

**ADVERTISING**  
**Meat, Poultry and Fish**  
**at the**  
**Retail Level**

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# ADVERTISING MEAT, POULTRY, AND FISH

## AT THE RETAIL LEVEL

by

Thomas M. Stubblefield<sup>1</sup>

### Summary

Each food ad that appeared in the two Tucson daily newspapers during the twelve months of 1959 and July and August of 1960 was measured, tabulated, and summarized in order to determine the use of meat and poultry and fish in retail food ads.

Information obtained from the retail food ads was divided into six parts: (1) general advertising policies; (2) advertising of beef; (3) advertising of pork; (4) advertising of processed meats; (5) advertising of lamb and mutton, and (6) advertising of poultry and sea food.

The emphasis of various meats, poultry and sea food items in retail food ads was compared to changes in wholesale prices. Also, an attempt to measure the effect of advertising on the volume of sales and the use of display of all the meats and poultry was made.

Almost 63 percent of the food ads were retail food store ads. Thirty-three percent of the ads were placed in the two newspapers by food manufacturers, processors and wholesalers. Only five percent of the ads were placed in the two papers by retail meat markets.

Only 2.8 percent of the ads were outside a major section of the newspaper. Most of the retail food ads ranged from 15 to 185 column inches in size.

Fresh and cured pork, fresh beef, fresh poultry and sea food, processed meats and fresh lamb and mutton were emphasized in 52.7, 47.7, 43.3, 42.7 and 9.0 percent of retail food ads, respectively. Beef, lamb and mutton were used most often as feature items in the ads, while pork, processed meats and poultry and sea food were used most often as subfeatures.

It was found that these items were advertised rather regularly, regardless of the wholesale price. This probably was due to competition among food stores, and the fact that the stores found it necessary to change the kind of meat advertised every week in order to encourage customers to trade regularly in their stores.

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<sup>1</sup>Associate Agricultural Economist, Department of Agricultural Economics, Agricultural Experiment Station, The University of Arizona, Tucson.

Three retail food chains in Tucson furnished information regarding their weekly volume of sales of fresh beef, pork, lamb and mutton and poultry for eight weeks during the months of July and August 1960. There were some changes in the volume of sales that could not be explained by advertising. In fact, there was greater variation between the weeks of the month than there was between featured and nonfeatured items.

The display space at four stores (one high-volume and one low-volume store for each of two chains) used to display fresh beef, fresh pork, cured pork, fresh poultry, fresh lamb and mutton and fresh veal were measured twice a week for a period of four weeks and related to the respective food ads appearing in the two Tucson daily newspapers. In order to compare the relative change in space used, such space as was used for display of beef and calf, fresh and cured pork, lamb, mutton and poultry was related to the percentage of the total display space used to display meat and poultry in each store. The result of this section of the study was inconclusive. About the only thing that can be said about the results of these comparisons is that each of the four stores had different policies on stocking the display counters.

Meat, poultry and sea food were very important items in the retail food ads. Beef and calf, lamb and mutton, pork, and poultry were advertised rather regularly without relationship to wholesale price. Advertising appeared to have some effect on volume of sales, but the week of the month appeared to have a greater effect. Results of the display space study were not conclusive.

## **Introduction**

Up to 1950, advertising had been limited primarily to products of a firm and not to the products of the entire industry. Agricultural commodity groups during the 1950's instituted promotional programs to encourage the public to purchase the particular commodity this group had to sell. From these endeavors came the promotion of beef, lamb and pork. In addition to the promotional programs of these industries, livestock producers asked retail chains as well as other retail stores to advertise beef, pork and lamb when there were surpluses on the market and the price at the farmer's level was depressed.

These and other activities have raised several questions—how is meat used in the advertisement of food at retail level? What is the effect of such advertising? What is meat's share in the relative use of display space in the store? When is beef, lamb, pork and poultry advertised as related to the wholesale prices?

The Department of Agricultural Economics, University of Arizona, instituted a study of meat advertising at the retail level. This study included (1) makeup of the ads in the two local daily newspapers, (2) advertising of meat and poultry in relation to the change in the wholesale price, (3) measuring the response of the consumer to such advertising, and (4) use made of display space.

## **Source of Data**

All of the food ads in the daily newspapers in Tucson were measured for the period January through December 1959 and during July and August 1960. Each ad was measured as to size (column inches) and coded as to date, number of pages, type of advertiser, etc. These data were punched on computer cards.

The Los Angeles wholesale prices of fresh beef, fresh and cured pork and poultry were compared to the periods that each of these items were emphasized. The Los Angeles wholesale market prices were used because this is the nearest wholesale market that is reported regularly. The wholesale prices were taken from the U. S. Department of Agriculture reports, and the periods of emphasis were determined from the above-mentioned data obtained from retail ads.

Response to the advertising of meat and poultry was determined by obtaining the weekly volume of beef and calf, fish, pork, lamb and mutton, and fresh poultry sold by three of the major chains in Tucson during four weeks in July and four weeks in August of 1960. These data were compared to the emphasis given to these products in the ads of the three chains.

Space in the open refrigerated display cases used for the merchandising of meat was measured, and the area used to display each item was recorded. Display cases in four stores were measured twice a week (during the last two weeks of July and the last two weeks of August 1961) to determine how the use of display cases changed. This change was related to location of store and the current ads for the respective store.

### **Analysis of Retail Food Ads**

This analysis is developed in six parts—examination of the general advertising policies and examination of the advertising of beef and calf, pork, lamb and mutton, processed meats, and fish and poultry.

#### **General Advertising Policies**

Table 1 gives the number of ads appearing in the Tucson daily newspapers during the 14 months. Almost 63 percent of the food ads were retail grocery store ads. Approximately 33 percent of the ads were placed in the newspapers by food manufacturers, processors and wholesalers. Only five percent of the ads were placed in the papers by retail meat markets.

**Table 1. Type of Firm Advertising Food Items, Tucson, Ariz., 1959-60.**

<i>Type of Firm</i>	<i>Number of Ads Appearing</i>	<i>Percent of Total</i>
Retail grocery store	622	62.5
Retail meat market	50	5.0
Manufacturer or wholesaler	323	32.5
		100.0

All of the food chains in Tucson advertised at least once a week, and nine out of 11 advertised at least twice a week.

One of the items examined in the newspaper ads was the clearness of signature—name of store or chain. It was found 82 percent of the signatures were clear, 16 percent were moderately clear, and only two percent were poor.

**Table 2. Location of Grocery Ads.**

<i>Location of Ad</i>	<i>Number of Times</i>	<i>Percent of Total</i>
Inside a major section <sup>a</sup>	887	89.2
On back of section	60	6.0
On front of section	20	2.0
Other <sup>b</sup>	28	2.8

<sup>a</sup> General feature, news, society, etc.

<sup>b</sup> Not in a major section.

**Table 3a. Pages on Which Grocery Ads were Located.**

<i>Page</i>	<i>Number of Times Ad Appeared on Page</i>	<i>Percent of Total</i>	<i>Page</i>	<i>Number of Times Ad Appeared on Page</i>	<i>Percent of Total</i>
2	3	0.340	31	41	4.649
3	1	0.113	32	54	6.122
4	1	0.113	33	35	3.968
5	5	0.567	34	41	4.649
6	7	0.794	35	19	2.154
7	2	0.227	36	28	3.288
8	6	0.680	37	21	2.381
9	5	0.567	38	24	2.721
10	11	1.247	39	20	2.268
11	8	0.907	40	9	1.020
12	10	1.133	41	5	0.567
13	12	1.361	42	9	1.020
14	16	1.814	43	9	1.020
15	19	2.154	44	10	1.133
16	28	3.175	45	7	0.794
17	27	3.061	46	6	0.680
18	20	2.268	47	1	0.133
19	25	2.834	48		0
20	34	3.855	49		0
21	27	3.061	50	1	0.113
22	33	3.741	51	2	0.227
23	20	2.268	52	1	0.113
24	30	3.401	53		0
25	10	1.133	54		0
26	35	3.968	55		0
27	23	2.608	56		0
28	50	5.669	57		0
29	30	3.401	58	1	0.113
30	39	4.422			
			Total	882	99.995

Tables 2, 3a and 3b give location, the section, and page location of the newspaper ads. Most of the ads were in a major section of the newspaper (Table 2). Tables 3a and 3b indicate that a large number of the ads were close together. It was the usual procedure for the stores to advertise on Monday and Thursday; one chain advertised on Monday and Wednesday.

Food stores gave double stamps (twice the usual amount) on Tuesdays. This was done to encourage the shoppers to shop on that day.

One chain advertised on the back page of a major section. It had been using this space for a long time.

Figure 1 gives the frequency of grocery ads (number of ads) printed by size. This figure shows that the largest portion of the ads were less than one page—193.5 column inches. In fact, the major portion of the ads ranged from 15 to 65 column inches. However, the most used size was that of 165 column inches.

**Table 3b. Double-page Ads.**

<i>Page</i>	<i>Number of Times Ad Appeared on Page</i>	<i>Percent of Total</i>
6- 7	3	2.655
8- 9	11	9.735
10-11	1	0.885
12-13	1	0.885
14-15	25	22.124
16-17	14	12.389
18-19	20	17.700
20-21	2	1.770
22-23	6	5.310
24-25	3	2.655
26-27	2	1.770
28-29	7	6.195
30-31	5	4.425
32-33	2	1.770
34-35	7	6.195
36-37	2	1.770
38-39	0	0.000
40-41	1	0.885
42-43	1	0.885
Total	113	100.003

The cost of advertising in the two Tucson daily papers ranged from \$3.34 to \$2.79 per column inch, depending upon the size of the ad and the number of times the company advertised during the week (Table 4). If a store used a 60-column inch ad during the first part of the week and a 170-column inch ad during the last part of the week, the two papers charged \$3.04 a column inch for both ads; if two ads of different size were used, the

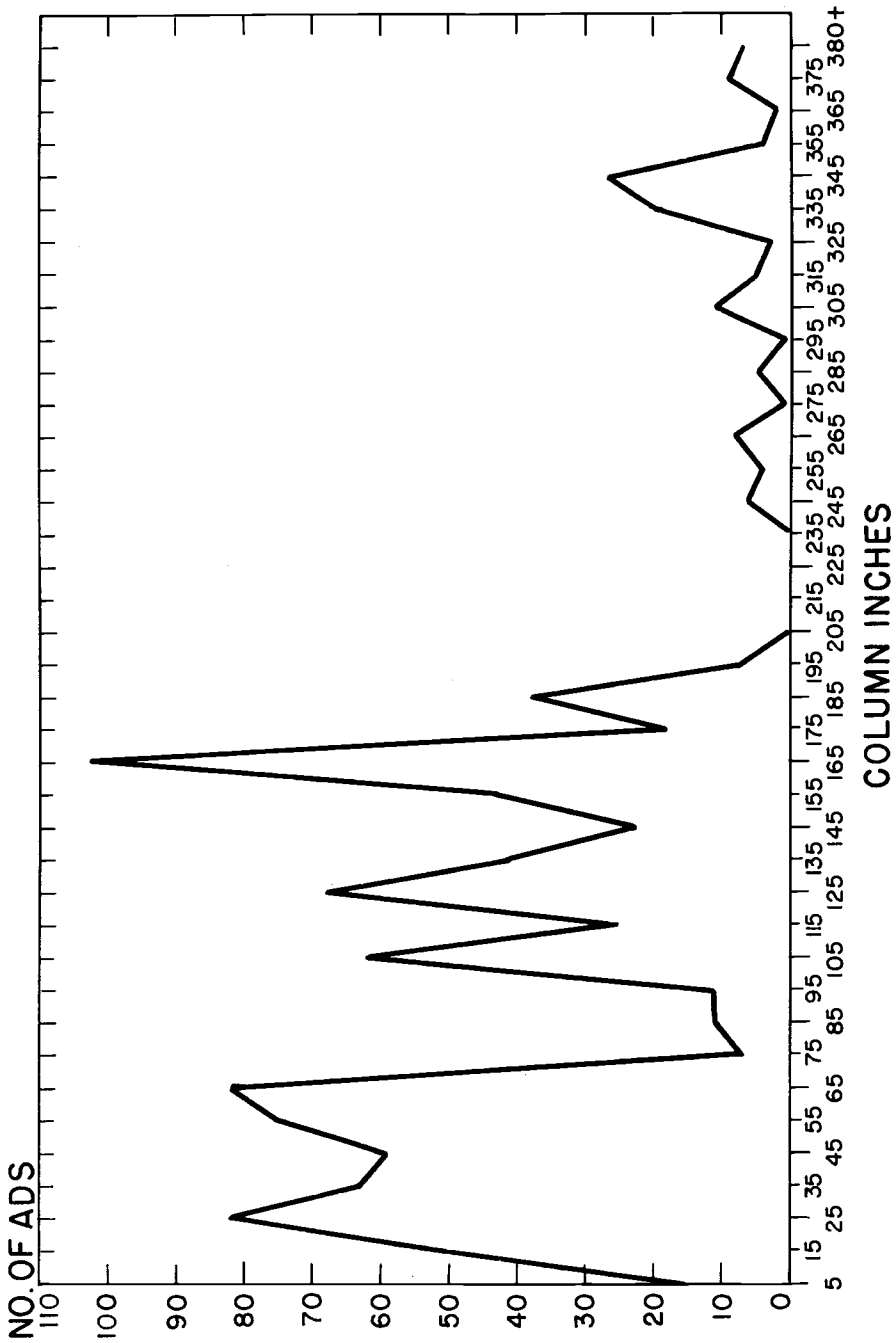


Figure 1. Frequency of size of grocery ads in column inches.

rate for the single large ad was the rate charged. If two ads of the same size class were used, then the two-times-per-week rate was charged, etc. The advertiser had to pay for any artwork that appeared in his ad in addition to the above rates.

**Color rates were as follows:**

**One color, daily**

Extra charge per column inch .....	\$ .90
Minimum extra charge .....	90.00
Minimum space .....	70"

**Two color, daily**

Extra charge per column inch .....	\$ 1.35
Minimum extra charge .....	135.00
Minimum space .....	70"

**Table 4. Full Coverage Frequency Display Rates for Advertising in the Two Tucson Newspapers, 1958-1960.<sup>a b</sup>**

Minimum Space, Column Inches	Times Per Week Ad Appeared					
	1	2	3	4	5	6
	<i>Per Column Inch</i>					
3	\$3.34	\$3.24	\$3.18	\$3.12	\$3.06	\$3.00
5	3.31	3.21	3.15	3.09	3.03	2.97
10	3.28	3.18	3.12	3.06	3.00	2.94
15	3.25	3.15	3.09	3.03	2.97	2.91
20	3.22	3.12	3.06	3.00	2.94	2.88
30	3.19	3.09	3.03	2.97	2.91	2.85
40	3.16	3.06	3.00	2.94	2.88	2.82
60	3.13	3.03	2.97	2.91	2.85	2.79
85	3.10	3.00	2.94	2.88	2.82	
127	3.07	2.97	2.91	2.85	2.79	
170	3.04	2.94	2.88	2.82		
193½	3.01	2.91	2.85	2.79		
408½	2.98					

<sup>a</sup> This charge is for advertising in both newspapers, once in the morning paper and once in the evening paper. If the insertion was included in the morning Sunday paper an additional 60¢ per column inch was charged.

<sup>b</sup> These cost figures were based on a contract for a year. A six-month contract cost an additional 15¢ per column inch, while a three-month contract was 20¢ per column inch more.

Eighty-three percent of the food advertisers used only black and white advertising. Those that used color used it continuously throughout the period of study. Apparently color was used for two reasons: (1) to catch the attention of the reader and (2) as a kind of trademark.

Supermarkets sell many items that are not food products. These stores



at times advertise nonfood items to get the customers into the store. There are also items in the ads at times that are promotional in nature—no specific item advertised. Table 5 shows the breakdown of featured items in the ads printed during the period studied. Meat was featured more often than any other item, with grocery items being next in importance. Nonagricultural items were of minor importance in the ads (see Table 6). In fact, less than five percent of the ads had from one-tenth to one-fourth of the ad taken up with nonagricultural items.

**Table 5. Items Featured in Retail Grocery Ads.**

<i>Item Featured</i>	<i>Number</i>	<i>Percent of Total</i>
Meat	309	31.1
Grocery items	287	28.9
Produce	26	2.6
Frozen foods	29	2.9
Beverages and tobacco	17	1.7
Nonagricultural products	2	.2
Promotional	127	12.8
No specific item	130	13.1
Other features	67	6.7

**Table 6. Proportion of Nonagricultural Items in Retail Grocery Ads.**

<i>Proportion of Nonagricultural Items</i>	<i>Number</i>	<i>Percent of Total</i>
None to very minor	736	74.1
Minor	209	21.0
One-tenth to one-fourth	48	4.8
One-fourth to one-half	0	0
One-half and over	1	0.1

### **Advertising Beef Items**

Meat, poultry and sea food make up a major portion of the total food products sold in retail stores in the United States. One rule of thumb often quoted is that meat department sales are approximately 25 percent of the total sales of retail food stores. Meat is a very important item in a housewife's food budget. She is very conscious of prices of meat items.

The ads in the newspapers were examined to determine how often fresh beef, fresh pork, fresh poultry and sea food, fresh lamb and mutton, and processed meats were advertised. The number of ads in which these items were advertised is shown in Table 7. In spite of the fact that beef is a favored meat in the southwest,<sup>2</sup> pork was emphasized more often than beef.

<sup>2</sup> *Food Consumption of Households in the United States, Household Food Consumption Survey, 1955, Reports 1-5*, United States Department of Agriculture, Agricultural Marketing Service, Washington, D. C., 1956.

**Table 7. Number of Ads in Which Beef, Pork, Processed Meats, Lamb and Mutton, Poultry and Sea Food Items were Emphasized.**

<i>Item</i>	<i>Number of Ads in Which Each Item Appeared</i>	<i>Percent of Total Number of Ads</i>
Fresh and cured pork	524	52.7
Fresh beef	475	47.7
Fresh lamb and mutton	90	9.0
Fresh poultry and sea food	432	43.4
Processed meats <sup>a</sup>	434	42.7

<sup>a</sup>This includes fresh sausage, dried or semidried sausage, wieners, frankfurters, sausage loaves of all types (except canned), headcheese, etc.

The use of beef in ads was analyzed to determine its importance. The measure of importance was whether beef was used as the featured item, subfeature, sub-subfeature, etc. Figure 2 illustrates how the various items in the grocery ads were categorized as to importance in the ad. The featured portion of the ad was the item that is in largest type, usually in the top of the ad. The subfeature item was the item with the second largest type and located in the right of the ad. One of equal size on the left side of the ad was called the sub-subfeature, etc. Eighty-two percent of the time beef was advertised, it was either used as a feature or subfeature (Table 8).

**Table 8. Emphasis Given to Beef in the Grocery Ads.**

<i>Emphasis</i>	<i>Number</i>	<i>Percent of Total</i>
Feature	212	44.6
Subfeature	180	37.9
Sub-subfeature	51	10.7
Less than but not minor	10	2.1
Minor	2	0.4
in feature	13	2.7
in subfeature	6	1.3
in sub-subfeature	1	0.2
in less than but not minor	0	0

It was found that of the 475 ads which included beef, 84 percent of the space devoted to beef was 19 column inches or less and 63 percent of the ads had less than 10 column inches devoted to beef. Figure 3 gives the frequency distribution of the amount of space devoted to beef items.

Steak was advertised more than any other cut of beef. Almost 36 percent of the ads devoting space to beef emphasized steak. Twenty-four percent of the ads that contained beef emphasized no certain cut or empha-

Ladies...here's a catch you can brag about!

**FEATURE**

Freshly Caught **SILVER SALMON**

Sublim, Revised Ed.  
Center Cut Steaks Whole or Half  
lb. **59¢**



**LESS THAN FEATURE**

Round Steak USDA Choice **79¢**  
Chuck Roast USDA Choice **79¢**  
Skinless Franks "Corn King" **59¢**  
Sliced Bacon "Corn King" **59¢**

**BUTTER**  
Shady Lane **59¢**  
1-lb. Ctn.

**SUB-SUB-FEATURE**

Large Eggs Grade AA Cream of the Crop Dozen **45¢**  
Snap Cookies Best Baker 2-lb. Pkg. **39¢**

**TEACHING MACHINES**  
Sanyo 2000 2-30 \$129  
Sanyo 2000 2-30 \$129

**MINOR**

Toilet Tissue 3' 100  
Green Beans 8' 100  
Tuna 4' 100  
Pears 3' 100  
Olives 4' 100  
Cake Mix 29'

Spaghetti 2' 25'  
Clover Honey 59'  
Pancake Mix 39'  
Lamb, Best, Special 2.69  
Yolk 2.69  
Roubaun 3.58

**EGG PLANT** **10¢**  
lb.

**SUB-FEATURE**

**Carrots** 2' 19'  
**Navel Oranges** 19'

Swiss Lettuce 63'	Pasta 2 35'	Yell Powder 34'	Soap 2 21'	Hair Dressing 79'	Facial Cream 27'	Tampons 39'	Black Macaroni 47'
Letts 59'	Beefy Bar 2 41'	Shrimp 68'	Asst Liquid 73'	Ice Wet Tissue 29'	Baby Apples 3 25'	Beany Bar 27'	Yell Liquid 63'

Figure 2. Illustration of the classifications of the various items in the ads with the amount of emphasis given to the items advertised.

sized a combination of cuts. Roasts were emphasized in almost twenty-four percent of ads emphasizing beef.

Thirty-nine percent of the beef ads emphasized U. S. Department of Agriculture Choice grade beef, 29 percent emphasized no grade and nine percent emphasized brand or trademark of the packer.

Two-thirds of the beef ads had neither illustration nor color. Almost 25 percent used illustration with no color. Approximately five percent used both illustration and color.

### Advertising Pork Items

Although more grocery ads contain pork items than beef items (see Table 7) a smaller number of ads featured pork than beef. Two hundred and twelve grocery ads featured beef items compared to 205 featuring pork items. Pork was used more often as a subfeature than beef—216 ads compared to 180 and 41.2 percent compared to 37.9 percent, respectively (Tables 8 and 9).

Seventy-six percent of the space devoted to pork in the retail ads was

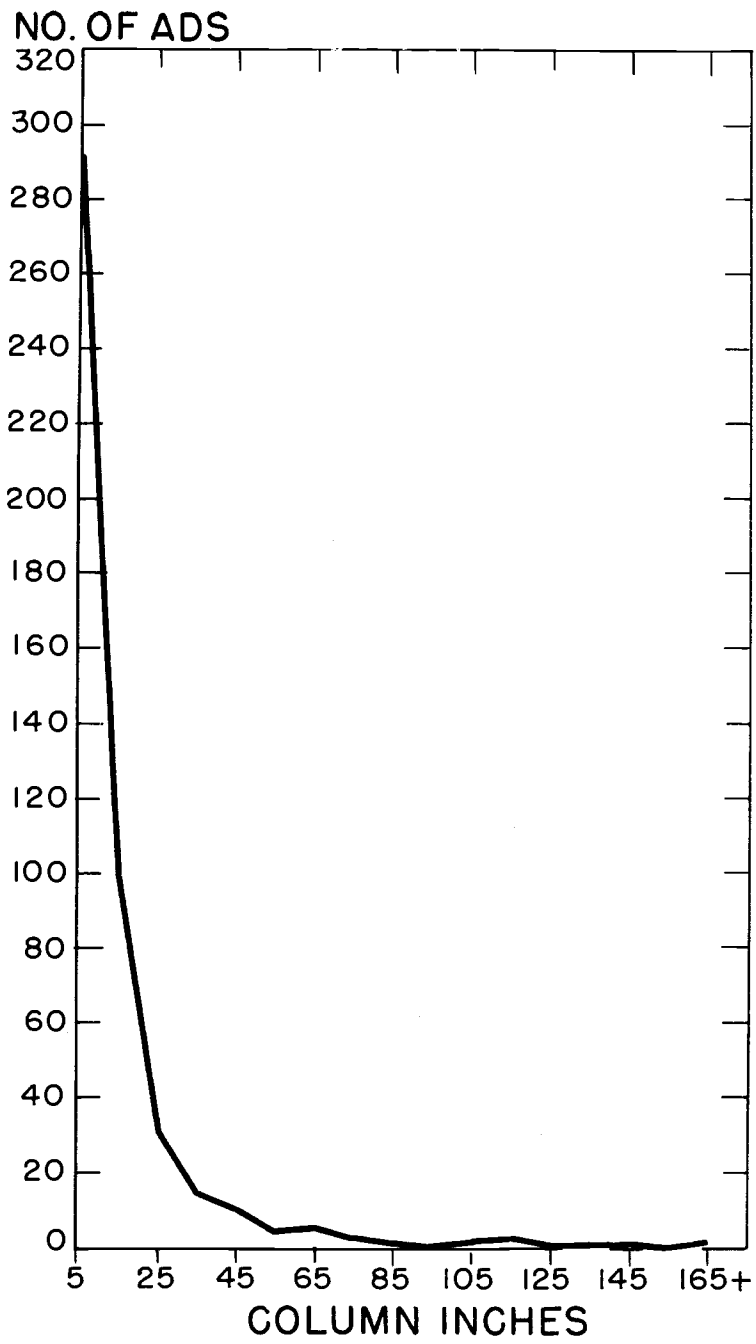


Figure 3. Amount of space devoted to beef items in the ads.

less than 10 column inches, while almost 14 percent of the space ranged from 10 to 14 column inches. Figure 4 illustrates the frequency of the amount of space devoted to the advertising of pork. Figures 3 (beef) and 4 (pork) are very similar.

**Table 9. Emphasis Given to Pork in the Grocery Ads.**

<i>Emphasis</i>	<i>Number</i>	<i>Percent of Total</i>
Feature	205	39.1
Subfeature	216	41.2
Sub-subfeature	62	11.8
Less than but not minor	9	1.7
Minor	1	0.2
in feature	23	4.4
in subfeature	7	1.3
in sub-subfeature	1	0.2
in less than but not minor	0	0

Table 10 gives the cut of pork product emphasized in ads. Ham was the most used cut, with bacon a close second. Bacon is popular as a breakfast food and was often used as a subfeature or a sub-subfeature.

Approximately 18 percent of the pork ads used illustration, while approximately five percent used both color and illustration.

**Table 10. Cut of Pork or Pork Product Emphasized in Ad.**

<i>Cut or Product Emphasized</i>	<i>Number</i>	<i>Percent of Total</i>
None, or combination	85	16.2
Bacon	142	27.1
Chops	27	5.2
Ham	144	27.5
Ham (canned)	23	4.4
Loin	11	2.1
Roasts	73	13.9
Spareribs	12	2.3
Other	7	1.3

### **Advertising Processed Meats**

Processed meat includes all sausage, fresh or dried, wieners, luncheon and loaves of all types (except canned). This item was fourth in importance in the number of times these items were placed in retail grocery ads during the 14 months of the study. Again, as was the case with pork products, these food items were used as a subfeature most often, and were used as a feature item second most often (see Table 11). This category of meat products was used a little over 14 percent of the time as a sub-subfeature. These three different emphases accounted for 86 percent of the ads advertising processed meat products.

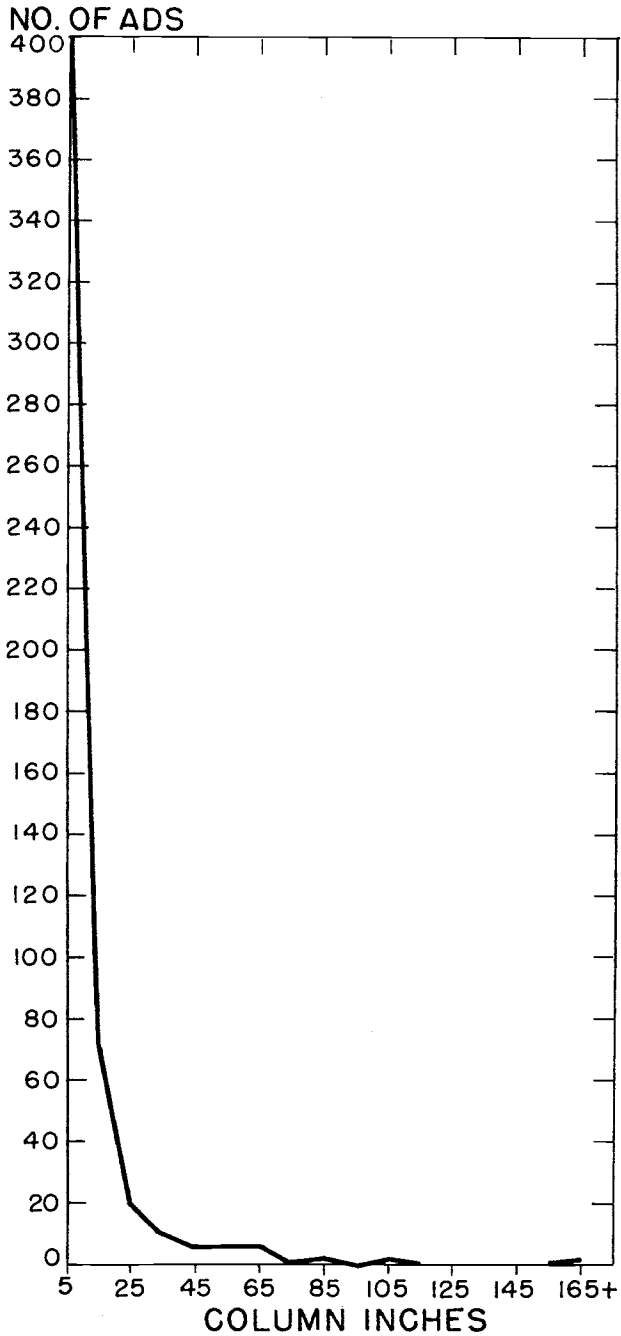


Figure 4. Amount of space devoted to pork items in the ads.

Table 12 shows the amount of space devoted to processed meat items. Over 97 percent of these ads were 10 column inches or less. Evidently the advertisers of food did not consider it as important to use as large a portion of the ad to advertise processed meat items as to advertise beef and pork.

**Table 11. Emphasis Given to Processed Meats in the Grocery Ads.**

<i>Emphasis</i>	<i>Number</i>	<i>Percent of Total</i>
Feature	120	28.3
Subfeature	184	43.4
Sub-subfeature	61	14.4
Less than but not minor	14	3.3
Minor	7	1.7
in feature	23	5.4
in subfeature	13	3.1
in sub-subfeature	2	0.5
in less than but not minor	0	0

**Table 12. Amount of Space Devoted to Processed Items in the Ad.**

<i>Space in Column Inches</i>	<i>Number</i>	<i>Percent of Total</i>
Less than 10 column inches	412	97.4
10-19 column inches	9	2.1
20 and over column inches	2	0.5

Two or more items of the same category of product are often advertised together in retail food ads. Over 51 percent of the ads advertising processed meats contained two or more items (Table 13).

Sausage and cold cuts were emphasized in 57 percent and 16 percent of the ads advertising meat products, respectively. A little over 24 percent of the processed meat ads emphasize no one processed meat product.

Seventy-one percent of these ads emphasized a brand name. The remainder used either a store brand or no grade or brand description.

Only two of the processed meat ads used both color and illustration; 424 ads, almost 93 percent, used neither color nor illustration; 23, 5.4 percent, used illustration only; and 6, 1.4 percent, used color only.

**Table 13. Number of Different Processed Meat Items in the Ad.**

<i>Number of Items Appearing</i>	<i>Number</i>	<i>Percent of Total</i>
1	206	48.6
2	130	30.7
3	50	11.8
4	12	2.8
5	11	2.6
Over 5	7	1.6

## Lamb and Mutton

Lamb and mutton has the lowest per capita consumption of any species of meat (beef and veal, pork, and lamb and mutton). It also was the least advertised meat in the Tucson area during 1959. Lamb and mutton was advertised only 90 times during the study. However, it was used as a featured item more often than as a subfeature or sub-subfeature (Table 14). Although lamb was used 45 percent of the time as a feature item, 81 percent of the lamb and mutton ads were less than 10 column inches in size. Twelve percent of the ads ranged from 10 to 19 column inches in size, and six percent of the ads ranged from 20 to 39 column inches in size. One percent (one ad) was over 39 column inches.

**Table 14. Emphasis Given to Lamb and Mutton in the Retail Grocery Ad.**

<i>Emphasis</i>	<i>Number</i>	<i>Percent of Total</i>
Feature	41	45.6
Subfeature	27	30.0
Sub-subfeature	16	17.8
Less than but not minor	1	1.1
Minor	1	1.1
None or very minor	4	4.4

Leg of lamb was emphasized more often than any other cut—54 percent. Lamb or mutton roast was emphasized 11 percent of the time and chops were emphasized six percent of the time. Twenty-nine percent of the ads advertising lamb and mutton emphasized more than one cut.

Table 15 indicates the emphasis given to grade or brand designation used in advertising lamb and mutton. U. S. Department of Agriculture grades were used most when some designation was made. However, almost half of the ads gave no grade or brand designation.

Color was used only once during the period of study for lamb and mutton ads (Table 16). Almost 26 percent of the ads used illustration while a little over 73 percent used neither illustration nor color.

**Table 15. Grade or Brand of Lamb or Mutton Emphasized.**

<i>Grade or Brand</i>	<i>Number</i>	<i>Percent of Total</i>
None	43	47.8
U. S. Choice	33	36.7
U. S. grade other than choice	1	1.1
U. S. inspected	0	
"Top" grades	0	
Name brand or trademark	9	10.0
Store brand	0	
Combination	0	
Other	4	4.4



**Table 16. Use of Illustration and Color in Lamb and Mutton Ads.**

<i>Use of Illustration and Color</i>	<i>Number</i>	<i>Percent of Total</i>
Both illustration and color	0	0
Illustration only	23	25.6
Color only	1	1.1
Neither illustration nor color	66	73.3

### Poultry and Sea Food

The space used to advertise poultry and sea food was determined along with the amount of emphasis given to these items, etc., in order to obtain a more complete picture of the advertising of meat and meat products. Poultry and sea food was advertised more often than processed meats but not as often as beef and pork. Table 17 gives the amount of emphasis these items were given in the 432 food ads in which they appeared. They were used as a subfeature 34 percent of the time. Thus, poultry and sea food, pork, and processed meats were used most often as subfeatured items while beef and lamb and mutton were used most often as featured items.

**Table 17. Emphasis Given to Poultry and Sea Food in the Grocery Ads.**

<i>Emphasis</i>	<i>Number</i>	<i>Percent of Total</i>
Feature	127	29.4
Subfeature	147	34.0
Sub-subfeature	80	18.5
Less than but not minor	50	11.6
Minor	14	3.2
in feature	11	2.5
in subfeature	1	0.2
in sub-subfeature	2	0.5
in less than but not minor	0	0

Figure 5 shows that the frequency of the distribution of the space used to advertise poultry and sea food items was similar to that of beef and pork (Figures 3 and 4).

Approximately 51 percent of the ads advertising poultry and sea food contained only one item—228 ads. One hundred twenty-nine, 29 percent, of the ads had two items, and 60 ads, 13 percent, had three items. Only seven percent had four or more poultry or sea food items.

Table 18 gives number of ads advertising specific kinds of poultry and sea food. Chicken was most often advertised, with turkey being the second most often used.

The use of illustration and color in ads advertising poultry and sea food is shown in Table 19.

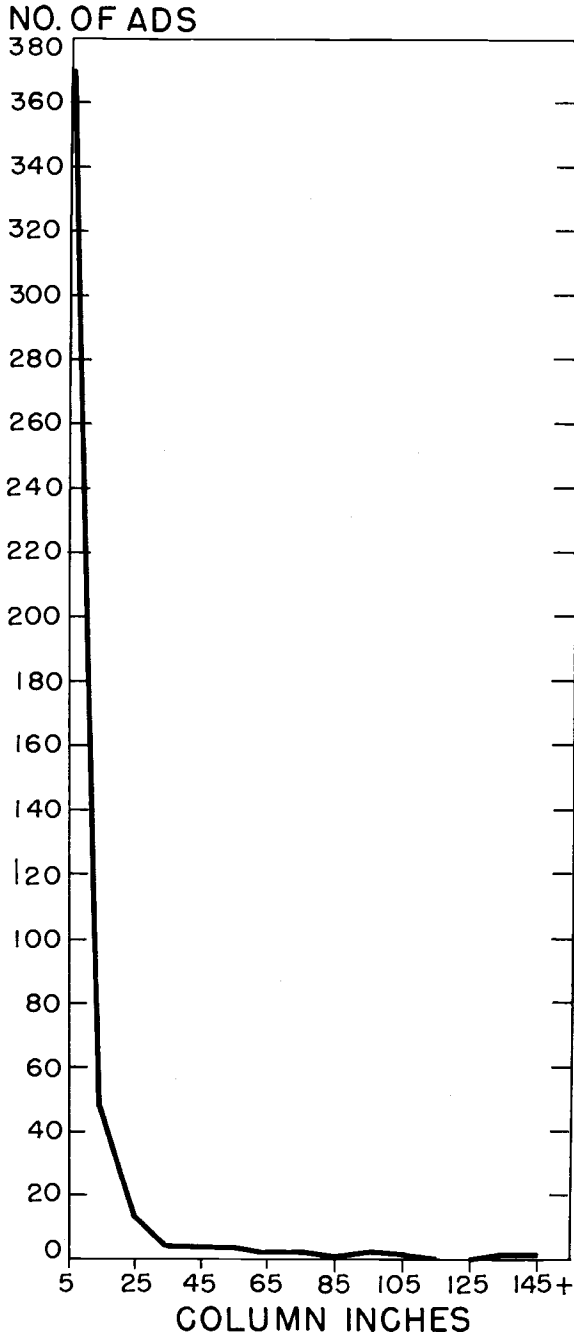


Figure 5. Amount of space devoted to poultry and sea-food items in ads.

**Table 18. Kind of Poultry and Sea Food Emphasized.**

<i>Product Emphasized</i>	<i>Number</i>	<i>Percent of Total</i>
None or combination	56	12.3
Chicken	124	27.3
fryers	38	8.4
others	4	0.9
Duck	63	13.9
Turkey	100	22.0
Fish (tuna) <sup>a</sup>	56	12.3
Other fish	0	
Other <sup>b</sup>	13	2.9

<sup>a</sup> Canned

<sup>b</sup> Cornish game hen, etc.

**Table 19. Use of Illustration and Color in Poultry and Sea Food Ads.**

<i>Use of Illustration and Color</i>	<i>Number</i>	<i>Percent of Total</i>
Both illustration and color	20	4.4
Illustration only	53	11.7
Color only	15	3.3
Neither illustration nor color	364	80.5

**The Relationship of Advertising Beef, Pork,  
Lamb and Poultry, and  
the Wholesale Prices**

It would appear logical to assume that each kind of meat and poultry would be emphasized in ads when the wholesale price declined. Western cattlemen have suggested this should be done with beef in order to clear the market of any temporary gluts. However, the retailers have told the cattle producers that to lower the retail price to any great extent during such periods may lower the wholesale price over a longer period of time, and do more harm than good by increasing the resistance of the customer to purchase meat when prices are raised.

To learn if the wholesale price had any effect on the amount of advertising of any kind of meat, Figures 6 and 7 were constructed.<sup>3</sup> These figures indicate that the retailer advertised the different kinds of meat and poultry rather regularly regardless of the wholesale price.

<sup>3</sup> The Los Angeles wholesale price was used because it was the nearest wholesale market reported regularly.

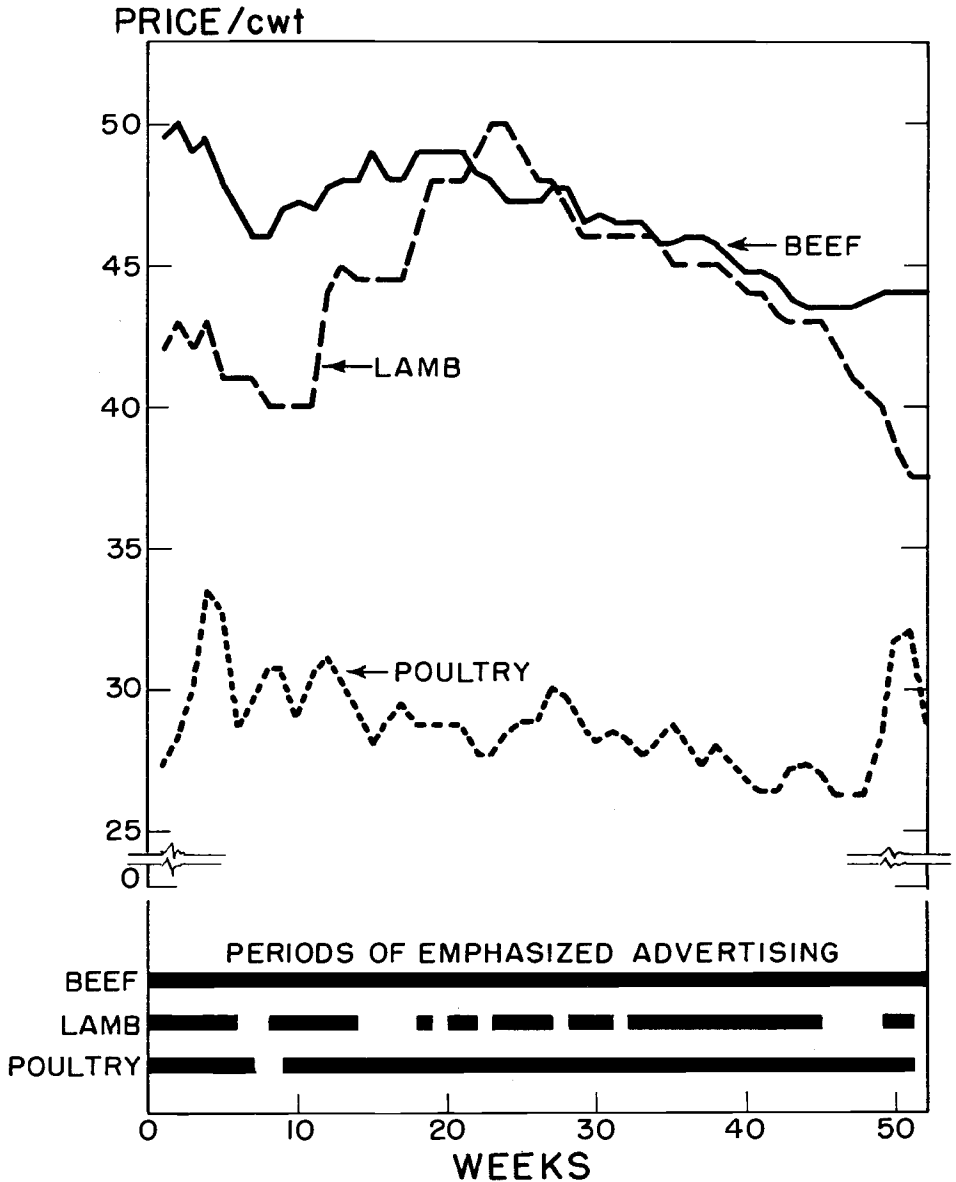


Figure 6. Relationship of the wholesale price of beef, lamb, and poultry and periods of emphasized advertising.

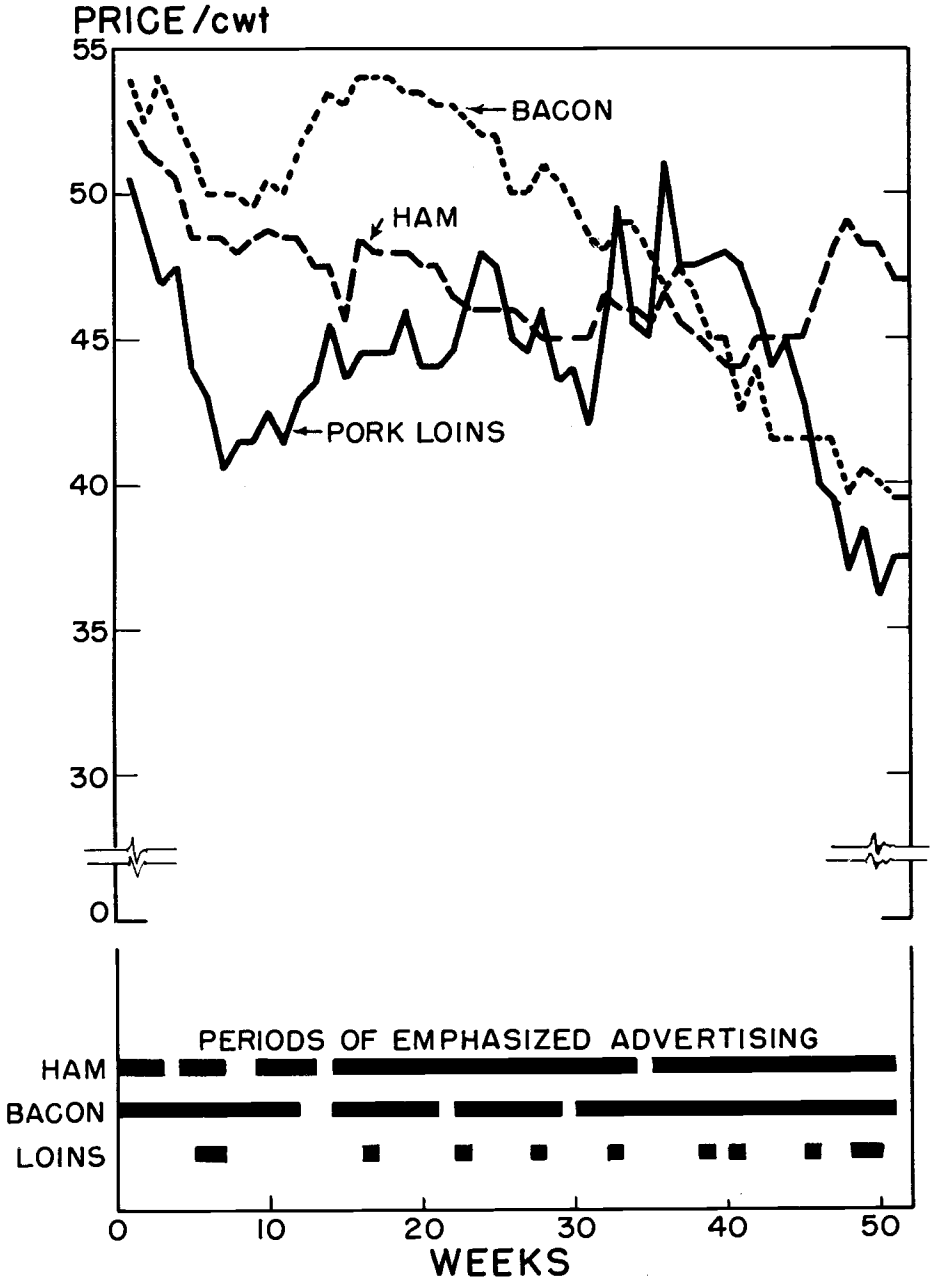


Figure 7. Relationship of the wholesale price of ham, bacon, and loins and periods of emphasized advertising.

## **Advertising as Related to the Movement of Meat and Poultry in Chains**

Three retail food chains in Tucson, Arizona, furnished information regarding weekly volumes of sales of fresh beef, pork, lamb and mutton, and poultry for eight weeks during the months of July and August 1960. In order to make it impossible to identify the sales of any of the three chains, the weekly totals were combined. These volumes are published in Table 20, together with the items emphasized in the ads.

Beef and pork were emphasized every week by at least one of the stores. Poultry was emphasized six of the eight weeks, while lamb was emphasized five of the eight weeks. The grand total of the first, third, fifth, and seventh weeks of the study were larger than the other four weeks. This confirms what the meat managers told the author about total fresh meat and poultry sales—there is a direct relationship with the total meat and poultry sales and the time of month. This is explained by the fact that most salaries and wages are paid every two weeks or monthly.

There were some changes in the volume of sales that could not be explained by advertising alone. One chain had a higher response to its featured items than the other two did. However, when this chain featured the same kind of meat or poultry for two or more weeks, the volume of sales for this type of meat or poultry fell down to the approximate level that it had been when it was not advertised.

### **Amount of Display Space Used to Display Various Meat Items**

Not only is the advertising of meat in the local newspaper important, it is also important to attract the customer to the display cases in order to get him to purchase the products.

During the fall of 1959 a survey was made of all the stores that had self-service display cases. Thirty-four stores were found to have self-service display cases. The self-service display cases in each of the stores were measured. The relative (percent of display case used to display meat, poultry, and fish) portion of the display case used for each product was determined.<sup>4</sup> Table 21 gives the range and average portion of the total display case space used to display each of these products. More of the space was used to display fresh beef than any other product, with cured pork being second.

Display cases in four stores were measured twice a week for four weeks during the summer of 1961 in an attempt to determine how the use of display space varied and to explain this variation. The four stores were owned by two chains. Each chain owned two of the stores—a large and small volume store. The two high volume stores were located in a section of the city that had less competition from other chains, while the low volume stores were located in areas where there was a larger concentration of chain food stores.

Stores 1 and 3 were the larger volume stores and 2 and 4 were the smaller volume stores.

Figures 8, 9, 10, and 11 show changes in the relative amount of space for fish, poultry, beef, veal, lamb, and pork and cured pork. Table 22 shows the meat and poultry advertisement during the four weeks of the study.

**Table 20. Weekly Volume of Meat for Three Tucson Chains, July and August 1960.**

<i>Item</i>	<i>July 4-10</i>	<i>July 11-17</i>	<i>July 18-24</i>	<i>July 25-31</i>	<i>August 1-7</i>	<i>August 8-14</i>	<i>August 15-21</i>	<i>August 22-28</i>	<i>Total</i>
	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.	lbs.
Beef	66,179	64,029	111,969	70,819	79,127	51,735	137,537	72,170	653,565
Fresh pork	39,798	11,324	12,324	8,596	5,058	43,787	11,047	16,785	158,485
Poultry	14,680	18,261	19,607	18,226	105,400	14,053	15,374	17,063	223,164
Lamb, mutton	2,919	4,642	3,715	2,728	3,111	3,363	5,476	3,579	29,533
Grand total	123,576	98,256	147,381	100,369	202,696	112,938	169,934	109,597	1,064,747
<b>Items</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>	<b>Beef</b>
	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>	<b>Pork</b>
<b>Featured</b>	<b>Lamb</b>	<b>Lamb</b>	<b>Poultry</b>	<b>Poultry</b>	<b>Poultry</b>	<b>Poultry</b>	<b>Poultry</b>	<b>Poultry</b>	<b>Poultry</b>
			<b>Lamb</b>	<b>Lamb</b>			<b>Lamb</b>	<b>Lamb</b>	<b>Lamb</b>

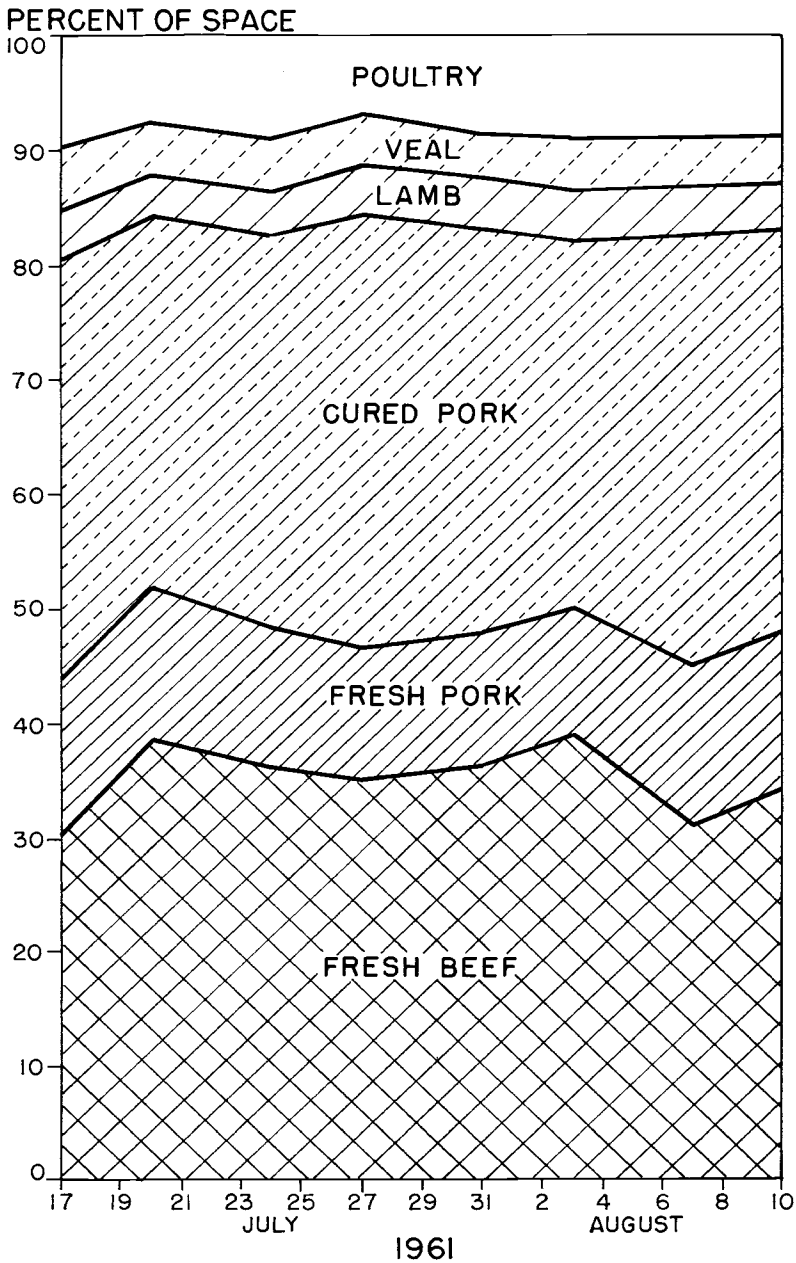


Figure 8. Relative amount of showcase space used to display fresh beef, fresh pork, cured pork, lamb, veal, poultry, and fish in Store #1.



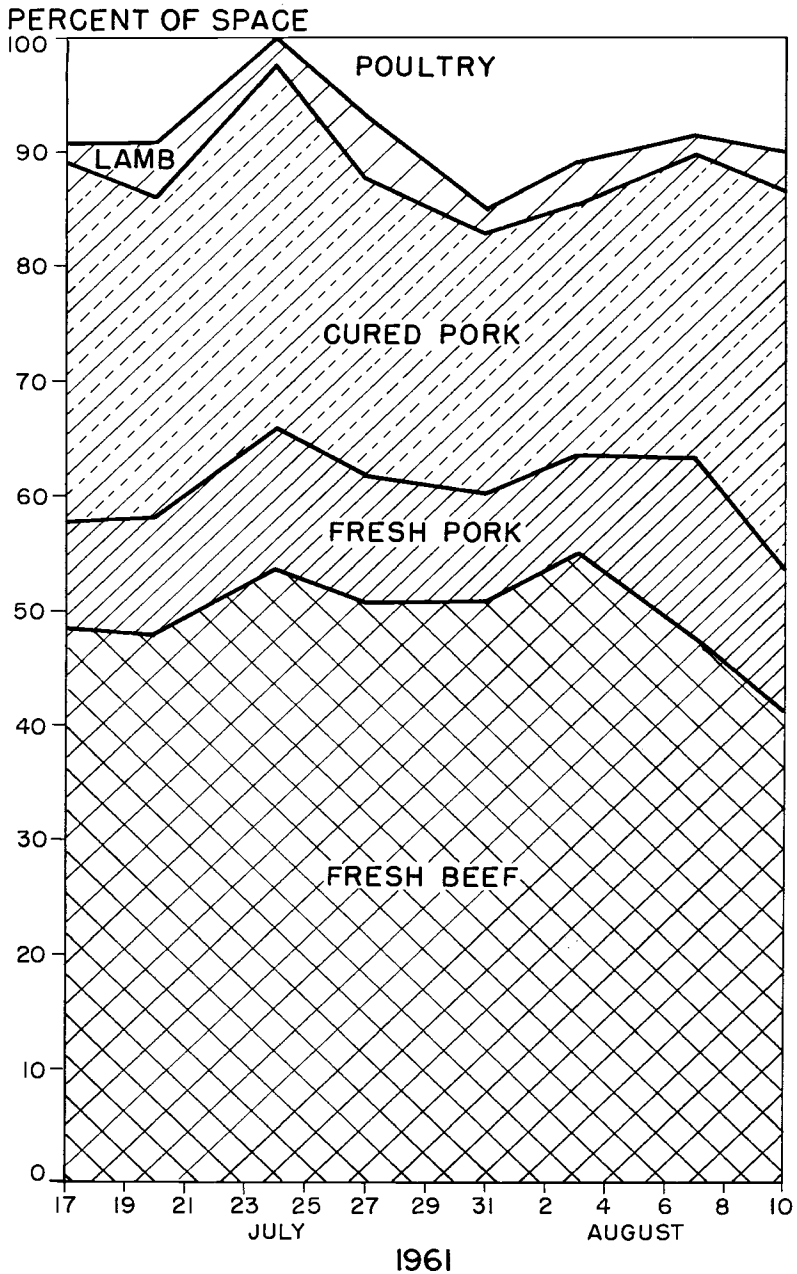


Figure 9. Relative amount of showcase space used to display fresh beef, fresh pork, cured pork, lamb, poultry, and fish in Store #2.

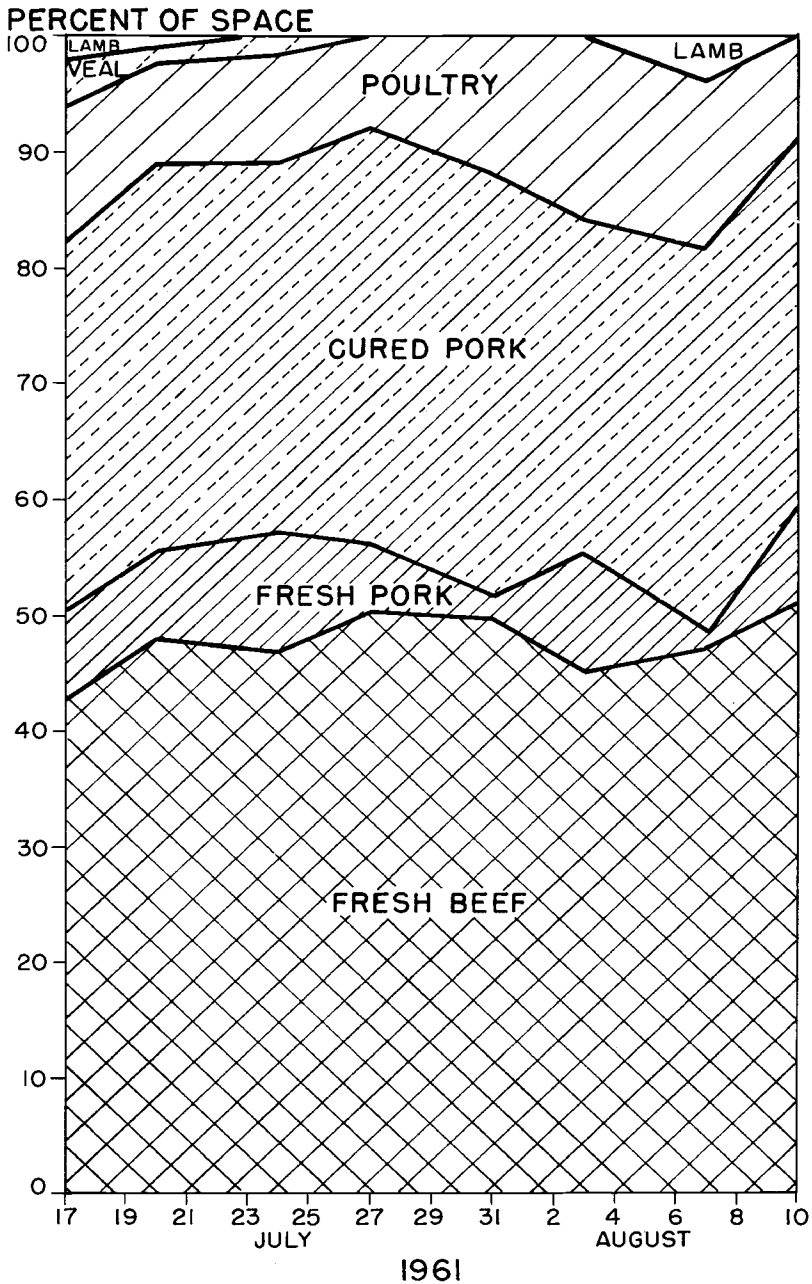


Figure 10. Relative amount of showcase space used to display fresh beef, fresh pork, cured pork, lamb, veal, poultry, and fish in Store #3.

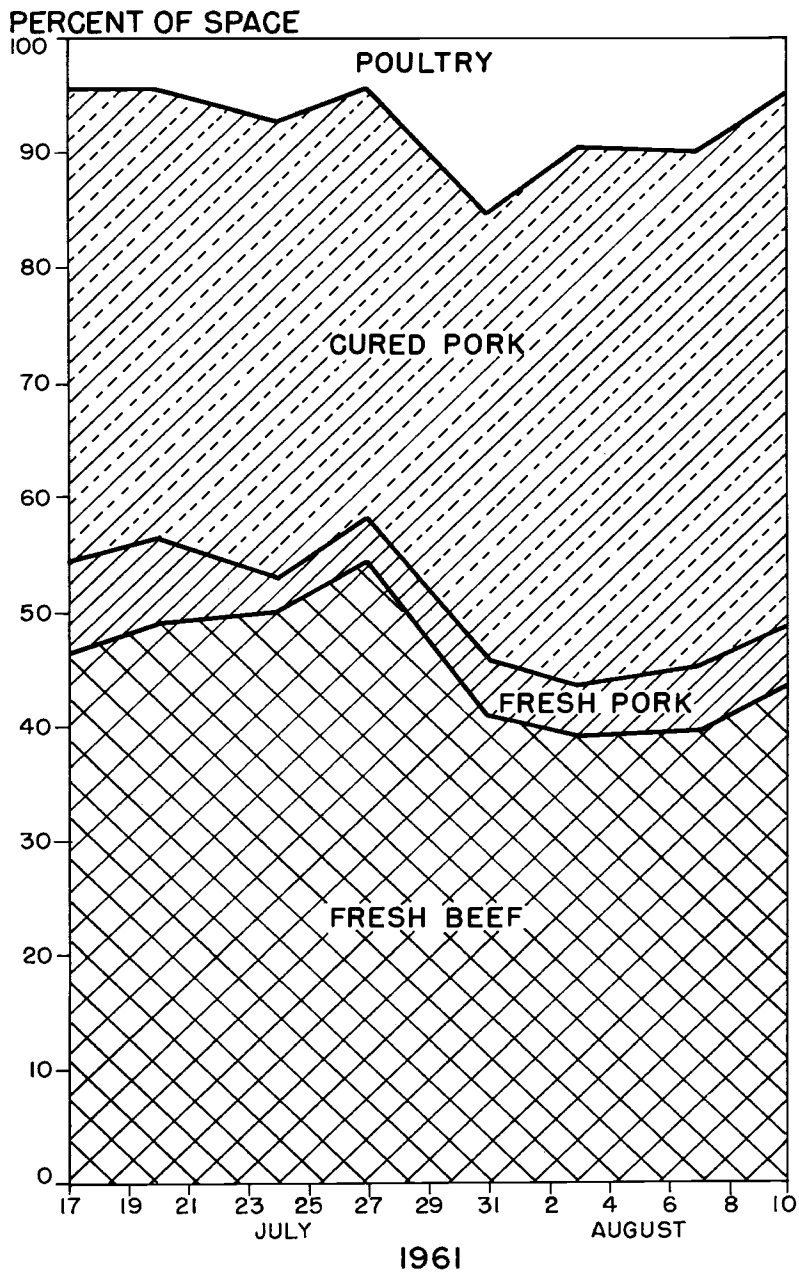


Figure 11. Relative amount of showcase space used to display fresh beef, fresh pork, cured pork, poultry, and fish in Store #4.

There are problems in holding fresh meat products in self-service counters. U.S.D.A. Good and Choice beef has a counter life of approximately 40 hours. After that time, the meat becomes dark and either has to be used as ground beef or sold at a reduced price.

**Table 21. The Relative Use of Meat Display Counters in 34 Retail Food Stores Used to Display Specific Meats.**

<i>Item</i>	<i>Range</i>	<i>Average</i>
	percent	percent
Fresh beef	26-71	43
Fresh pork	4-18	11
Cured pork	12-42	27
Fresh lamb	0-10	3
Veal	0-39	2
Poultry	3-30	11
Fish	0-16	3

**Table 22. Meat and Poultry Items Advertised During the 4-Week Period.**

<i>Week</i>	<i>Stores 1 and 2</i>	<i>Stores 3 and 4</i>
July 17-23	(1st half Fresh beef & sausage (2nd half Fryers and bacon	Fresh beef Fresh beef
July 24-30	(1st half Fresh beef (2nd half Fresh beef	Fresh beef Fresh beef
July 31-Aug. 6	(1st half Poultry & fresh beef (2nd half Fresh beef	Fresh poultry, cured pork Cured pork, fresh beef
Aug. 7-13	(1st half Fresh & cured pork (2nd half Cured pork	Poultry, fresh beef Poultry, fresh beef

When a display counter is set up, size is determined by the expected maximum display space needed. Cured meats are used to take up the space not used by fresh meats and poultry. One theory about display space is that the more of a display counter used for a specific meat product, the more of the product will be sold. Table 20 indicates that the major item sold in the

<sup>4</sup> Frozen fish that was displayed in the frozen food display counters was included in this measurement.

meat display counter is beef.<sup>5</sup> Store 1 had a larger volume of sales as compared to store 2 yet approximately 35 percent of its display space was used to display beef compared to 47 or 48 percent for store 2. In fact, as much space was used for cured pork as was used for beef in store 1 while store 2 used about half as much space for cured pork as for fresh beef.

The display space used to display fish, poultry, veal, lamb and pork was rather constant in store 1. The amount of display space allotted to these items in store 2 was less constant, with fresh poultry varying from 0 to 15 percent.

The display space used to display fresh beef in stores 3 and 4 was approximately the same relative amount, but the pattern of use was somewhat different. The space used to display cured pork was relatively greater in store 4 than in store 3, (store 3 had a larger volume of sales) and the display of poultry varied more in store 4 than in store 3. Lamb and veal were displayed intermittently in store 3 while store 4 did not display these items during the four weeks of the study.

<sup>5</sup> During the eight weeks in which volume of sales was covered, 61 percent of the fresh meat and poultry items sold was fresh beef and veal.

## Conclusions

Meat and poultry were important items in the grocery ads in Tucson daily newspapers during the 14-month period in 1959 and 1960 covered in this study. Although beef is strongly preferred in Tucson, pork was advertised more often than beef—in fact, fresh and cured pork were advertised more often than any other meat as well as poultry and sea food. This may be explained by the use of pork, especially bacon, as a breakfast meat and the food stores felt that this was an important item to use as a subfeature to get the housewife into the store.

Lamb was the least advertised. This can be explained as a combination of two factors—relative cost of lamb as compared to other meats and the lack of preference for lamb.

The change in wholesale prices of meat and poultry did not have much effect on the use of the respective species of meat or poultry as an emphasized item in the ads. This probably is due to the competition among food stores and the fact that stores have found it necessary to change the species of meat advertised rather regularly in order to encourage their customers to trade regularly in their stores.

It is very difficult to isolate the effect of advertising meat on the volume of sales. It appears that the week of the month had a greater effect than advertising. However, different chains had different response to their advertising. It also appeared that those chains which changed the species of meat emphasized each week had a greater response than those that changed less often.

Display space devoted to fresh beef, fresh pork, cured pork, lamb, veal and poultry changed relatively less in one high volume store than in a lower volume store of the same chain during the four-week study period, while the two stores of different volume of another chain didn't show such contrast (Figures 8, 9, 10, and 11). There is very little that can be deduced from the four weeks' study except that all four stores had different policies in displaying their meat and poultry.