more than 50 years.

### Two New BP Records Top The International

**HOGS:** GR. CH. JR. BARROW—Gerald Anderson, Leland, Ill. . . .  
**RES. CH. JR. BARROW**—Gerald Anderson, Leland, Ill. . . .  
**GR. CH. BARROW** (top book)—Gerald Anderson, Leland, Ill. . . .  
**GR. CH. CARBASS BARROW** (top book)—Gerald Anderson & Son, Leland, Ill. . . .  
**RES. GR. CH. CARBASS** (top book)—Gerald Anderson, Leland, Ill. . . .  
**CH. PEN. CROSSBREDS** —Mar. Keppel, Edgemoor, Iowa . . .  
**GR. CH. TRUCKLOAD**—Miss Winick, Mt. Vernon, Iowa . . .  
 . . . BP feeders scored the 1st, 2nd and 4th place lightweights. Also 1st place medium and 1st place heavy.

### Four Top Austin Awards Go To BP Feeders!

**GR. CH. TRUCKLOAD**—Miss Winick, Mt. Vernon, Ia. . . .  
**RES. GR. CH. TRUCKLOAD**—Oscar Anderson & Son, Leland, Ill. . . .  
**GR. CH. BARROW**—Gerald Oweat, Newhall, Ia. . . .  
**CH. JR. CH. BARROW**—Oscar Anderson & Son also showed the light, medium and heavy Poland Chars. in the same class. The Oweat sows were a medium weight York.

**CYTTLES:** RES. GR. CH. CARLOT—Rural Soil Jack Hoffman, Ida Grove, Ia. . . .  
**GR. CH. HIDEFOUR CARLOT**—Rural and Jack Hoffman . . .  
**1st PLACE LIGHT AUSTIN & HEREFORDS**—Rural and Jack Hoffman . . .  
**1st PLACE MED. HEREFORDS**—Geo. Hoffman, Ida Grove, Ia. . . .  
**1st PLACE HEAVY HEREFORDS**—Wm. Jargo & Son, Miles, Ia. . . .  
**2nd PLACE MED. HEREFORDS**—Ralph and Melvin Hultstrom, Chicago, Ill. . . .  
**1st PLACE CALF JR. SHOW—Chapel Farm, Marion, Ia.** . . .  
**2nd PLACE CALF** (open)—Keturah Ethel, Grand Castle, Mo. . . .  
**RES. CH. HEREFORD** (open)—Minnie Bros., Dyars, Ia.

**AUSTIN GRAND CHAMPION BARROW:** BP fed and killed by Cheryl Davis, Hopedale, Tex. The medium Top judged best at more than 750 individually shown.

It was out over 7000 individually shown hogs that 250 of these were awarded, 240 grading No. 1! The heavy bracket was judged show plus over 85 other hogs . . . tough competition and a small and important win. All these champions were fed and fitted on BP Feeds . . . the evidence of superior quality in action!

**ROYAL GRAND CHAMPION:** BP fed and dried by Earl and Jack Hoffman, Ida Grove, Ia. These are the 49th show and BP Royal Grand Champion!

# Consistently . . . the Feed of Champions for Market and Show Ring

## PROTEIN BLENDERS, Inc.

Iowa City Iowa

### BP Swept Fat Carlot Awards At The '58 Royal

**GRAND CHAMPION ADULT**—Rural and Jack Hoffman, Ida Grove, Ia. . . .  
**RES. GRAND CHAMPION ADULT**—Rural and Jack Hoffman, Ida Grove, Ia. . . .  
**1st PLACE LIGHT & HEAVY HEREFORDS**—Rural and Geo. Hoffman, Ida Grove, Ia. . . .  
**2nd PLACE MED. HEREFORDS**—J. F. Monroes and Son, Miles, Ia. . . .  
**1st PLACE MED. ADULT**—John were fed and fitted on BP Feeds . . . The Berkshire . . . the superior cattle feed these former showmen depend on to feed out the market and show cattle alike!

12 REGISTRATION FEE \$10.00 A YEAR IN ADVANCE JANUARY 1959

## Big Hog Raisers Read the Ad

This page advertisement was aimed mainly at hog raisers, with a side shot at cattle feeders. The long sales copy (mainly a report of show winners) pulled a Read Some of 20 per cent. Attention was divided among five pictures. None scored very high.

The copy did hit the big hog raisers. Read Some scores follow for hog raisers who sold differing numbers of hogs during the year.

Less than 50 hogs sold . . .	13.2%
50-99 hogs sold . . . . .	7.4
100 hogs or more . . . . .	24.0

Cattle feeders and non-feeders did about the same amount of reading.

*Wallaces Farmer, January 17, 1959*



**TRIPLE**

**Minute Quick Cookies**  
...with 3 Flavor Surprises!

**TREATS**

They're crisp & rich. The entire selection of the year—thanks to Robin Hood's Quick Protein Richness. Ready in minutes, they're studded with chocolate morsels, a triple flavor surprise of chocolate, blue, dates and a whole blend of instant coffee.

And you'll find everything you love with Robin Hood Flour—treats, cakes, pies, biscuits—tastes better. That's because Robin Hood is milled from a variety of high protein wheats. This high protein richness gives you better looking—tastier nutrition. Use Get Robin Hood Flour at your grocer's today!

Try Rita Martin's **ROBIN HOOD Triple Treats**

1 cup chocolate	2 1/2 cups sifted ROBIN HOOD All Purpose Flour
1 cup brown sugar	1 tsp. salt
1/2 cup unsifted butter	1 tsp. soda*
1 cup vanilla	1 cup chocolate chips
1 tsp. instant coffee	1 cup soft-spread dates
2 tbsp. hot water	1 cup chopped nuts

**CREAM**... creaming sugar, eggs, vanilla and coffee dissolved in hot water.

**ADD**... add dry ingredients. Mix to clump.

**DROP**... by tablespoon into greased baking sheet.

**BAKE**... at 350° for 12 minutes.

**YIELD**... 24 to 30 cookies.

\*Use one 1/2 tsp. instant coffee for 1/2 cup soft-spread dates.

**Robin Hood Flour**  
All Purpose Flour

try it... you'll love it!

Figure 8.6

Ad Score

Women 60%

## Cookies Score High

This ad (only 230 lines) scored as well as some much larger ads. Here are the Read Some scores for women on the Sales Copy and the recipe copy.

Sales Copy . . . . . 43.0%

Recipe copy . . . . . 57.5

The ad pulled well with all sizes of families. The critical point here, of course, is that a food ad must do well with the big families, those with four or more.

Age groups scored about the same. Younger women (21-34 years) seemed slightly less interested than older ones.

Pies and cakes rank a little higher with farm women than do cookies. But still over 40 per cent of Wisconsin farm women bake 4 dozen cookies or more in a week.

Wisconsin Agriculturist, October 3, 1959

Figure 8.7

Page Score

Men 39%

Women 26%



**\$5<sup>00</sup>** The **SURGE** Bucket Milker  
Better than Ever but Still only  
**DOWN and up to**  
**24 Months to pay!**

The fact that for many years more Surge Buckets\* have been sold than all other Buckets added together is fairly good proof that the Surge has long been highly satisfactory.

And... in 1958, the Surge percentage of all bucket milkers was the highest it has ever been.

For many men a bucket milker is exactly right... but... it might pay you well to tell the Surge Dealer to come to your farm and show you — in your own barn and on your own cows — exactly why you will be happier with a Surge Bucket Milker.

\*In U.S.A. based on U.S. Bureau of the Census.

**BABSON BROS. CO.** 2843 W. 19th Street, Chicago, Illinois

ATLANTA • DALLAS • KANSAS CITY • MINNEAPOLIS • SACRAMENTO • SEATTLE • SYRACUSE • TORONTO



## Big Dairymen Read the Ad

Men gave the following scores to different parts of the ad, but the main interest lies in the response of the better prospects, the men with the big herds.

Men	
Any This Ad . . . . .	39.0%
Picture . . . . .	38.5
Head . . . . .	18.5
Sales Copy	
Read Some . . . . .	9.0

Of the farmers who were milking 30 cows or more, 56 per cent looked at the ad. The low score, 7.7 per cent, came appropriately from farmers who had no dairy cows. Farmers with gross incomes of \$10,000 or more showed more interest in the ad than farmers with smaller incomes.

*Wisconsin Agriculturist, April 4, 1959*

Figure 8.8



Chances today from the Epine "700" Series, the Epine "650" Series, or the Epine "750" Series, have the new "750" does everything work with a Liberator take down third-hand Free.

Far too often, the man who conscientiously keeps his work moving on schedule does so at the expense of tired arms, aching shoulders, and fatigue in every bone. But now come the new John Deere "310's"—bringing with them the sweeping changes in tractor performance. Not only do these modern tractors offer you the capacity to handle big equipment and make the most of every man-hour...not only do they keep your costs for fuel and maintenance at rock-bottom—but, of even greater importance to your health and well being is the remarkable new ease of handling and freedom from effort which these new models bring to your farming operation.

The new "530," "550," and "750" tractors are easier to mount, easier to start, easier to shift, gentler to the eye. An exclusive combination of modern John Deere features saves your muscle and helps insure better work on every job. These include *Advanced Power Steering* that enables you to steer the tractor with ease on

every job, in every soil condition . . . Caterpillar PowerTrol, the most versatile hydraulic system on the market, which provides accurate control of all types of equipment . . . Universal 3-Point Hitch with exclusive Load and Depth Control . . . Independent Power Take-Off . . . exclusive Roll-Over-Protection "Iron-action" from wheels . . . Floor-Ride Seat—all these advantages and more are yours when you choose one of the new John Deere Tractors.

It just makes good sense to own a modern tractor that will enable you to accomplish a full day of high-quality work with less effort and fatigue. And when you add the dependability plus the dollar savings that these new John Deere Tractors provide, it's easy to see why more farmers like yourself are trying out John Deere new "80" Series Tractors. See your John Deere dealer soon and learn all the facts about these outstanding tractors—there's one right for you! See Farm the modern way, say, with John Deere Tractors.

Look at All These Outstanding Features

- \* **Automatic Power Steering:** Absorbing bumps of the road made work out of steering the tractor every minute pause at the wheel is very well-timed.
- \* **Comfort Power-Tech:** offers you up to three independent functions for the control of all types of equipment.
- \* You can tailor the hydraulic system to match your needs.
- \* **Universal 3-Point Hitch:** Tractor exclusive least and most General Agriculture ground work spent on heavy tillage jobs to help increase farm-to-market yield.
- \* **Independent PTO:** enables you to handle power-driven machinery during a variety of heavy crops, leaves and other types of other engines.
- \* **Front-Ride Road controls:** shocks and springs; provides



Ask Your JOHN DEERE Dealer for a Free Demonstration

Page Score

**Men 46%**

**Women 14.5%**

## Bigger Farmers Read This Ad

What kind of farmers are the best prospects for an ad like this? Perhaps corn acreage may be a clue:

Men	Any This Ad
1-49 acres of corn . . .	41.8%
50 to 74 acres . . . .	38.0
75 acres or more . . . .	62.9

The bigger corn raisers paid the most attention to the ad as did the farmers with the biggest gross income and the farmers with the biggest acreage in all crops.

Sales Copy, with all farmers, scored 19 per cent. The illustration drew 43 per cent.

*Wallaces Farmer, January 17, 1959*