that it is the highest ambition for any boy to own a piece of land and then whatever comes he knows he has that land behind him. If I couldn't have but five acres, I would have it. I would own a little piece of land and I would know how to handle it if occasion called for it. Thank you.

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LIVE STOCK ADVERTISING POSSIBILITIES.

By F R A N K  B. W H I T E, Chicago.

Mr. President and Friends: Let me preface my remarks by saying that the first speaker this morning gave us a most excellent address; she gave us a picture of an ideal country home. It has been a very great pleasure to me to be here and to listen to these splendid addresses.

Taking up my own topic, I will say the American atmosphere is a business atmosphere. American farm life is becoming more and more a business proposition; how to increase the business of the farm is one of the most serious and vital questions confronting the farmer today, and while I am here to talk about advertising, I must interject some of these remarks on the side as I go along, because it is very important that we should know exactly upon what ground we base our argument.

I want to say that I am not here to deliver an address. You have listened to two very excellent and eloquent addresses. I am in the habit of talking to people when I have a chance—usually it is one man, the other side of the table or the desk in his office, and I am doing the talking. I endeavor, however, at such times, to put forth the best that is in me, because it may be a fatal moment for me.

In my talk to you this morning, I want you to know that it is simply my experience, having to do with the phase of American agriculture that I believe it is well for a young man to understand as to the details, and I am very glad to see that the majority of my audience are young men.

I know of no better illustration to give you than that of the
experience of some who have made a place for themselves in a class by themselves along advertising lines. The possibilities of advertising as related to agriculture are very great, and particularly as relating to live stock breeding.—I might put it live stock advertising possibilities, perhaps that would more clearly designate my meaning.

There are some things in connection with this advertising proposition that I would not inflict upon you at this time, I would not attempt to analyze the term or to apply the commonly accepted analysis of the term here. One of the best advertising propositions lies back of man’s works. It is not so much what we show to the world, but it is what we produce that helps and benefits the world, that appears to be the lasting and helpful advertisement.

Newspaper advertising is one phase of the subject and but one phase. Advertising such as circulars, literature and all that sort of thing is another phase. The live stock man finds a great many possibilities that lie beyond any of these considerations that I have referred to.

I think now of one of your honorable citizens, Mr. Taylor, whom I knew as a boy. His home is at Orfordville and he has made himself famous in the production of one animal—“Brown Bessie.” Mr. Taylor had the opportunity of his life and he took advantage of it, and ever since that time he has had no trouble in selling Jersey cattle, all that he could produce, at very handsome figures. This was not done by newspaper advertising, it was accomplished through works, and it has been the best advertisement that he could possibly put before the world.

I am glad to see that your institution here is running an advertising agency in connection with it. Prof. Henry very kindly took me through the establishment this morning, and showed me the thorough manner by which they are disseminating the results of their experiments by the aid of bulletins and other literature. Surely that is a good work and the foundation of it is this, it is based upon actual experience, the work of this great institution is being advertised in that way, and that is a good sign, augurs well for the success of your college here.

As a business proposition for the farmer, this advertising question may be considered.

Day before yesterday I was at Urbana, Ill., and after a few
remarks they asked me several questions. One question I thought was very timely, and that was put by a breeder, I think either of Polled Angus or Hereford cattle. He says, “Can a man afford to raise animals and do advertising of them where they are worth $1,000 apiece, on land, say, worth $150 an acre?” and my answer to that was, “That you can not afford to do anything else, in my judgment.” I believe that the time is coming when the man that produces something on the farm is going to find an outlet for it by means of publicity, not alone by newspaper advertising but other means.

As I was driving through northern Ohio a year or two ago, I found all along the roadside, bulletin boards announcing things for sale, clover seed, early Ohio potatoes and different articles in the farm product line that were being offered to passers-by, and one thing that particularly attracted my attention was “Plymouth Rock Eggs $1.00 per Sitting.” That made an impression upon my mind, and if it made an impression upon my mind, it would make an impression upon others. We little realize how many people pass on our public highways, and what advantage there is in announcing our products, either on bulletin boards or in placing in the pasture signs where people can see and have their attention called to the fine product that we are producing in live stock lines. Those are all little suggestions. Now, let me give you a few examples.

I had occasion to speak to a gentleman this morning about the Hon. J. H. Hale, of South Glastonbury, Conn. We call him the “Peach King.” When he began the production of peaches in Connecticut, he at once sought to specialize his work and to send forth “Hale’s” peaches as the best product in the market, and he has made a great reputation simply by the peach itself. He had each peach carefully wrapped and on each wrapper it was advertised that it was a “Hale” peach, and in putting up packages, he was careful that every peach should be the same, from the top to the bottom of the package. In doing that, he said he found great difficulty, because he even had to discharge men who insisted upon putting nicer peaches at the top. He said, “I had to discharge my men and employ girls, because the girls are more honest than the men.” After that he had no trouble whatever. But when he put these peaches in the great markets of the east, he found that the commission
merchants rather discouraged the idea, they didn’t care to bother with them. He demanded a better price, and he just asked the privilege of putting them in that people might know what Hale’s peaches really were, and it was but a short time before he had them coming for his peaches; letters were being sent to him from different parts of the country, saying, “Send on your peaches, our customers want them,” and from that little beginning he now has 2,300 acres of peaches in a bearing condition, and last year he shipped 210 large refrigerator cars from his Georgia orchard to the markets of the north and had a ready market for all he could produce. He made that market by judicious advertising of the article itself.

Bear in mind, it is the man on the farm that will make the success just as surely as it is the man behind the gun that will win the victory.

Another little experience occurred just over the line out in the western part of Illinois. A man had grown a lot of gooseberries. That particular year there seemed to be a great quantity of gooseberries. He went home and told his wife that gooseberries were bringing five cents a quart in the market and they had something like fifty or sixty bushels. She said, “I will not pick those gooseberries, I will let them rot on the bushes before I will pick them or have my daughters pick them.” So he saw he couldn’t do a thing. Finally he went into town and he thought he would drop a couple of lines in the office of the local paper and see what it would do, just a chance proposition, and he said something like this, “Gooseberries,”—naming a certain variety, “picked fresh from the bushes at 12 cents a quart, delivered to your home daily.” He went away for a business trip, and when he came back his wife said, “I am glad you came, I have done nothing but answer that telephone ever since you went.” “Have you sold any gooseberries?” “Yes, I have sold forty bushels.” And she had sold them for twelve cents a quart, and the same parties took his entire crop of blackberries and in that way he worked up a trade in other lines. That ad. cost him 75 cents. A pretty good investment, wasn’t it?

The same rule applies to the live stock proposition just as thoroughly and just as definitely. It is frequently the case that our live stock breeders will send way down in the east for some animal for breeding purposes when they might have got the ani-
mal just as well within a few miles of their home if they had known about it; but all our breeders seem to think that the way to make a success of this matter is to produce the best specimen that they can and say nothing about it, they fear somebody else will go and do the same thing, and in that way they usually have their animals and the business element is lost sight of. They accomplish what they set out to do, to produce a good thing, but they do not have the business instinct to sell it at the proper value.

Let me say further that the produce of the farm in every line, whether live stock or any other, may be handled through an advertising proposition in a successful manner. You have in your state here a man that is well known to you, he is an ex-governor of your state, and I guess two-thirds of the people in Chicago know about Hoard's creameries, and I guess if the truth was known that Mr. Hoard cannot supply the demand for his butter in the city of Chicago alone.

There is a man down there that manufactures a by-product—I guess he must have taken the clue from Governor Hoard, he manufactures sausage and he advertises that to the Chicago people, and a goodly number of them send up into Wisconsin and buy that sausage.

I think the best example in the way of farm products being successfully advertised was that of the Gates' farm down near Syracuse, New York. It was an old farm that had been occupied by farmers for a hundred and fifty years or more, the present generation still living on the farm, a son of Mr. Gates living on the old homestead. About seven years ago two young men went from that farm to Cornell university; they learned some things, and they got their heads together, and as they were going home on a vacation, they cornered the old gentleman—as they put it when telling me about it,—and they told him that if he would allow them to come back from college after they had finished their course and to farm that farm as it should be farmed, they would give up all idea of going away to business or a professional life. They returned to the farm, agreeably to the old gentleman, each married a farmer's daughter near by, one built a home right near the old homestead and the other just across the way, and after they had gotten in their homes comfortably, they built a telephone line connecting with other's
houses, and also with the homes of their wives' people, two or three miles distant, and they had modern conveniences in the home, a bath room and everything that is modern, a system of heating and all those things. They cleaned out all of the scrub stock, put in thoroughbred cattle, and poultry and sheep and swine and got a good foundation for a business proposition, and they accomplished this result inside a period of about two years. They had the business proposition there in good working order, but they didn't have the business, and the thing to do was to find an outlet for the product; and to make it a success, a man must get a higher price than market values. So they went down to Syracuse and they arranged with one of the leading grocers there for an egg proposition and every Saturday they took their eggs to this merchant. Each one of the eggs was stamped with the Gates' stamp and the date that it was laid and they received ten cents a dozen extra for their eggs, with a guarantee that for every egg that was complained of, they would replace it with two. They put their guarantee back of it and the butter they put up in nice little cartons, each marked "Gates' Farm" and named it some particular kind of butter. They arranged with another merchant to handle all their butter at a premium of five cents a pound. Finally, they invented a new cheese and one of the young men said "This cheese will be a success if we can find a market for it." And he went down to New York, and went to one of the fine clubs and arranged with that club to take their entire product up to a certain amount. And so all the way through they showed a business instinct in the entire handling of their farm operations. They got out a letterhead "Gates' Farm," So-and-So, Manager; another Gates, Secretary and Treasury, and so on, and it looked like business. So all the way through they managed. When they wanted a pair of rubber boots, they would get a lot of them together and send down to a wholesale establishment and buy a case of rubber boots.

I remember one instance, they wanted a manure spreader. They went to Kent and Burke, and said they were farmers and they got their manure spreader at wholesale price. The last I heard of those young men they were buying railroad stocks. They had improved their farms, increased their products and were making money and making it rapidly. Now, they did a little advertising. Whenever they found a choice specimen that
was too good for ordinary service and good enough for fine breeding, they offered them at a price that was just and in a little while they had a business coming to them through that publicity of method.

Now, all that may be duplicated in a great many other places in our country, and it is that sort of thing that we who are interested in this publicity question and have a pride in building up the foundation of our American agriculture, that makes us feel that there are great possibilities along live stock advertising lines.

I know of several other instances where men have gone out to advertise and by a little judicious application of that principle, have made themselves wealthy in the handling of their farms.

This is a serious matter, this advertising question. It is no joke. To know how to do it and just when it should be done and what method to employ is not an easy proposition. There is no stereotyped form that I could give you, no rule that could be laid down to work by with equal success. It requires an individuality, and a strength of mind as positively as any business or profession that I know of. It is after all, the force and the life and the courage of the man back of his proposition that makes it a successful issue.

One of the things I presume that would interest you as much as anything is to know just how you can do it. I can’t tell you. I don’t know how you are situated. No man can advise you on that subject until he knows the circumstances surrounding the case. If you have some good live stock too good for beef, good enough for breeding, if it is good enough to pass on, a real good thing in a breeding capacity, let the world know about it. I can’t tell you how you ought to do it. It may be done through the shows—I understand you are to have a discussion on that this afternoon, so I will not dwell upon the exhibition of live stock; it may be done through your neighbors and acquaintances, you don’t know but what they may want just what you have to offer, but if you say nothing about it, how are you going to expect a customer? If you have more than a little and wish to reach out to greater distances, the use of the legitimate agricultural press or live stock mediums will help you do that. You can talk to a great many people through the papers of our country, and that is one method.
But the success made in advertising is usually dependent upon the man that comes in touch with the inquirer or up against the possible customer. I mean by that, that when an inquiry is received, everything depends upon the handling of that inquiry, as to whether business comes from it. Now, publicity is one thing. Not all kinds of advertising is good. If you were to advertise a bull fight out on the campus here, it would no doubt attract a great crowd of people, be a great publicity enterprise, but I don’t believe it would do your institution a very great deal of good. So, not all kinds of publicity is good advertising, but when you have got in touch with a possible customer, everything depends upon the way in which you treat that customer.

To treat a customer as you would a guest in your home and to handle a correspondence in a frank, honest, manly way is, after all, the real test of this advertising possibility. Letter writing is a great science; business letter writing is a wonderful thing. To be able to write a letter to a man that when he gets it, will be absorbed and interested and attracted to your proposition, so that you can hold his attention and convince him of the merit of your proposition, is a wonderful thing. While you have his ear in reading that letter, there may be somebody waiting outside to see him, but he has got your letter before him without any interruptions at all, and you may be able to drive home an argument and satisfy him of the genuineness of your proposition in a way that you could do in no other way, unless it is by word of mouth, and let me say not all advertising by word of mouth is the best way. Many times in talking to a man you will say something that will weaken your argument, but a letter that you have thought out carefully and planned, is after all a wonderful piece of argument, and I want to commend this method particularly to you live stock dealers, this method of correspondence. A great many of our breeders depend simply upon personal talk and that is very good, where you have a limited supply of stock; but when you look at the proposition with the idea of growing, extending your business and you want to consider the elements of permanent growth and substantial development, that takes you right back to the man behind the gun.

Another thing, great care should be taken after you have the possibility of an advertising enterprise, that you do not over advertise. It should be a growth, a development just the
same as anything else. If you have a little stock for sale, consider how much you could afford to pay to dispose of that stock, and advertise in the best and most effectual way with the idea of accomplishing that result. If you have good possibilities for the future, it might pay you to put in a little more expenditure in one form or another in order that the publicity advantage might accrue for the later benefit, looking to the future, so that the business will come easier later on.

An advertising asset is a thing that is not reckoned with by our commercial agencies. An advertising asset you can not burn; it is a subject that many of our great institutions, if they were to be absolutely wined out so far as all material property is concerned, would still be worth millions of dollars, simply because of their reputation, the good will, the advertising benefit possible. That same idea may be carried out with live stock breeders.

Just one thought more, and I will quit. Do not forget that it is possible for any one to make for themselves a place on the farm and build a business there. It is not a thing that is intended for the few, but you cannot all do it the same way. I would be careful in handling my business matters on the farm just as we business men must be in handling our effects. Above all things, I would keep an account of every transaction that enters into this publicity question, so that you may govern yourself in future years in accordance with past results. There is nothing like past experience as a guide for future action, particularly as affects this publicity question, and that is good doctrine along other lines. Every farmer ought to be a bookkeeper, a good business man. So I say be careful about your expenditure, in keeping the record of it, and when you do that, do not consider that you can always trace the full value, but you can determine values very largely and the determination of those values direct you in future expenditure. I thank you.

Prof. Henry: I want the boys here to know that Mr. White is one of the great successes in his line all over America and I wish we might have time for discussion of this important subject.

Adjourned till 1:30 p.m.