

FEBRUARY, 1912

The
MELTING
POT



Lessing-Fraizer Co.

Des Moines, Iowa



The Meaning of
"Agency Service"

CAPABLE advertising agency service means the planning and executing of advertising campaigns. The client is relieved of all petty details at no greater cost than if he handled it himself.

Good agency service means more. It means that you command the advice of men who have spent years in the profession. Copy is only one feature. It submits selling plans that win.

Writing for particulars obligates you to nothing. Write for our Monograph "The Essence of Salesmanship" sent FREE.

Lessing-Fraizer Co.

Des Moines, Iowa

The Melting Pot

Vol. 2 Des Moines, February, 1912 No. 2

Shall I Exceed Appropriation?

By PAUL B. LESSING
President Lessing-Fraizer Company



VERY advertiser has met this problem so frequently that he doubtlessly has a theory to meet the case all arranged in his mind.

Here is the situation. The advertiser working with his agency arranges his appropriation, part for literature and postage, part for a list of publications. He thinks he has the entire campaign arranged and folds his hands for a dramatic pause. Enter the villain.

This latter is none other than the able representative of some publication which failed to get on the list. The statement that the list is made up has no more effect on him than a rejection slip on a calloused poet. The campaign will simply be a failure if his publication is not on the list and that's all there is about it.

Consternation:

Hurried consultations. Councils of war. Hautboys. Sometimes the representative gets on the list—sometimes he gets out of the office. But in any event each visit of this kind throws forward one notch the speed clutch of a real advertising manager's thinking machinery.

The situation will probably exist till the end of time. What advertising men want to know is whether it is wise to listen to the Sirens of White Space or to nail themselves to the Mast of Decision and stick by the original appropriation.

The difficulty with most advertising problems is that the answer is always "that depends." Circumstances alter cases always and it is impossible to lay down a hard and fast rule.

However this question comes up so frequently, particularly in agency work where one is handling several

THE · MELTING · POT

accounts, that I shall endeavor to give an answer which shall in a measure serve as a guide. I have given considerable study to the subject and my conclusions are based on long experience.

In my judgment, generally speaking, it is better to stick to the original list. This has been prepared with care taking into consideration the distribution of the publications' circulation, where they overlap, and every other phase. To put another paper on the list is like trying to put another team in a league after a schedule has been made up for the year. It would mix the whole thing up.

This is considering that returns are coming in an ordinary manner, profitable enough but ordinary. Nothing to show that your original judgment was at fault or that there is any great gain from adding more publications to the list.

However there are times when it pays to be inconsistent. Suppose that returns from your early advertising indicate that the year is an unusually fortuitous one for your business. Orders coming in on every mail. Then strike while the iron is hot. Put more publications on the list if you have to borrow money to do it. The orders will pay your notes when they are due. But advertise. The time to get in is while the getting is good.

In the old days, before advertising struck such a rapid pace that business men could not wait for the profits, this was the method followed. If a man was planning a campaign he ran his ad in one or two publications in order to test the copy. When results showed that he had the right kind of talk in his ad, he ran it in his entire list, confident that the result shown on his trial insertions would be duplicated in all the other publications. On the other hand if the copy did not pull he could change it and would not be at the expense of carrying it in the entire list.

THE · MELTING · POT

How to Approach a Prospect to Get Results



IF HUMAN nature were exactly alike in every instance salesmanship would be easy because approach and the rest of the technique could be reduced to a few simple rules which everyone could understand.

There are four general types of humanity and these types are mixed in different proportions in each person so that it is impossible to have any one method of approach which can be applied to all.

The one rule is to study your man and gauge your treatment according to his characteristics. An interesting story which illustrates this point is told of a western manufacturer of farm implements. He was a brusque man, very democratic and noted more for candor than for courtesy.

One day a big husky looking man walked into his office when he was up to his eyes in work. The newcomer wished him a polite good morning and stood waiting. Without looking up the manufacturer growled:

"What the blank dash do you want?"

"I want civil treatment and I want it blank, blank dash quick," came back the astounding answer like a flash.

The manufacturer was startled and shamed into civility. Smoothing down his voice until it was almost human he asked, "What can I do for you?"

Without in the least altering his position of full equality the man replied, "I want a job as salesman. I have worked on the farm and know the practical side of implements. I have worked in implement stores and know how to sell your goods. I have been on the road and have made good as I can prove by references I have with me and will show you if you are interested enough to read them. Have you an opening?"

THE · MELTING · POT

"If we haven't we'll make one for you," replied the manufacturer. "Report Monday morning." The man thanked him and started to go. The manufacturer called him back.

"Do you know why you got that job?"

"I do not."

"Well, it's you have the three necessary qualities that make a salesman. First you don't think any man is better than you are, and you have the nerve to stick to it. Second, you knew the good points of what you had to sell. Third, you stated them in the fewest possible words. I'll add a fourth—get out before I change my mind."

Now this salesman was that peculiar genius often talked about and seldom met, a judge of human nature. He knew that the brusque method of approach would be successful with the man with whom he had to deal. With some other man it might result in his getting kicked out of the office.

But every salesman and every advertising man should feel the truth of that one saying, "Don't think any man is any better than you are," and of that other, "Know the good points of what you have to sell and state them in the fewest possible words."

The advertising man's task is more complex than that of the man who sells by personal contact because, while the salesman sizes up the character of one man at a time the salesman sizes up the character of one man at a time, the advertising man must make his appeal to humanity as a composite mass.

He must know the traits and instincts which are common in everyone and must shape his ad that it shall appeal, not to one man or one class of men, but to all who read his advertisement. The nearer he comes to accomplishing this the nearer he will be to that ideal of all advertisers, the perfect advertisement, the returns from which can be accurately estimated in advance.

THE MELTING POT

Printing Plants Merge

Three Big Concerns Consolidate Into One
Large Publicity Concern

ANNOUNCEMENT is made of the most important change that has occurred in Middle West printing circles in years. The Lewis-Wallace Printing Co., the Iowa Printing Co., and the American Lithographing Co., have formed a co-partnership in one institution to be known as the American Lithographing & Printing Co. The officers of this new concern are L. S. Hill, president; E. O. Wallace, vice-president; Emory H. English, secretary-treasurer. Arrangements are being made for the erection of a special building to house the American Lithographing & Printing Co.

Anything connected with printing is the mission of this new concern. It will handle printing, lithographing, bank notes, checks, catalogs, books, etc. Anything from a book to an engraved card.

This amalgamation gives Des Moines the most complete printing and lithographing plant in the Middle West. The concerns which joined hands have always handled printing and lithographing in their respective plants but the merger enables the advertiser to secure anything he wants under one roof.

The merger comes as the result of the development of Des Moines as an advertising center. Des Moines is the only metropolis in the rich territory between Chicago and Omaha and the greater part of the fine printing from Missouri, Iowa and Western Illinois is executed in this city. For some time there has been a demand for a plant which would have the facilities to handle this work completely.

The American Lithographing & Printing Co. is capitalized at \$100,000. It is officered by men who stand in the front rank of their calling and the Melting Pot bespeaks a prosperous future for the new concern.

THE · MELTING · POT

Business from Over Seas

Lessing-Fraizer Company Receive Inquiry from
Business Man in Italy



IT'S A FAR cry from Des Moines to Milan, Italy, and so this agency feels quite chirpy over a letter it received recently from a business man of that city. A reproduction of the message is shown on the opposite page.

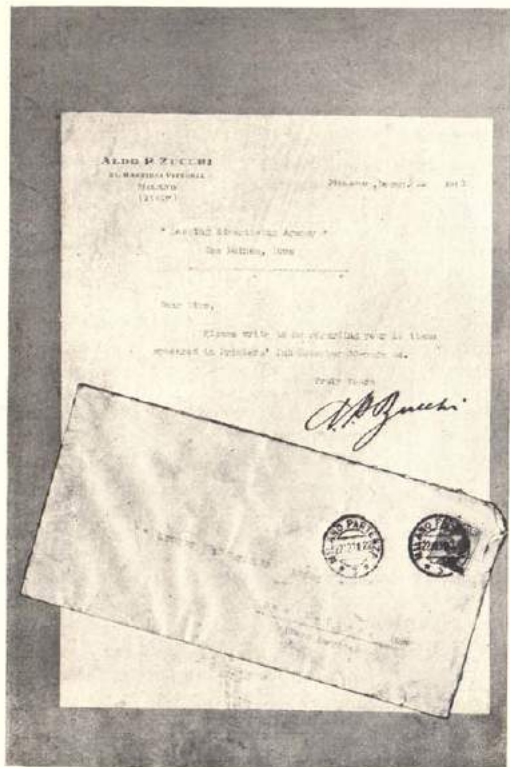
This letter came as a result of the offer to answer ten important advertising questions free, which this agency made some time ago. A large number of inquiries were received. Printers' Ink, one of the leading advertising publications of the country published our offer as a matter of advertising news. The publication of this article brought a large number of inquiries from all parts of the United States and Canada, and this one long distance inquiry from Italy.

The letter is interesting for a number of reasons. Personally we like it because we're vain enough to be pleased that our growing fame has spread beyond the seas. But its interest to you lies in the fact that a study of this letter shows that business correspondence has gotten down to as fine a point in Europe as in America. Note that the letter is typewritten and also note the brevity.

One peculiar feature is that the address is put in the center of the page with a line dividing it from the body of the letter, instead of running it at the left as is done in this country.

However, speaking candidly and begging you not to whisper it to a soul, we want to say that the Lessing-Fraizer Co. is not so busy with its European clients but that it can handle your account and help increase your sales. We want to handle your account but first of all we want to prove that we are able to handle it. Say you are interested and you'll get the proof.

THE MELTING POT



THE · MELTING · POT

Preliminaries of Advertising

ALTHOUGH their number is growing mercifully fewer, there are still some business men whose idea of an advertising campaign is to scrawl off some copy on a piece of wrapping paper, give it to the advertising solicitor and then sit back and wait for the returns.

The truth is, the copy, while important, is only one of many phases of a campaign. There are many things which must be done before a line of copy is placed in any publication. They are things which often do not occur to the inexperienced advertiser, yet if they are omitted the value of the campaign will in a large measure be destroyed.

For instance, suppose you are a shoe manufacturer preparing to launch a campaign. Before you start to advertise you must have at least a fair distribution so that you can take care of the inquiries. It's hard to sell shoes by mail. You almost have to have dealers and it's a waste of money to try to force distribution by advertising before you have them.

Then you must have a supply of circulars, letters and other matter to send the dealer. You must have a similar series to send the consumer. You must make arrangements to print the dealer's name on literature that is distributed to customers in his territory either by mail or over the counter. Store hangers, window cards and window displays must be prepared.

You must figure out in advance just which lines will prove most popular, for two important things depend on this. First you must manufacture enough of the popular line to handle orders and yet not overstock yourself. Second, the advertising space you give your various lines must be gauged according to the readiness with which they move.

THE · MELTING · POT

Then you have to decide on the territory you wish to reach and decide whether or not you want to pay freight charges. You must consider which mediums are best adapted for reaching the territory you want to reach and the class to which you are appealing.

Consider your shoe. Is it a high priced article which appeals to the wealthy or is it a medium priced shoe for which you can expect a popular demand? The style of your advertising differs radically according to your decision on this point.

Then look at that shoe again. Examine it point by point to find the features which will appeal to your customers. Mark this: Find the features which will appeal to your customers, not yourself. Never mind the long technical description—not one out of a hundred of your customers would understand it. They are not interested in shoemaking. What they want is foot comfort.

Another thing: Don't content yourself with citing the trite qualities of comfort, style and durability. Every manufacturer claims these for his shoe and they will not interest your customer. Sit up all night if necessary, think and study until you find some point about your product that is different from any other. That's your selling point and it's up to you to harp on it till the public gets to thinking there's no other shoe that is quite as good as yours.

Then go over your whole plan again. See if there's anything missing. See if you forgot anything the lack of which is liable to delay you when the campaign is under way. See whether your various pieces of advertising matter dovetail or whether there is any rough spot anywhere. Everything examined? Nothing amiss? The whole plan sound as a bell? Sure? All right.

Now and only now, with fear and trembling you may send out a small piece of copy to your list of publications. Go!

Advertising and the New Chinese Republic



IN 1776 Thomas Jefferson wrote a piece of copy which pulled an inquiry 136 years later. The writer cheerfully yields precedence as a copy man to the Sage of Monticello.

The piece of copy Jefferson wrote was a broadside called the Declaration of Independence. It excited considerable discussion at the time and got the author and his associates into a vexatious controversy with a London competitor named George Guelph, sometimes known as George III.

The most recent inquiry from this notable piece of literature is from no less a personage than Mr. Sun Yat Sen, the Yellow Republican of China. Mr. Sen, together with Wu Ting Fang and a few kindred spirits has established a republic on his own account. The 300 year reign of the Manchu dynasty is ended, the ancient Celestial empire is overthrown and sleeping China has at last awakened. The flag of a republic waves over the largest and most densely populated country in the world.

Speaking in all seriousness, this is to a great extent the result of advertising. Wu Ting Fang, a man of most modern ideas, was favorably impressed with conditions in the United States as he saw them when he was here as Chinese minister. Returning to his native land he advertised the blessings of a republic to the yellow-skinned subjects of Pi Lu.

After the Boxer uprising the United States waived indemnity on condition that China would use this money in sending each year a certain number of young Chinese to this country to be educated. These students imbibed the spirit of occidental civilization and a Republican form of government. Their advertising helped to create the spirit which made the recent Chinese revolution successful.

THE · MELTING · POT

Selling a revolution is like selling anything else. You simply have to talk up its good points until the public gets to wanting it. And when people want a thing badly enough to risk their lives to get it you have certainly clinched the sale.

Supposing there were no advertising. Supposing the fame of the Republic of the United States had not spread round the world. Suppose China's returning wanderers and China's scholars had not told them of our wonderful government. What then?

Well, there might have been a revolution but there would have been no republic. All there would have been to it would have been that one dynasty would have been evicted from the royal palace and another would have moved in.

There is one lesson in the Chinese revolution which should be taken to heart by every business man because it is something he can take right into his business and use. This is the importance of attention to trifles.

The trouble began over a dispute about a railroad. Very probably the conspirators had it all arranged to start the Republic movement anyhow and used this for a pretext but it is true that had the government compromised the railroad controversy the revolution would have been postponed for some time, perhaps indefinitely. The most painful pages of history are contained in the chapter of "Might Have Been."

Often business men receive complaints which they carelessly dismiss because they consider them trivial. Before they know it the trouble has grown until it is past remedy. Every business man should at once send to Canton for a flag of this new republic. He should hang it over his desk where he can't help seeing it and each time his eye lights on the bit of bunting he should renew his resolution "I'll never neglect trifles."



I Want You

Judicious Advertis-
 generalities' the bed-ro
 convincing."

A Complete

A book of 32 pages co
 sizes, percentage in cultivat
 and value of farm animals,
 various lines, number of run
 value to the advertiser in fa

Here is a Cha

No advertiser shou
 bearing on the possibil
 adaptability of the diff
 booklet gives all this in
 and immaterial statem
 specifically in the infor

All th

One of our solicitors
 writes: "Mr. Shepard of
 the Rock Island Plow Com-
 pany was so much inter-
 ested in your farm statistics
 that he would like thirty
 copies."

Another
 "Mr. Ketchu
 & Gaston,
 town, wants
 Said he ha
 anything of
 Taylor-Cr

300,

Pierce's Farm Weeklies with a gran
 foremost agricultural papers, making pos
 producing states of the Grain Belt.

PIERCE'S FARM V

IOWA HOMESTEAD W
 DES MOINES, IA.
 Est. 1855

FARMER & STOC
 KANSAS CITY, M
 Est. 1877

to Write for this Booklet

ing says: "In this day of so much 'glittering
ock facts in 'Pierce's Survey' are refreshing and

Analysis of the Grain Belt Market

aining scores of tables, giving the number of farms, their
ion, division of crop acreage, full 1911 crop reports, number
amount spent in building per state, number of dealers in
al routes and a large amount of other information of great
m papers.

ance for a DATA BUILT Campaign

nd plan an advertising campaign without full information
ity of sales, including crop conditions, income of the farmer,
erent states to his proposition, number of dealers, etc. This
information and more. It is not filled with a lot of general
ents which divert the reader's mind, but deals definitely and
mation outlined above.

Live Wires Want It

solicitor writes:
um of Ketchum
of Marshall
fifty of them.
nd never seen
that nature."
itchfield writes:

"This will become a book
of reference on the territory
which it covers."

The Mahin Adv. Agency
writes: "It contains some
very good facts, well arranged
and comprehensive."

Heesch, Carstens & Tall-
mon of Davenport, Iowa,
writes: "Pierce's Survey
will be valuable to us in
settling disputes."

000 at \$1.00 a Line

d total circulation of approximately 300,000, are the only combination of
sible a low combination rate, that cover thoroughly the ten biggest wealth

WEEKLIES

ISCONSIN FARMER
MADISON, WIS.
Est. 1848

KMAN
IO.

Free to You

I have a copy in an envelope already
stamped ready to address to you. All
I ask is that you mention Melting Pot.

JAMES M. PIERCE,
Pierce Building, DES MOINES, IOWA

THE · MELTING · POT

A Few Practical Suggestions For Catalogs

PRACTICALLY every manufacturer whose business is of any extent needs at least one catalog. To those who have not had considerable experience in the work, the compilation of a catalog is a giant's task. Some of the books that are sent out to the public show plainly that they have been written by those not familiar with the art of catalog making.

For their benefit we give here a few suggestions. It is impossible in the space of two pages to tell all there is to say on this subject but if we can give a few hints which will be of assistance to those who are struggling in the labyrinth of catalog making, our mission will be accomplished.

In the first place decide on the shape of your book. If the article you are selling is long have the book open the long way; if it is high, have it open with the binding on the long edge. Then decide whether you are going to use half-tones or zincs. This is important because if you are going to have half tones you must use either glazed stock or a special half tone paper.

Before fixing the size it is best to consult your printer or an advertising agency because paper cuts in certain sizes and if you make your book in an odd size you waste paper. On a long run this waste amounts to a considerable item. Next to the size is the number of pages and you must remember that catalogs page in multiples of four. Before deciding on the number of pages consider how much postage you can afford to spend on the catalog and then see that the dummy of the catalog together with its envelope and all enclosures you intend using does not run over this weight.

The question of type is one that no one can settle in a general article. Each proposition requires individual treatment. Heavy machinery should have display type which is in itself suggestive of strength while a piano catalog

THE · MELTING · POT

would require typography of a more esthetic nature. Be sure that the book is set in a measure sufficiently short that the eye will readily move from the extreme right of one line to the left of the next without losing the focus.

In deciding these various important problems about your catalog it is important to take into consideration the question of whether your book is to be sent out haphazard or whether it will be sent to a list of live inquirers. Obviously you can afford to spend more for each book if it is being sent to probable purchasers than if it is being distributed to a list which contains a large percentage of waste on account of curiosity seekers. Curiosity seekers are often avoided by sending a cheap circular to inquirer and requiring a special catalog inquiry in order to sift the list.

Another important point to settle is the question of the number of colors. While it is true that the additional make-ready and press runs cost extra yet there is no doubt but the colored views, color borders, captions, initials, etc., make a catalog look a great deal finer and make it more readable for the person into whose hands it falls. The question of color combinations is inexhaustible and cannot be treated at length in this article but here again may be said that the solution depends in a great measure on the nature of the article you are exploiting. For instance, a delicate olive would be more adaptable for a jewelry book than fiery red.

We should be very glad to give the benefit of our experience to any who may be contemplating the building of a catalog.

Know your proposition thoroughly and state it honestly. This is the essence of good advertising. Layouts, copy and other details are incidental and hinge on these two important maxims. The man who is being attacked by footpads doesn't have to study how to word his appeal for the police. The single cry "Help!" brings 100 per cent return from all it reaches.

THE · MELTING · POT

Selling By Suggestion

By W. C. SHINN
Manufacturer Shinn Lightning Rod
Lincoln, Nebraska

IF SALESMEN were more keenly appreciative of the power of suggestion as a selling force, this method would be used more frequently than is the case.

One of my salesmen is thoroughly inoculated with this suggestion idea and his fat orders constantly give new proof of the scheme's efficiency. Last week when his order was unusually large I wrote him to ask how he did it. His answer left me no better informed than before. He wrote, "I didn't sell them lightning rods; I sold them advertising."

This was a new one on me. I investigated. I found he was right.

It appears that after doing considerable thinking on the subject this salesman came to the conclusion that from the dealer's point of view one lightning rod was about as good as another and that the dealer cared little for the superiority of Shinn rods. This set my salesman thinking. The thinkfest produced astonishing results.

The next time he called on a dealer instead of elaborating on the lightning rod he opened his portfolio and began to talk about the Shinn advertising. He told the dealer how this advertising was going to bring him business and increase his prestige. The dealer immediately became interested. The rest of the story you can finish yourself. Once you get a prospect interested the sale is made if the salesman amounts to anything.

You ask, where is the suggestion? Right here. The salesman did not go in and talk directly about the quality of these rods. He suggested it. He emphasized the advertising. By suggestion he made that dealer feel that a concern which is using this high class advertising must have a meritorious product. He made the dealer want that advertising and want the Shinn rods. Against that double desire there is no standing out.

THE · MELTING · POT

This system of selling can be adapted to any product. Instead of bald treatment use suggestions. The woman who tells you she is a lady usually is not one. The real lady suggests by every look and word and act the genuineness of her gentility.

Suggest the points of your goods and the prospect will have a little thrill of pleasure because he'll think he discovered them himself. And when a man is glowing with gratulation and patting himself on the back is an excellent time to step in and close the sale.

Study the salesmen who have made the greatest successes and you will find that they have availed themselves of the power of suggestion. Their method of approach betokens confidence and shows that they realize they can confer as much benefit on the prospect as he can on them. The successful salesman assumes the attitude of taking it for granted that everyone knows his goods are the best of their kind.

In these and a hundred other ways he suggests to his prospect that there is nothing further to be said—his goods are the best, he has the best proposition and if the dealer wants to make more money than he ever did before he must tie up to this proposition.

Suggestion is the giant power of modern salesmanship. It is not confined to my line. It can be used in any business and its methods of adaption are myriad. The salesman who uses suggestion is the salesman who makes good and the sooner business men realize this fact the more quickly will they take one more long stride on the road which leads to assured success.

When the Greeks accused Pericles of spending public money extravagantly for public buildings, he offered to pay it out of his own purse and take the buildings in his own name. Immediately the murmurs subsided. This is the first recorded instance of the money-back guarantee.



Finding the Selling Point

THE salesman who sends in the fattest orders and receives the warmest welcome from the sales manager when he comes in off the road is the man who knows the selling point of his goods and sticks to it.

Go through the history and you will find that the successful men knew their own good points and specialized on them. The salesman must take a lesson from this and specialize on the points about his goods that will most strongly appeal to his prospects.

Find the main selling point and then keep whanging on it. No salesman should be permitted to leave for the road until he thoroughly understands the article he has for sale.

This thing of finding the real selling point of an article is often a difficult task but it can be done if one keeps at it long enough. One good way is to watch prospects and see what interested them. Quite often you will find that what you dwell on most impressively interests them little and what you gloss over is of vital interest to them.

The difficulty is that you don't get their viewpoint. You are steeped in the manufacturing details perhaps, and do not realize that this does not concern the dealer or consumer so much as the more practical question of what the machine, or whatever it is you have for sale, will do for him.

The National Cash Register Co. consider this question of salesmanship so important that before they put a man on the road he is made to spend several weeks in a school where he is taught how to sell National cash registers. One of the things that is continually emphasized at this school is that instead of describing the mechanism of the

THE · MELTING · POT

register they are to make the prospect thoroughly understand just what this machine will do for him.

This question of emphasizing the real selling point is even more important in advertising than it is in personal salesmanship. The salesman can back his prospect into a corner and force him to listen. But the reader of your advertisement can escape by the simple expedient of turning his eyes away from your ad.

So your only hope of a reading is to discover the point about your goods that is of vital interest to your reader. It's there or you wouldn't be able to sell any of them. Look until you find it.

Does your machine save him time or labor? Can he make more money by using your machine than he can without it? Does it appeal to his sentiments of Pride, Prudence or Protection?

Ask yourself questions like these and you will begin to get on the right track. It's absolutely necessary that you find the selling point because if you do not you are not getting the full measure of returns from your advertising. You are letting slip away money that might as well be in your till.

Analyze the advertisements of those who tell you they don't believe in advertising and you won't wonder that this publicity has not paid. "John Smith sells hats. Give us a call," and others of the same ilk are the specimens of ads he runs. Then he grumbles because his advertising doesn't pay. He entirely misses the selling points of his goods. He uses up valuable space trying to tell people that he sells hats, something they already knew. Why didn't he tell them that they can't be stylish unless they patronize him because he is the only dealer who handles the ——— hat, the recognized style leader?

THE · MELTING · POT

A Better 1912 Melting Pot

WE PROMISED you an improved 1912 model and we're going to make good if we have to put Elbert Hubbard and Theodore Roosevelt on the staff. On the opposite page we show one new feature—our book review page. Other features will be added from time to time. It is our aim to make this the best magazine of advertising in the country.

The Melting Pot has been well received during the brief period of its existence. Many readers have gone out of their way to say kind things. We appreciate this and to show that we appreciate it we are going to give you a Melting Pot this year that will be better even than in 1911.

It wouldn't be fair to you for us to outline the good things we have in store. It would be like the fellow who makes a nuisance of himself by sitting behind you at the theater and telling what's going to happen in the next act. If the surprise is taken away you are robbed of half the pleasure. Our past performances are sufficient warranty of our intentions for the future.

Modern advertising is a new profession needing all possible help. If this magazine helps our readers to solve their business problems we are content to spend the time necessary in its preparation.

Nineteen-twelve is a braw year. It contains 366 good long days in which much can be accomplished. The editor of the Melting Pot is going to use those days to the furtherance of this magazine. It is already setting the pace in the advertising world and the pace will become hotter as the days grow longer. The Melting Pot is published for your benefit. If you are not getting it regularly write us and we'll place you on the mailing list.

THE · MELTING · POT

New Books on Advertising and Business

THIS is a brand new department instituted because of a belief that it will prove beneficial to its readers. We do not claim to have a monopoly on all knowledge. This contention would be no more correct than is the belief held by some that all the advertising brains in the country are centered in New York and Chicago.

From time to time as advertising books are published which we deem worthy of serious consideration we shall devote this page to giving a fair, conscientious review of them. This month, as still further proof that all the advertising brains are not centered in New York and Chicago we give a review of a work by a Des Moines man.

The Master Salesman

This is an able work by Ben R. Vardaman, associate editor of the Merchant's Trade Journal and well known as a lecturer on business topics.

It might be termed a common sense treatise on scientific salesmanship. In plain words which everyone can understand Mr. Vardaman deals in a masterly manner with the whole art of making a sale. He shows how to develop personality, how to strengthen the will, how to improve the memory, in fact shows you those desirable things which so many writers promise to explain and so few really do. No mature business man knows too much, no beginner too little to read this book with profit and pleasure.

The demand for this book has been such that although it has been out less than a year it is already in its second edition. It is printed in two styles of binding, silk over heavy board, \$3.00 and the edition de luxe, \$5.00.

"The Master Salesman," by Ben R. Vardaman, Merchants' Trade Journal, Publishers.

THE · MELTING · POT

Getting Results from the Printer

ANY MAN who has been in the advertising business for more than six months has tales to tell of griefs he has had with the printer. The layout misconstrued, the wrong type used, the wrong ink, bulls in the finished job, every crime in the calendar is at one time or another laid at the door of the hapless printer.

The difficulty usually arises from the fact that the printer is not an advertising man and does not claim to be one. He sets copy with an eye singly to typographical appearance from his technical point of view without regard to whether the lines played up are the main selling points or not.

Educating the printer in advertising is too lengthy a job. Anyhow a man can do only one thing well and if he is a capable printer it is not well to drive this out of his mind while attempting to drive in advertising.

The remedy lies in giving the printer more explicit instructions. Agencies usually do this because they are trained to it but the copy which comes to him from individual customers would surprise you. They often send down the copy without any layout and then kick if the printer's ideas of typography don't happen to agree with their own.

Every piece of copy which goes to the printer should be accompanied by a layout showing the exact size the finished job is to be. It should show the location of the cuts and display lines and should specify the style of type desired. If you are expert enough to estimate space, specify the size of body type. Otherwise leave this to the printer's experienced judgment.

If you have any explicit instructions as to peculiar methods of display, etc., mark this on the layout. In short put on this layout every detail of the way you want the job printed. Then and not till then will you have a right to complain if the job is unsatisfactory.

The Harpoon Mystery Explained

QUITE recently a Melting Pot reader asked why this publication does not carry a Harpoon column, lashing the life out of ads we didn't happen to write ourselves, the way some of the others do. Our answer is that such criticisms are usually valueless. No man can criticise an ad intelligently unless he knows the complete selling plan of the advertiser and thoroughly understands all the conditions surrounding this particular ad.

The writer remembers a meeting of an Advertising Club where an ad was submitted for criticism. All hands took a fling at it. It was unanimously decided that the ad couldn't possibly be worse.

When the able critics had completed their expert testimony the president, who happened to be the advertising manager of the paper in which the ad had run, said that this ad had pulled better than any other that had ever appeared in the paper.

One should be slow to rush in with criticism unless he is sure that he knows what he is talking about. It usually is reactionary to its effects. Most criticisms are cheap jokes at the expense of the ad under the scalpel and are apparently designed rather to display the wit of the writer than to benefit the reader. Often these clinic reports bear unmistakable evidence of spleen.

Some day when we feel very sure that we thoroughly understand every detail of the campaign we may take what we consider a faulty advertisement and deliver a construction criticism pointing out how, in our judgement, it could be improved.

But cheap sarcasm and medieval buffoonery at the expense of some fellow advertising man will never appear in the Melting Pot so long as the present editor warms the sanctum chair.

Scattering Drops



If you are spending less than \$50,000 a year for advertising you need the services of an agency that is small enough to regard your account as important.

You think advertisements aren't read? Watch the housewife dig into the want page when she wants a hired girl.

More hard thinking is put into the writing of the average ad than into a dozen of the garden varieties of short stories.

If people don't answer your ads one of two things is true. Either you are not giving them their money's worth or you haven't told your story right.

✓ The advertising agency is no longer an experiment. Its necessity in modern commerce is a proved fact.

Money spent in advertising is not wasted any more than seed is wasted when it is buried in the ground.

Don't be too fussy about inquiries. A few inquiries that develop into sales are better than a swarm of curiosity seekers.

Please mention off hand the name of a soap that is not advertised. We thought so! You can't do it. Hurrah for oblivion!

Getting inquiries without being prepared to follow them is like spending all your money for an automobile and having none left with which to buy gasoline.

American Lithographing & Printing Company



60 Per Cent Returns

THIS is wonderful but true. One single piece of literature printed for a customer by *us* brought two inquiries from every three circulars mailed.

Intelligent printer co-operation worked this advertising miracle. Let us tell you the printing reason why this circular pulled and how we can put more pull in *your* printed matter.

Get our printing guide—illustrated in colors. Sent free if you write on your letter head.

**AMERICAN LITHOGRAPHING &
PRINTING COMPANY**

414 Fourth Street
Des Moines

BUREAU OF
ENGRAVING

*The largest
Engraving House
in the
West*

15-17 SIXTH ST. SO.
MINNEAPOLIS.
MINNESOTA.

✧ BRANCH OFFICE ✧
DES MOINES LIFE BLDG.
DES MOINES, IOWA.