

Announcement

PAUL B. LESSING takes pleasure in announcing that **E. D. Fraizer** of Los Angeles, Cal., and **W. V. McQuaid** of Minneapolis are now members of this agency. The Lessing Advertising Agency has been succeeded by the Lessing-Fraizer Co.

The officers of this company are **Paul B. Lessing**, President; **W. V. McQuaid**, Vice-President; **E. D. Fraizer**, Secretary-Treasurer and office manager.

New blood and an enlarged office force makes us even more than ever eligible to handle your account.

Lessing-Fraizer Co.

Successors to
Lessing Advertising Agency

Des Moines, - Iowa

The Melting Pot

Vol. 1 Des Moines, January 1912 No. 6

Outlook For 1912

By PAUL B. LESSING
President Lessing-Fraizer Company



After enjoying the blessings of an American republic for nearly 150 years the public is beginning to realize that the mere fact that a president is to be elected is no reason why the entire industrial and business world should become stagnant for six to nine months prior to an election.

Next November the sovereign voters choose a president of the United States. None can tell whether the next lessee of the White House will be

a Republican, a Democrat or even a Socialist. None can tell what will be the policies of the next incumbent.

Yet here in the middle west the farmer is not worrying. Money is easy and there is scarcely a ripple on the sea of commerce. Automobile manufacturers are making their appeal to the farmer the same as usual thus voicing their belief that he has money to spend on luxuries. Manufacturers of other lines which are not necessities report that their business is good. Now when the farmer or any other individual buys things he could do without it shows that he is prospering. When any class of people collectively do this, it indicates that this class is in a prosperous condition.

Wealth in a farming district is founded on land and its products. It is basic and no upheaval can prevent the farmer from selling his food stuffs, the actual necessities of life. In time of stress people may get along without luxuries but man must eat and the farmer will make a good living regardless of who is in power.

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Despite the calamity howling that has resounded through the land the year 1911 has been a good year. North Dakota alone produced 4,374,000 bushels more corn in 1911 than in 1910. Iowa's corn was above the average in quality. Where farmers did not raise as much they received a higher price so that the immutable law of supply and demand still held good.

Iowa's yield of winter wheat was 5,180,000 bushels as against 3,816,000 in 1910. In the states of Wisconsin, Minnesota, North Dakota, Illinois, Iowa, Nebraska, South Dakota, Missouri, Kansas and Oklahoma, the total value of live stock in 1911 was: horses, \$936,094,000; cattle, \$418,454,000; milch cows, \$299,998,000; swine, \$196,497,000. This makes the total figure for live stock exclusive of sheep, reach the immense sum of \$1,851,043,000. These figures are too immense for the average mind to grasp but they suffice to show that the finances of the country are in a solid state and that the business man, particularly of the middle west has nothing to fear merely because 1912 happens to be a presidential year.

That business men feel confident is evident to any one who will look through the advertising columns of the farm papers. The big manufacturers, the keen business men who read the future like an open book are carrying their regular space. These men thoroughly understand the situation and if they did not know that conditions would be normal during the coming year they would not waste money on farm paper advertising.

Go forward in confidence. There is no 1912 panic. There will be none. Money is easy, crops are good, everyone has work. The economic equilibrium is being maintained. The midwestern farmer will have money to spend this year as formerly. And as in former years, he will buy the article he sees advertised in his favorite farm paper. If you plant good copy in the right mediums now, you will reap your business harvest later. The law is unchangeable. "As ye sow so shall ye reap."

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Lessing Agency Reorganized

Important Change Took Effect Jan. 1, 1912

Better Service For Clients

AS announced on the front inside cover of this issue of the Melting Pot, the name of the Lessing Advertising Agency has been changed to the Lessing-Fraizer Co. This is incidental to a number of important changes which have been made.

E. D. Fraizer of Los Angeles, Cal., enters the firm as secretary-treasurer and W. V. McQuaid of Minneapolis as vice-president. Paul B. Lessing is president. I. H. Graves, who has acted as office manager, will go on the road as solicitor for the Lessing-Fraizer Co. V. F. Hayden remains as Chief of the Literary Department of the new organization.

The capitalization of this agency has been increased from \$10,000 to \$20,000. Negotiations are in process looking toward larger quarters, the present suite, ample two years ago, being found inadequate to the growing business of this agency.

Personal service and close attention to detail will be the policy of this agency now as in the past. Mr. Lessing, president of the association, will supervise all accounts the same as he always has, and will permit no important piece of copy to leave the office without his personal inspection. This, together with the increased office force will give our clients better service than before, if such a thing is possible.

Service is the important consideration in deciding on an agency connection. Any agency can make electros and ship them out for you. This is simply detail work which does not amount to much.

The concern which does nothing more than this has no right to claim it is giving you service. You need and are entitled to a great deal more. You should have the sound advice which an able agency is capable of giving by reason of its broad experience in the selling field.

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The agency which holds its clients year after year is the agency which gives you conscientious selling help, which eats, sleeps and lives with your account. "Biggest in the world" agencies don't do this because their overhead expense is so high they can't afford to devote time to you unless you are spending a small fortune every year.

We want your business. We solicit the accounts of the man who is just feeling his way into the advertising arena. He'll get just as much attention as the man who is spending \$10,000 or more a year. We seek the accounts of concerns which are looking for sound business counsel rather than hot air and roseate prophesies.

If you have been in business in the middle west for six months or more you know the Lessing Advertising Agency either by experience or by reputation. And we want to assure you here that the splendid work of that agency will be carried on by the Lessing-Fraizer Co.

You get real service from this agency, not merely a mass of immature copy and a bill for writing it. Our copy has the dig, the wallop and the pull because before writing a line we thoroughly study a proposition. We don't have to write copy with one eye on the layout and the other on the data folder. We investigate your problem until every detail is familiar, then, bringing to bear on it the weight of our merchandising experience, we are able to write copy that pulls like a croupiers' rake.

At your service. All the time. A letter brings our representative. Anywhere. At our expense. At our risk.

No man can build up a permanent business on advertising alone. He must have a product which meets every advertised claim. But advertising plus the goods to back it form a combination which is invincible. It is the flying wedge of the modern business world.

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Graves on the Road

Treat Him Kindly For Auld Lang Syne



If a young man with the bulging brow of vaulting intelligence and a look of grim determination sends his card into your office, receive him kindly.

His name is Graves and he knows advertising. The writer will vouch for this and besides the young man admits it himself. He is as full of selling ideas as a dog is of fleas and we bespeak for him a hearing. In fact, a hearing is necessary. He's full of advertising thought clear up

to the safety valve. If he don't get a chance to unload he'll burst.

The Lessing-Fraizer Co. takes keen delight in springing this delectable surprise on its vast clientele, possessed and prospective. Ivan H. Graves who for the past three years has been absorbing vast gobs of advertising knowledge while acting as office manager of this agency now goes on the road as solicitor for the agency.

During the three years that he has served as inside man Mr. Graves has secured a sound knowledge of advertising principles and conditions, which could be obtained in no other way. He knows rates, media and selling methods as few men of twice his years know them. He can assist you intelligently in laying out your campaign because he has a thorough understanding of the principles of advertising and selling.

He comes to tell you how to make more money. Greet him with your blandest smile. Give him your most comfortable chair. Give him one of your best cigars. But above all give him an opportunity to talk because he has a message for you that's well worth the hearing.

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Give George a Rest--We Take the Blame

ONE of the things which is contributing largely to the gray streaks on the noble domes of advertising men is the inability to fix the blame for a piece of faulty work. The printer says he didn't have the right kind of cuts. The engraver blames the printer. Both agree that the copy writer turned out rotten work in the first place. When it comes to taking the glory they all want it but when the blame is being taken the watchword is "Let George do it."

We have avoided all this by adopting a system whereby we assume complete responsibility for all advertising going through this agency. We have affiliated with one of the best printing houses and one of the best engraving firms in the country. Unless the client specifies some other, all work goes through these concerns and this agency assumes full responsibility.

We handle your advertising from planning the campaign and writing the copy to delivering the finished work. If you have a complaint to make you know exactly to whom to come. We alone are answerable. We cannot and do not shift blame to other shoulders.

You can devote your attention to the broader phases of your business because you know your printing and advertising is being handled by a reliable agency which takes a conscientious interest in the success of your campaign.

You experienced advertising men know what that means. With complete responsibility comes greater care and when you deliver your work to a concern which watches every detail you can rest easy knowing that when the finished job comes to you it will be done right. You don't have to lay awake nights worrying over the artist, the engraver, the printer, the butcher, baker or candlestick maker. We do the worrying and you take the profits.

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New Defender For Negative Advertising

ADVERTISING men have had the didactic paradox "Don't say don't" dinned into their ears for so long that they have come to bow before it as to a fetich. Hartwell Mason in *Agricultural Advertising* has come forward with ingenious arguments to support his contention that we may use negative copy once in a while.

This writer holds that in the case where there is only an alternative, and not a choice among three or more courses of action, the negative appeal is just as strong as the positive. For instance modern man cannot get along without a mattress. Therefore the advertiser is justified in saying "Don't be without the comfort of an Ostermoor," because the reader has just two courses, either to use it or not to use it. In the case of Postum Cereal when Mr. Post says "Don't drink coffee" the reader has choice of chocolate, cocoa and a great many other substitutes for coffee. By using the negative appeal he makes his task doubly hard. It would be better to strike straight from the shoulder. "Use Postum."

Another case is that of the Bissell Carpet Sweeper. An advertisement bears the illustration of a fatigued woman with the caption "The Drudgery of Sweeping." The weakness here lies in the fact that a woman can avoid sweeping without buying a Bissell sweeper. She can hire the work done, can buy some other sweeper or she can get a vacuum cleaner.

The use of the negative appeal will probably never be entirely eliminated from advertising. There are occasions when it can be used to advantage but these occasions are rare and only an expert can recognize them. Even those propositions which can carry a negative appeal usually could be materially strengthened by a positive method of treatment.

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So, after all, the question seems to be right back where it always was, use the positive appeal on every possible occasion and when you feel that you really must indulge in negative advertising then so state your proposition that the reader has only two courses of action. Compromise is fatal to the success of the negative appeal.

Negative advertising like negative characters has a negative effect. The man who says, "I never stole," does not impress you as strongly as the one who says, "I am absolutely honest." You know yourself that this is true, that the men you value most are those who are positive and clear cut in their statements and their characteristics.

Examine the ads which have most strongly impressed you—to which you have responded either with an inquiry for further particulars or an order direct from the ad. You will see that these ads were positive. Not only is this true in the headline but throughout the copy. Instead of telling the objectionable things which a machine will not do the positive ad dilates on the appealing, definite things which it *will* do. It establishes a point of personal interest between you and the article that is being advertised so that you are much more likely to buy than you would be had the appeal been coldly negative.

The most graphic example of negative advertising which ever came under the notice of the writer was the case of the applicant for a job who couched his inquiry thus: "Say, Mister, I don't suppose you don't know nobody what don't want nobody to do no work?" The prospective employer replied, "Yes, I don't." This horrible example shows the lengths to which negative advertising can be carried and shows how every negative weakens a proposition.

*Count that day lost whose low descending sun
Views in thy name, no advertising run.*

Des Moines Admen Elect



E. R. STOTTS

The efficiency of "reason why" copy over publicity and mere stunts was demonstrated December 26th, when, contesting on this issue, Earl R. Stotts was elected president of the Des Moines Admen's Club by a handsome majority over Geo. W. Mercer.

In order to incite interest, the outgoing president, T. W. LeQuatte, appointed a campaign manager for every candidate, the managers' instructions being to use every fair means to secure the election of his man. Mr. Mercer's campaign was a whirlwind of novelties including cartoons, badges, etc., and ending with a campaign speech on a graphophone.

Mr. Stotts confined himself to dignified letters stating the reasons why he merited the members' votes for the presidency.

The election of Mr. Stotts by a decisive majority disclosed a peculiar condition. It was tacitly understood that personal popularity was not to be considered, that members were to vote for the candidate who made the best campaign. Mr. Mercer's campaign caused more comment than Mr. Stotts', yet Mr. Stotts' letters won votes because they kept right to the subject in hand—the question of why Stotts should be elected president of the Des Moines Admen. The biggest noise doesn't always sell the most goods.

I. H. Graves of the Lessing Advertising Agency was elected on the board of governors because of a "reason why" campaign. He was the only candidate who submitted a platform.

Other officers elected were: vice-president, J. M. Wilson; corresponding secretary, Herbert Harwood; financial secretary, Fred Barnett; board of governors, T. W. LeQuatte, B. O. M. Bonebrake, I. H. Graves, Geo. Mercer, B. F. Williams.

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Advertising That "Comes Back"

(Reprinted from Agricultural Advertising)

AD S are like men—whether or not they can "come back" depends on where they have been and their record while away. And not this only—the time-worn assertion that an advertised article must "make good" means more than that the article must be right, and the business on the square; it means that the advertiser has nerve. He knows not brass, not cheek to bluff the thing through, but pluck and the nerves that hold; that as long as he's in the game he has a chance.

One thing that puts a lot of advertisers out of the game is talk of "business depression."—Money scarce? No, sir. Nothing is scarce in this country. There is plenty of everything in business except Time, and, strange to say, time is the one thing that is periodically and unnecessarily wasted by giving up to that bugaboo "business depression."

The advertiser whose ads come back in money and prestige, and all sorts of business success, is the man who isn't afraid; the man who takes advantage of the other fellow's scare to spend more money for publicity—to secure merchandise at scared-down prices—the man who smiles away the clouds of panic; the man who keeps his head cool and his feet warm.

And it is so with all sustained and continuous purpose—the ads go forth, not only to make good, but to "come back" manifold; in money. And in the best of all returns, the confidence and support of the public.

From the saving of poor, crippled "Smiling Joe" to the election of a president, no great twentieth century movement has been accomplished without advertising. Think this over.

FIRST IN ILLINOIS

Advertising Contracts aggregating 17,000 lines have been placed for Montgomery Ward & Co. **Prairie Farmer** was the paper selected to cover Illinois.

This successful advertiser has made good in the mail order business because he selected his mediums with an eye on results. That's why we feel complimented at being on the list.

CIRCULATION, 91,000

(GUARANTEED)

The agency says: "We send you this contract after the most thorough investigation ever made by our agency. **Prairie Farmer** is without a doubt **first in Illinois**. Map showing circulation by counties on request. Write

PRAIRIE FARMER

BURRIDGE D. BUTLER, Publisher

WM. R. BUTLER,

Advertising Mgr.

CHAS. P. DICKSON, Associate

A. K. HAMMOND

Mgr. New York Office

366 Fifth Ave.

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is saying is considered of little worth. He may not say anything but nine times out of ten he feels it and it rankles in his mind. Any feature of office system which creates an unpleasant feeling in the minds of those who come to your office should be eliminated. The sooner the better.

Often a visitor will walk into the office while another man is there. Possibly an important deal is on the eve of being closed but the interruption of the newcomer breaks the thread. Maybe it is never taken up again and you actually lose money by reason of your lack of proper exclusiveness in your office.

Carry your head high. Be just as good as the next man. Beatrice Fairfax and all the other recognized authorities on heart questions advise their fair inquirers to feign indifference if they would instill great interest in the throbbing breasts of their men friends. It's a good deal the same way in the business world. Cheapen yourself by granting too ready an audience and you will be taken at your own valuation.

Business shrewdness consists in knowing where to draw the line. Poise may easily become mere pose. Dignity if not skillfully carried degenerates into ridiculous pomposity. Conduct your business as though it means something to you instead of being simply a method of putting in the day. Diplomatically but firmly make every caller keenly appreciative of the force of the old sign "Persons having no business here will please transact it as soon as possible and depart."

When a man wants a job he eagerly reads the want columns. If you make the public want your goods as badly as a man wants a job when he is out of one, your ads will be read with greater interest than the news columns. If this demand does not already exist it is the mission of your advertising to create it.

The
Prairie Farmer

is on the list of every
big advertiser who goes
into Illinois. Let us
tell you the dollars and
cents reasons why it
should be on *your* list.

85,780 Subscribers
53,974 In Illinois

PRAIRIE FARMER

BURIDGE D. BUTLER, Publisher

Brooks Bldg. 223 Jackson Bldv., Chicago

WM. R. BUTLER, Advertising Manager
C. P. DICKSON, Asst. Advertising Manager

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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

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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.

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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.

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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.

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Middle West Optimism

IN ORDER to feel out the sentiment of the middle west regarding the business outlook for 1912 the Melting Pot wrote to the Governor of Iowa and to a large number of representative business men asking for an expression on the subject.

The replies indicate that a feeling of confidence rules, and that manufacturers are not retrenching on account of presidential year. All who have written breathe a spirit of optimism which is most cheering. Confidence is the keynote of prosperity and since the business men of the middle west have indicated an abiding confidence there is no doubt but that the block is open and the train called Business may go full speed ahead.

Following are extracts from some of the letters received:

Well Pleased With Outlook

"We are putting out an article which cannot be regarded as strictly a necessity, so the fact that our sales are increasing may be taken as an indication that the farmer has money to spend. We are well pleased with the outlook and look for a very prosperous 1912 season."—J. C. Heider, President Heider Manufacturing Co., Carroll, Ia.

Business Picking Up

"Local business in territory which three months ago was reported absolutely worthless, owing to crop failures, is picking up nicely. We never had as many prospects of immediate carload shipments to new wholesalers as we have at this time, so unless something unforeseen occurs and later developments influence business more than at present, we have every reason to expect a record breaker in our business this season."—H. L. Ogg, President Automatic Washer Co., Newton, Ia.

Outlook Best in Four Years

"The outlook for business in the central west in our line is better than it has been for three or four years, both as to volume and collections. The farmer has become reconciled to the present range of prices and is making his calculations accordingly. This year he is going to buy a lot of the stuff he would ordinarily have bought last year, in addition to the average yearly purchases for this year. Possibly the best evidence I could give you of the confidence I have in the outlook for 1912 is the fact that in purchasing raw material for the Champion silo we figured on an increase of 100 per cent."—Keller J. Bell, President Western Silo Co., Des Moines, Ia.

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From Iowa's Chief Executive

"Business in the central west is maintaining its advance with a steady, upward increase. Because of the firm confidence the people of our state have in the un-failing resources of our soil and population, political agitation and unsettled conditions have not perceptibly affected it. Despite short crops in certain districts, commercial interests remain unshattered as higher prices for our products have provided that there shall be no decrease in our annual wealth. The spirit of optimism should prevail for the development of our resources has just commenced and, by intensified effort during the coming year, the wealth of Iowa and her neighboring states may be materially augmented."—Hon. B. F. Carroll, Governor of Iowa.

Steel Market Rising

"We are pleased to note the tone of optimism in several directions. In our opinion one of the best indications of improved business conditions is the steel market, which at the present time is on a gradual rise. We also are impressed with the fact that many of the men who call on us in different lines are encouraged with the belief that 1912 is going to be a better year than 1911 has been for them in their business. There seems to be a good demand for money, which indicates that business is going ahead at a good rate. We do not look for a poor year on account of presidential election. The agricultural interests are in first class shape for all lines of products."—Chas. F. Chase, President Chase Manufacturing Co.

Much Advertising Carried

"January started off with a rush of business which offset any lethargy that prevailed during the latter part of 1911. When it is necessary to retrench, business men usually cut down their advertising first. This is a mistake, but the fact remains that it is done. I therefore regard it as a good omen for 1912 that farm papers are carrying a great deal of advertising in their January issues."—C. P. Dickson, Assistant Advertising manager, Prairie Farmer, Chicago.

Sees Prospective Year Ahead

"The general outlook for 1912 business, as looked upon by the commercial interests appears to be good. The wave of conservatism has lasted about its natural run and merchants are finding it necessary to restock. Never in history when presidential elections interfered with business were political lines so loosely drawn. It is almost impossible to find today in ordinary conversation with which party a man is affiliated. Therefore I believe all are determined to go through with a good and prosperous year, regardless of any "has-been" doctrines."—W. C. Shinn, maker of Shinn Lightning Rods, Lincoln, Nebraska.

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Advertising in 2012 A. D.

LOOK over a magazine or farm paper of only two or three years past and the advertising copy appears crude. What was then considered snappy is now worn and old like a garment. Three years from now will the same be true of this year's copy?

Copy is constantly improving. The cry always for something newer and better. The obvious question arises, "What will be the style of advertising one hundred years from now? When we present writers of copy, encased in an advertised coffin are resting in an advertised mausoleum, what will the newer generation do?"

"Will they have something better than anything now dreamed of? Or, is there a limit to improvement and will advertising, moving in cycles like apparel fashions, swing back to some plan that is now considered superannuated? Will the coming century usher a renaissance?"

This topic is admittedly impractical but it is irresistibly fascinating. The writer has dreamed a little on the subject.

Judging from the present trend of advertising thought, one is inclined to think that the dominant note of 21st century advertising will be accurate forecasting of results. Psychology will become a more necessary factor in the qualifications of the advertising man. He will learn to read the human mind almost unerringly and when he inserts an advertisement, he will know almost down to the last inquiry just what results it will bring.

By the time 2012 rolls round the public will doubtless be better educated on art and good taste so that many of the present outre layouts which, violating all canons of art, scream to high heaven, will be eliminated. The public already recognizes the good and true in advertising. By 2012 it will also recognize the beautiful.

Media? This is hard to answer, even fancifully. It may be that the present tendency toward consolidation on the part of some of the national magazines means that in

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the future there will be fewer magazines and they supremely good. Experiments have already been made in Germany looking toward printing by electricity, without ink, and there is no doubt but that the next hundred years will see many improvements in printing and engraving.

If airships become practical many advertisers will doubtless distribute advertising literature by the simple method of throwing it overboard as the airship passes over a populous district. Professional advertising men know from bitter experience that indiscriminate distribution is wasteful but there will always be some who will insist on this method.

None can foresee the advertising methods of a century hence. It may be that telepathy will be so developed that the advertiser by a feat of thought transference can convey his selling talk to the minds of his prospects.

Then again, some mighty cataclysm may wipe out our civilization as a mother wipes the lips of her child. We may go back to the days of barter. We may even be back to the days of cave men when no advertising is needed, when the rule is "Let him take who may and let him keep who can."

Who knows?

Admen's State Convention

The second annual convention of the Associated Advertising Clubs of Iowa will be held in Cedar Rapids Feb. 26-27. George W. Coleman, of Boston, president of the National Association, will be the honored guest. J. R. Babcock, of Dallas, chairman of the Dallas convention committee, will also be present.

A most interesting program has been prepared. Tuesday evening the delegates and visitors will be taken by trolley to Iowa City and the election of officers will be held enroute on the trolley. At Iowa City a banquet will be tendered at the University.

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.

Scattering Drops



The gossip never is as welcome as the person who has a kind word for everyone. The knocking ad will not sell your goods.

A white man is a strange sight in Africa. Novelty is the keynote of success in advertising.

Every time an advertising man finds one of those men who believe their business is so good they don't need to advertise, he feels like sending him a handsomely bound copy of "The Hare and the Tortoise."

You can't really judge an ad until you have seen the checking sheets.

If advertising men get crowns in a future life there should be an extra large one for the advertising manager who is interfered with and then blamed when the campaign falls down.

Advertising is the alarm clock which awakes the sleeping prospect. Better have an intermittent alarm. He may go back to sleep after the first ring.

In selling goods a big man has a better chance of getting a hearing than a small man. The same thing is true of large and small copy.

The man who doesn't advertise usually goes into the hands of the sheriff and then the sheriff advertises his sale. The sheriff sells the goods.

The theatrical calling is no more fascinating than any other. Constant advertising has simply made it seem so.



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.

Lewis-Wallace Company
414 Fourth Street
Des Moines

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ENGRAVING

*The largest
Engraving House
in the
West*

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MINNEAPOLIS.
MINNESOTA.

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DES MOINES, IOWA.