

# 22 Bank Advertisements

To help you build your bank—your town and your farming community



**D**URING the past year Wisconsin bankers used in their regular advertising space a series of advertisements of unusual interest to those in their communities wanting to develop and improve their farms and farming.

These bankers realized that when a bank builds its community along sound, constructive lines, it helps itself and at the same time the town's business groups. They appreciated that the farmers' business in a town is reflected in the assets of the local bank and that the prosperity of the town depends largely upon the standard of living on the surrounding farms.

The series of advertisements was issued by the Agricultural Committee of the Wisconsin Bankers' Association and was prepared by the editorial department of the Wisconsin College of Agriculture.

Because the 1929 campaign was so successful, the committee has voted to supply the bankers of the state a similar service for 1930. The campaign for next year, consisting of twenty-two advertisements promoting more efficient use of Wisconsin pasture lands, more profitable feeding of dairy herds, a state-wide program of soil building, and an active campaign for weed control, is planned to start *March 3, 1930*.

## *Each Subject Important*

Each of the subjects is of vital importance to Wisconsin banks as well as to Wisconsin farmers. Our pastures can be made to produce more and cheaper protein, the feeding of more economical rations will pay dairymen increased profits, weeds are levying heavy taxes about every farming community in the state, and greater farm prosperity will depend to a very large extent upon an attainable program of soil improvement. Everyone of the advertisements is signed by a specialist at the Wisconsin College of Agriculture.

Direct, simple, concise copy has been prepared for the entire campaign. The layouts provide for an effective use of white space. Such layouts attract the attention of the reader, add a crisp, business-like spirit to the bank's advertising, and help to insure reading.

For the greatest possible effectiveness it is suggested that the campaign be used in its entirety and that a prominent position in the local newspaper be secured for the series. The advertisements are released at two week intervals on the designated dates.

