

Our advertising story...results

With its inception 25 years ago, LANCASTER FARMING not only provided news coverage of farm related events, but became a unique, new advertising medium for those trying to reach area farmers. For the first time, a publication went directly to the farm, and its people, with news of products and services many businesses could provide. We use the term "news" because advertising is just that...news the businessman wants you to know about his products, his services and his special offers.

Over the years, the advertising message of LANCASTER FARMING has kept pace with the many changes in farming itself. In many cases, changes in farming practices and trends came about because of the

new and innovative ideas manufacturers were able to tell you about in our pages. Research for this article revealed those many changes. However, space will not permit detailing this information.

Instead, let's see where our message goes today as opposed to the early years.

Regional and Local Coverage

Having grown to over 38,000 paid circulation in Pennsylvania and adjoining states, we can now boast of giving regional coverage for national advertisers and still provide basic readership in all areas of our coverage to benefit those wanting to reach their local market.

Using a figure of four persons per household, our 38,000 newspapers have the potential of being read by

more than 150,000 persons every week. We in the advertising department keep abreast of these figures and this article could expand with more statistics. But, again, that is not our purpose here.

Let's turn our attention in a far more interesting direction...what happens to your ad from the time you tell us about your ideas and the time it appears in print.

Advertising Production Steps

We sometimes get the impression that readers and advertisers think their copy of LANCASTER FARMING "magically" appears in the mailbox. After all, only seven days have passed since you received your last copy, right?

Let's follow your ad's journey through our production steps to give

you some recognition of why we have deadlines which must be followed.

Whether it's a "mailbox market", a reader classified, a two or three column display ad or a full page message, we pride ourselves at LANCASTER FARMING on personal service. The individual on our staff who takes your ad - whether by phone, by mail or in person - will be responsible for its content and accuracy when it appears in print. That is the best way to assure that your message is precisely what you want to say.

Once our ad person has the information you wish to convey, a little "magic" does take place and steps are taken to get your ad into production...

(1) Size of the ad must be determined - 2 column, 4 column, full page, etc. If an advertiser is not sure of the space requirements, our people can judge very closely just what the finished ad size should be.

(2) A rough layout is drawn up by the person handling your account, or a highly qualified assistant. The layout will indicate various sizes of print and location of illustrations that will be included.

The exact wording of the advertising message will be attached to the layout and forwarded to our production department.

(3) Here, in production, up-to-date technology is put to use. Modern typesetting equipment and computers produce type (print) in various sizes, using the layout as a guide.

Photography equipment reduces or enlarges photos and illustrations according to the layout requirements.

(4) Once all the elements of the ad have been produced, "paste-up" people follow the layout and produce the finished product. Inside a border the exact size of the ad, print and illustrations are arranged. By varying the size of print to emphasize certain items, and positioning illustrations, the ad takes form.

The final product should be easy to read and make it easy for the reader to respond to the products and services being offered.

(5) At this point your ad person will check every word and detail to verify the accuracy of your ad. An "OK" is given if ready for print. If not "OK", corrections are marked and made, and the ad is rechecked for final approval.

With these steps, your ad is now ready to appear in the current edition. With this brief outline, we hope you can understand the time involved and the reason deadlines must be established.

Sufficient time must be allowed to handle your message personally and to avoid haste that could lead to mistakes.

What has enabled LANCASTER FARMING to grow to its present status?

We feel personal service and sufficient time for proper and accurate production are two important factors.

And, what are the rewards of working in the advertising department? Perhaps the best reward is hearing that an advertiser was pleased with how we presented his message and, that the message did its job - produced results!



Jay B. Miller, advertising sales director, left, and his layout assistants, Michele Heller, center, and Kay

Gibble, right, discuss ad layouts for upcoming week.

20 years ago Farm Bureau Cooperative purchases top \$4 million

Patron purchases exceeded four million dollars in 1959 for the first time in the history of the Lancaster County Farm Bureau Cooperative Association, members were told at the fifth annual meeting at the Pequea Valley High School on Wednesday.

The 600 members and guests in attendance heard general manager, Charles C. Burkins cite advances in the purchases of every commodity except miscellaneous farm supplies over the previous year.

John Wolgemuth, assistant manager and sales manager, told the farmers in attendance that Farm Bureau will institute bulk fertilizer service in the very near future. Some of the advantages of the bulk application pointed out by Wolgemuth included no handling of the material by the farmer and direct application on the field at the time of use with no less in storage on the farm.

25 years ago Farm Show Premiums at Record \$55,968

HARRISBURG — The Pennsylvania Show Commission, Harrisburg, has announced an all-time record \$55,968 to be offered in cash premium payments to competitive exhibit place winners at the 40th Pennsylvania Farm Show here next Jan.

Cash premium offerings for the coming show exceed the amount offered at the 1954 show by \$156, Dr. Henning said. The largest single department amount is \$15,749 for dairy cattle, followed by \$9,344 50 for poultry and \$8,113 for place winners in the beef cattle classes.

Offerings in the remaining 22 departments of the show include: horses, \$3,650; sheep, \$3,921; swine, \$2,947; dairy products, \$118; corn, \$475; small grains, \$297; potatoes, \$270; grass silage, edible nuts \$213; vegetables \$1-\$180; tobacco, \$258; apples \$2,343; maple products, \$185