

# SELLING THE FARM

## Advertising and Design in Rural America

---

### CONTENTS

**INTRODUCTION** . . . . . 1

#### **CHAPTER 1**

A Brief History of Farming  
and Advertising . . . . . 5  
Endnotes . . . . . 16

#### **CHAPTER 2**

Case Histories of Advertising  
in Rural America . . . . . 19  
The Logo and Branding. . . . . 21  
W. Atlee Burpee Company . . . . . 25  
John Deere Company. . . . . 33  
Mail Pouch Tobacco. . . . . 43  
Burma Shave. . . . . 51  
Endnotes . . . . . 60

#### **CHAPTER 3**

The Effects of Mechanization and  
Technology on Rural Communications . 63  
Fairs . . . . . 65  
Almanacs. . . . . 77  
Magazines. . . . . 85  
Catalogs. . . . . 97  
Endnotes . . . . . 108

#### **CHAPTER 4**

Economic Factors in  
Rural Advertising. . . . . 111  
Flour & Feed Sacks. . . . . 115  
Rural Electrification. . . . . 125  
Victory Gardens . . . . . 135  
Endnotes . . . . . 142

#### **CHAPTER 5**

Rural Nostalgia and Parody  
in the Media . . . . . 145  
Parody . . . . . 147  
American Gothic . . . . . 157  
Nostalgia . . . . . 161  
Endnotes . . . . . 168

#### **CHAPTER 6**

Agriculture and Advertising  
in the 21st Century. . . . . 171  
Rural Politics & Statistics . . . . . 173  
Rural Advertising. . . . . 181  
Media and the Internet . . . . . 187  
The Green Industry . . . . . 193  
Endnotes . . . . . 196

**CONCLUSION** . . . . . 199

**SURVEY RESULTS** . . . . . 203

**BIBLIOGRAPHY**