

A search of records in America and Europe fail to show that staple Cheddar cheese, prior to 1918, was ever branded so the name would appear on each slice. TILLAMOOK was the first cheese to be branded so the name appeared on every slice.

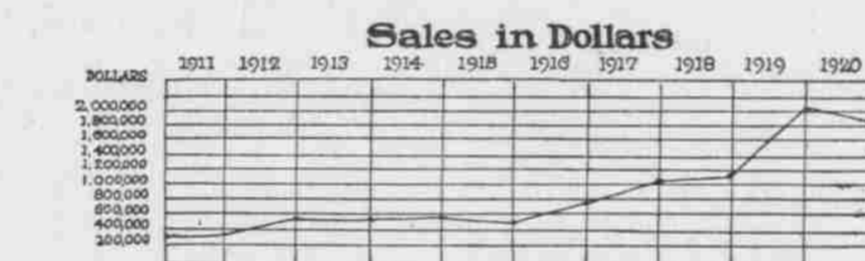
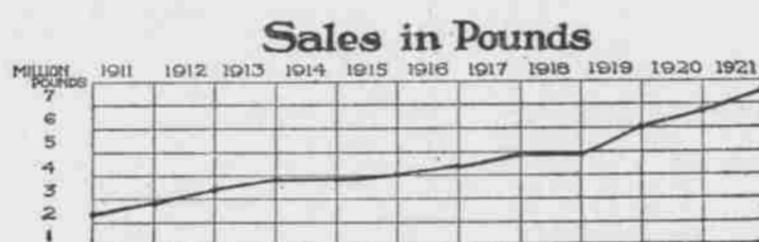
# The idea that made \$100,000 for Tillamook dairymen!

**I**N THE spring of 1921 the depression hit dairy products. Within 21 days cheese in Wisconsin dropped from 20<sup>3</sup>/<sub>4</sub>c to 12<sup>5</sup>/<sub>8</sub>c a pound—far less than the cost of production. But in the little Tillamook valley on the Oregon coast, dairymen still found a demand for their product at a price that gave them a fair profit. There was no "consumer strike" on Tillamook cheese. The dairymen were enabled to keep up their pure-bred herds, the cleanliness of their plants, and their inspection service, all of which are responsible for the uniform high quality of Tillamook cheese.

How did it happen that Tillamook alone was not dependent upon the vagaries of supply and demand? That's the story—the idea that made \$100,000 for Tillamook dairymen in 1921:

**M**ANY years ago, dairymen settled in the remote and beautiful Tillamook valley, where they found an ideal dairy country. There were no railroads then, so they made the milk into cheese—cheese of wonderful quality and flavor. Selling conditions, however, were very uncertain. *Up and down, up and down* went the price with every whim of the market. Often there was no demand at all and hardship came to the people of the valley.

Today, their children's children make the same good cheese. But they have lifted up their eyes beyond the hills that surround them. Under the leadership of Carl Haberlach, Tillamook dairymen organized a co-operative marketing organization. Every cheese kitchen in the valley became a member of this association. Organization did not solve all their problems, however. There was



still the necessity for identifying the product so the consumer and dealer might know they were getting cheese made by members of the Tillamook County Creamery Association. It was then we were called into consultation. Working with members of the association, we were able to devise a method of stamping the name "Tillamook" around the circumference of each cheese in such a way that not a single slice could be sold without the name. Never before, to our knowledge, had cheddar cheese been trade-marked anywhere in the world.

When the idea for trade-marking was fully worked out, Tillamook was ready for advertising. A small percentage of gross sales were set aside for this purpose. Through a Pacific coast advertising campaign people were told that "cheese is not just cheese, when it's Tillamook."

**F**IVE years have passed since the first advertising. Each year their market has become more stable. Seven and a half million pounds of cheese are sold today on the Pacific Coast with greater ease and at better prices than four and three-quarter million pounds in 1917. When the depression came last spring, Tillamook was so firmly entrenched in public favor that it continued to sell at a fair profit when nameless cheeses were a glut upon the market. The idea of trade-marking and advertising cheddar cheese saved Tillamook dairymen \$100,000 in the spring of 1921. It has taken Tillamook out of the highly fluctuating class of commodities and placed it in the list of staples with a dependent, permanent market!

## Co-operative Advertising in the Northwest

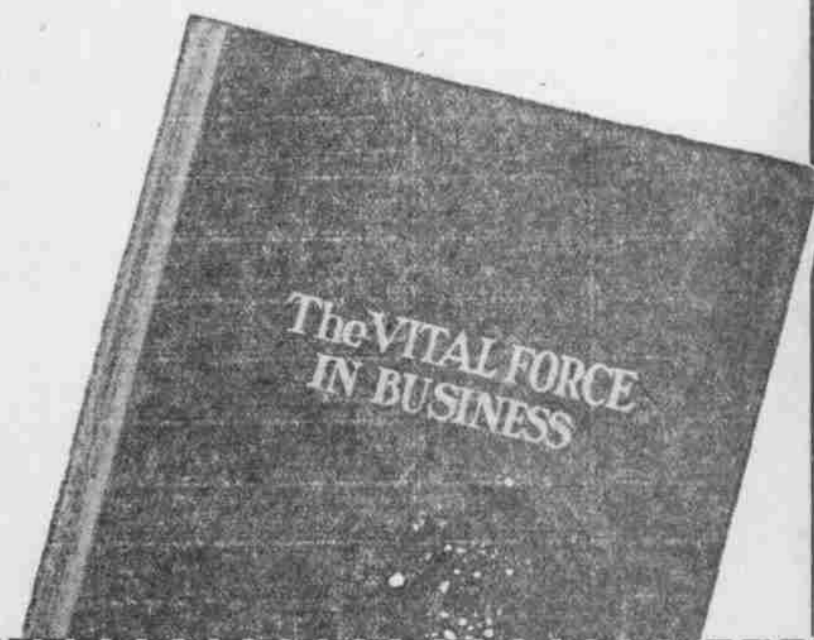
**T**ILLAMOOK is but one of the northwestern associations whose advertising we direct. Among our clients we number the West Coast Lumbermen's Association (Shingle Branch), Dairy Association of Washington, Lifetime Post Association, Western Red Cedar Association, Hood River Apple Growers' Association, Yakima Fruit Growers' Association and Associated Industries of Oregon. A part of our work for co-operative associations has been the creating of such trade names as Darigold, Lifetime, Rite-Grade, Pentrex, Nu-Laid.

There are other basic industries of the Northwest with marketing and merchandising problems which experience has fitted us to help solve.

Now while 1922 selling plans are being determined, let us tell you how advertising has helped our clients in stabilizing their markets and maintaining sales during 1921. Consultation with us incurs no obligation. Get in touch with either our Portland or Seattle offices.

## Send for Our Booklet "The Vital Force in Business"

—a twenty years' record of selling and advertising progress in the Pacific Northwest. This book, bound in cloth for permanent reference, will be sent upon request to manufacturers, sales managers, officials of co-operative associations. Phone, use the coupon or write on your letterhead.



# Botsford-Constantine Co.

PORTLAND and SEATTLE

Advertising Counsel and Agency Service

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Portland—Blake-McFall Bldg.; Telephone Broadway 1260

MEMBER NATIONAL OUTDOOR ADVERTISING BUREAU

Seattle—Henry Building; Telephone Elliott 3523

BOTSFORD-CONSTANTINE COMPANY,

Portland or Seattle.

(Address nearest office.)

Gentlemen—Please send me, without obligation, your book, "The Vital Force in Business."

Name .....

Firm Name .....

Address .....