

JULY, 1912

The
MELTING
POT



Lessing-Fraizer Co.

Des Moines, Iowa

Does Your Agency Drug Your Advertising?

Before the Government Pure Food Law went after them, many medicine manufacturers put stimulants in their concoctions. The patient was temporarily braced up and thought the medicine had helped him.

When the effect of the stimulant died out his last state was worse than the first.

Does your agency put a stimulant in your advertising? Does it, in order to make a showing, write copy or use media which produce a large volume of inquiries that look like big business but can't be turned into sales because they are curiosity seekers?

If this is your situation we have an important communication which we want to send you under a sealed envelope. It costs you nothing and obligates you to nothing. Write.

Lessing-Fraizer Co.

Des Moines, Iowa

The Melting Pot

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What Inquiries Should Cost

By PAUL B. LESSING
President Lessing-Fraizer Company



WHEN you go into a store to buy a suit of clothes you know exactly what you have to pay but when you go into the market to buy inquiries through advertising do you know what they should cost you? Some may answer that it is impossible to determine the cost of inquiries but this is not the case. The cost of an article is determined through experience and long experience in advertising certain lines has enabled advertisers to determine with a very satisfactory degree of approximation the cost of inquiries.

When the cost goes above the figure there is something wrong with the campaign. Often it is due to the fact that in one or two instances a mistake has been made in selecting papers and the high inquiry cost on these ill-chosen publications raises the average cost for the entire list. Sometimes the papers are right but the wrong kind of copy is used.

Below is given the cost of inquiries on a number of farm paper propositions. These costs are not mere guesses. They are results taken from the record sheets of actual advertisers:

Cultivators, \$1.50; Furnaces, \$2.50; Gasoline Engines, \$1.50; Grain Bins, \$1.00; Incubators, 50c; Manure Spreaders, \$2.00; Power Washers, \$10.00; Seeds, 5c or less; Silos, \$5.00; Steel Gates, \$1.50; Traction Engines, \$1.50.

The first thought that will probably strike one in reading these figures is the apparently high cost of inquiries on power washers. This cost is not so excessive

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as it may appear because power washers are usually sold through dealers and the inquiries received at the home office are no criterion of the number of sales that are actually made. Many people buy a washer but do not answer the ad. Then too, power washers are considered a luxury and for this reason do not sell as readily as articles that are classed as necessities.

Every advertising man knows that the cost of inquiries increases in ratio to the selling price of the article and to the number of prospective purchasers. In the face of this it seems peculiar to the uninitiated that inquiries for a silo costing from \$200 to \$400 can be had for \$5.00 apiece.

This is due to the fact that the silo is still something of a novelty. Hence inquiries can be secured at a lower cost than they can at a later date. True, silos have been in use for a great many years, but the modern system of exploiting them through advertising is of comparatively recent origin.

The cost of an inquiry varies with the nature of the copy. So-called "inquiry copy," that is, copy whose keynote is an appeal to the reader to send for a catalog or other literature, will produce a larger volume of inquiries than straight sales copy but a great many of these inquiries will be worthless because they come from curiosity seekers who have little or no intention of buying.

The other kind of copy is designed to produce inquiries from those who want to buy. These cost more but the proportion of sales to inquiries is larger than is the case with "inquiry copy." Advertisers who use "inquiry copy" go on the theory that their proposition cannot be adequately explained in an ad and they would rather pay the expense of sending literature to a percentage of curiosity seekers than pay the line rate for sufficient space to tell the complete story.

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Reading the Face for Dollars

By H. J. TILLIA

TOMAN, by popular acclaim has held the world's record for inconsistency, but business men do many things which if entered into competition would make her look to her laurels. Everyone is perfectly familiar with the fact that the average person who hires a coachman to care for his horses will go to the barn frequently to see that the coachman is attending to his duties in good shape yet will never visit the school where his children are given training which must affect their entire lives.

Here is another thought to which few people give heed. A man buying a horse or a bulldog will examine the animal for certain characteristics which indicate desirable qualities in the animal. Yet these same people will sneer at the science of physiognomy and will hire an employee or enter into important business relations with a man without paying as much attention to the sign posts of character as they would if they were buying a horse.

Any man can tell by looking at a horse whether it is fitted for the race track or for heavy draft work. How many can tell by the shape of a prospective employee's head whether he should be put at a bookkeeper's stool or whether he would be more successful in the sales department? How many of you can tell by looking at the young fellow who comes to you asking for a job, whether he is of the dreamer type that will plan great things for you or whether he is a practical man who will put into execution the dreams of others?

The science of physiognomy is a sound science and should have a place in the curriculum of the business man. It means reading character by the bumps of the head and the lines of the face. The science is not ac-

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curate but is more nearly so than is your present system of guessing. You know yourself that you'd think twice before you'd trust the man whose eyes are set close together. This is fundamental physiognomy. Why not be consistent and accept the other signs?

Physiognomy, properly applied would be of immense help to a man in organizing his business. He could put his employes at the particular kind of work for which they were best fitted and in this way could reach that commercial millennium wherein each man does the best work of which he is capable. It would stop that old and fruitless task of trying to square the business circle by putting a square peg in a round hole.

Scoffing doesn't get you anywhere. Every theory that ever amounted to anything has been received with more or less ridicule. Be fair enough to give this a trial. Get yourself a book on physiognomy and read two chapters. That's all I ask. When you have read two chapters you'll be so interested that you couldn't be pried away from that book until you have read it from start to finish.

Then give the thing a practical trial. Take some person whom you know so intimately that you know all his characteristics, and see if his head and face do not have the bumps and lines which the science of physiognomy teaches should be possessed by a person having the characteristics inherent in your friend. Then take a stranger, read him by physiognomy, and after you know him better see if your reading was not approximately correct.

This will be enough to show you that physiognomy instead of being a fad or fraud, is a real science which can be made of immense value to every business man who will use it intelligently.

**“In Iowa Wallaces’ Farmer
is Practically an Institution,
Not Merely a Publication”**

THERE are such papers, as you know, exerting a powerful influence in different fields and the farm journal line. I would say Wallaces’ Farmer is right in the forefront of the very limited number that could properly be so called.”

The above is quoted from a letter of one of the big general advertisers of the country—an advertiser who studies and knows mediums. It shows the standing Wallaces’ Farmer enjoys with big advertisers. It’s a correct sum-up of its standing as a farm paper.

If you are interested in farm papers ask for a copy of Wallaces’ Farmer and look it over carefully. It tells its own story.

If you want the most favorable introductions it’s possible to secure to Iowa farmers, you will want to use Wallaces’ Farmer. Address for copy—

Wallaces’ Farmer

1112 Walnut St., Des Moines, Iowa

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How Cummins Advertised Iowa



HE Republican convention is over. Without regard to political affiliations, as a matter of state pride only, many loyal Iowans wished that Senator Cummins might win. The senior senator did not receive the nomination but he did give Iowa a degree of favorable advertising it never had before.

A phalanx of madly cheering Iowans pouring into Chicago on the day of the convention could not help but call the attention of the other delegates and the thousands of visitors to the fact that Iowa was very much on the map. Then the Associated Press dispatches and the dispatches of the various special correspondents from day to day brought the name of Iowa to the attention of millions of readers.

It is a safe assertion to say that during the week of the Republican convention there were more people reading and thinking of Iowa than there had been at any time since the state was organized.

Cummins gave the state more than mere publicity. He gave it favorable publicity of a kind which Iowa peculiarly needs. Iowa has become so well known as an agricultural state that many people have conceived the idea that the people of this state are capable of nothing else. When some venturesome soul dares to suggest that the state might exploit its manufactories, he is laughed to scorn. Perish the thought! Iowa is an agricultural state. S'death! Let it remain so.

Then out of this pastoral west comes a man who is found big enough to be seriously considered for the Presidency of the United States. Had he been nominated and been pitted against Champ Clark of Missouri, whichever candidate won, the result would forever put an end to that smug eastern saying that "no man from west of the Mississippi river can be elected President of the United States."

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The honor which comes to a state whose favorite son is even considered for the position of president may be realized when you stop to consider that there are in this country over 15,000,000 voters and that only one of these can have the place. Allowing that 5,000,000 of these voters are not natives of the United States or are under 35 years of age and therefore are ineligible, this leaves 10,000,000 men any one of which can be president of the United States if he gets votes enough. The average man feels pretty cocky if he's elected president of a club or lodge of 100 members or so. This is a mere bagatelle compared with the weight of a man who is declared one of the three or four out of ten million eligibles who are considered worth consideration for the presidency of ninety millions of people.

Yet this is exactly what Senator Cummins did and even though a majority of the delegates at the Chicago convention chose another for the place, the people of Iowa should feel mighty proud that their favorite son was considered big enough to be entered in the race for the greatest prize of nations.

The results as checked up with an agate rule show that as an advertising stunt it pays a state to have a candidate for president. Bryan put Lincoln on the map, McKinley brought Canton into prominence, the name of Judge Parker forever rescues Esopus from obscurity, and so, even though this state had no other claims to prominence Senator Cummins' candidacy shall keep the name of Iowa forever deathless in the sisterhood of states.

Tom D. Costello who has been manager of the Des Moines office of the Capper publication has been made manager of the Kansas City office. He is succeeded by Chas. C. Clark of the New York office.

Closing By Mail

A Few Suggestions for Landing the Order from
Slippery Prospects

CVERY salesman knows the difficulty of closing a sale by the personal method. The prospect is worked just to the buying point but expert handling is then required to swing him over. Did you ever stop to realize that this same difficulty exists in an accentuated degree in mail order selling? The trouble is multiplied because you do not hear from the prospect unless you are successful in landing him and you never know just how near you come to making the sale.

Advertisers get a prospect on the line and neglect to haul him in. Then they wonder why their advertising doesn't pay. The fault is not with the public but with the appeal.

Human nature is indecisive. No matter how desirable a thing may be, the average person requires a very positive suggestion before he will take the final step toward getting it. Conservatism seems born in most of us and it is part of the mission of the advertisement to overcome the conservatism and secure the order.

This is done in many ways and these various methods are classed under one head which advertisers call "the urge to action." Unless it be publicity copy, no advertisement, circular, letter or other piece of literature should go out unless, somewhere, preferably at the close, it contains a suggestion for the reader to do some definite thing. It may be merely to send for the catalog, or to ask the dealer, but the definite suggestion should be there. This suggestion should be not only definite, but also positive. "Remember to buy Blank's Oats" is positive and hence is much stronger than such a negative suggestion as "Don't forget to buy Blank's Oats."

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This is the ordinary closing up to produce an ordinary result like sending for a catalog or for further information. The final closing where money changes hands is a much deeper and more complex subject. This usually requires something more than a printed or typewritten suggestion to send in the money. Particularly is this true if the article is a costly one. You could print the line "Buy this gasoline engine today" in red ink in letters an inch high and it would not loosen the purse strings of the prospect. A gasoline engine purchase involves considerable money and the prospect wants some good definite reasons why he should buy.


In many cases after enough literature to arouse interest and desire has been sent, the advertiser presents a very attractive special proposition as a reason for immediate action. If this does not produce the order a quick follow-up is used. In a case of this kind it is necessary that the follow-up be quick and snappy. The intention is to create the impression that the offer is a most unusual one and must be seized immediately. Obviously this intention would be defeated if the follow-up were dragged over any great length of time.

Again many manufacturers make a special offer without any pretense of the occasion being an unusual one. They state frankly that they are making a special price or giving unusual terms because they want the prospect's first order. This kind of a proposition permits of a longer follow-up.

If you are selling by mail make the prospect as good a proposition as you can and if this does not close the sale try to make a better offer. Be sure that your proposition has the ring of sincerity. If you originally asked \$25 for your article and later offer the same thing for \$20 be sure that you have a plausible reason for making the reduction.

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What Advertising Has Done For Literature

WENTY years ago advertising was called a graft, ten years ago a game. Today it is styled a profession and the best brains of the world are clamoring for admission.

The profession of advertising rewards its devotees highly because it demands much. The capable advertising writers of today are keen, studious men,—men of college training—men who know books as well, and their fellow men better, than any author.

Throwing their trained minds and eager spirits into their writing, their copy is more interesting more *alive* than the fiction of professional authors. It was said at first as a joke but has come to be a truism that the advertisements in modern magazines are more interesting than the reading matter.

It is the adwriter, rather than the litterateur who is shaping our language today. Do you doubt it? Pick up any magazine or novel you please. The endless sentences of Thackeray, Dickens, Macauley, or our own "innocuous desuetude" Cleveland, are gone. Instead are short sentences, with a snap-snapping like the staccato detonations of a Maxim.

No writer of fiction originated this style. It was the ad writer. He read the secret passages of the human mind. He saw that the mind can follow two thoughts of ten words each, more easily than one thought told in twenty words. He voiced his successful bid for dollars in rapid fire sentences and the fiction writer followed.

"Ad" "Adscript" and "Ad-writer" are accepted members of the Vocabulary club. "Make good" "Money back," "Do it now" were coined by copy connoisseurs. And a host of others. Take heart of grace, copy writers. You've broken into polite society.

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Do You Cut Your Own Hair?

DO? Why not? It's your own head and you know more about how it ought to be cut than any tonsorial "expert" possibly can.

This sounds foolish but we're speaking a parable. This article is written for consumption by those business men who insist on writing their own ads on the ground that they know more about the business than any professional advertising man can.

The agency man who offers to handle your advertising does *not* insult your intelligence. Advertising is a profession requiring constant study and the agency man pays you the compliment of believing that you are too busy managing your business generally, to master this one phase of it. Especially when it is cheaper and more convenient to have it handled by specialists.

Even if you were an expert barber you probably could not cut your own hair, because you could not get the same view of the job that another man would. It's the same in advertising. You are intimately acquainted with your own business. Certain facts are so woven into the very warp of your soul, that when it comes to writing your copy you forget that the things which are so very obvious to you are unknown to the public and must be explained.

The professional advertising man brings the impartial viewpoint of the outsider, and because of this, if he is an advertising man worthy of the name, he will breathe into your campaign the soul that makes the difference between the copy that benefits and the Frankensteins that crush their creators.

N. F. White, manager of the Des Moines branch, Bureau of Engraving, says the amount of new business he is getting shows that the public is becoming more appreciative of high class cuts.

New Farm Paper Copy

Magazine Style is Creeping Into
the Agricultural Press



HE man who has watched advertising for the past half-dozen years is struck by the change which has come over farm paper advertisements during that time. Many of the ads are of such a nature, both in makeup and text, that, if they were clipped and presented to you detached from the surrounding reading matter you couldn't tell whether they came from a farm paper or a magazine.


This is probably due to two reasons. Farm papers are using a better quality of paper and half tones can be used more successfully than formerly. Secondly, advertisers who once would not have thought of using farm papers now make liberal allowance for them in making up their schedule. These men gained their advertising experience in magazines and they see no reason why the same copy will not pull just as well in farm papers. Any theories as to why it wouldn't are offset by the blunt fact that it does.

The farmer is just as human as the city dweller and appreciates artistic layouts just as much. There was a day when agricultural advertising was only a shade less outlandish than theatrical advertising but that day is passing. The halftone and the artistic designs have come into their own. It's getting to be a tight race between the farm paper and the magazine, and the advertising world awaits the development of events with interest.

This one thing is certain: an inspection of any standard farm paper will make plain the fact the farmer is a possible purchaser for anything the city man can buy. And he has the money to buy.

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The Passing of the Catalog

 TODAY there are many manufactured articles, selling for a considerable sum, which have no catalog. The large circular, technically known as a broadside, is replacing it. Three reasons seem to account for this change. Advertising demands constant change; the broadside is less voluminous than the catalog and more likely to be read; the broadside is cheaper.

The buying public does not require a great mass of verbiage about the article it is going to buy. It wants the essential facts succinctly told so it can readily read them and appreciate them without a mental effort. This can often be done in a broadside and the advertiser is saved the expense of a catalog.

A further advantage of the broadside is the fact that it affords opportunity for practically any kind of display or illustration. The catalog has many pages but the pages are small and if a large picture is wanted, say a detailed drawing of the article advertised, it is necessary to make a special insert. This adds to the cost and is often unsatisfactory.

The broadside, on the contrary, is of a large size, often as much as 22x36, and cuts as large as are required can be printed on the broadside itself, thus saving the expense of an extra press run. This element of size is also of value from the fact that it lends itself to effective type arrangement. The compositor is not hampered by lack of space as he is in the case of a catalog page. In a catalog your arguments and telling headlines are spread over several pages and you have to trust to luck that the prospect will turn to the proper page to find the argument that will hit him.

A broadside lends itself to any desired folding, thus making an agreeable contrast to a book, which has but

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one shape. Advantage of this fact can be taken in arranging the folds and reading matter so that the reader's curiosity will be increased with every fold he opens, attaining its zenith just before it is gratified on reaching the double page spread.

Also when you are presenting your proposition in a broadside less stock is required and you can use a better quality than would be practicable in a catalog. For the same money that would be required to write, print and bind a catalog you can have two or more circulars, thus getting the benefit of cumulative advertising. There is the further argument that a broadside can be sent out under one cent postage, whereas a catalog, if it is any size, requires anywhere from two to ten cents and even more.

For these reasons advertisers are not so keen for the catalog as they once were and more and more they are resorting to the broadside as a business bringer.

Your Ad Will Pay in the Twentieth Century Farmer

A Magazine for the Men and Women on the Farm

*Printed on the Best of Book Paper, Handsomely
Illustrated—Two Color Covers—Well Edited*

Fifty Cents an
Agate Line **105,000** Guaranteed
Circulation

In the Richest Farming Territory in the Missouri Valley

THE PAPER the Farmer Looks for and Reads First

Twentieth Century Farmer
Omaha, Nebraska

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Advertising Breakers Ahead For Baseball Magnates?

NEWSPAPER owners are beginning to balk at the free publicity which baseball receives. At a recent meeting it was cited that whereas the baseball team takes only a very small paid space, if any, to advertise its game, baseball receives from every metropolitan newspaper from one to two pages daily without a penny of cost. Even in the smaller towns a column or more is devoted to sporting news every day. The Sunday newspapers have an entire sporting section.

Some of the publishers are beginning to object to this wholesale donation of their space. Many of them further claim they lose money on the baseball extras, the only possible value derived from them being prestige. Each paper must issue an extra or admit that its competitor is more progressive.

Just how the publishers are going to remedy the situation is difficult to see. If they refuse to publish baseball news except as paid matter they will be running counter to public sentiment and the paper that continues to carry baseball news will become the public favorite. And popularity is essential to the success of a newspaper.

Sports have secured free publicity since the beginning of time. The Olympic games had no paid press agent so far as history shows, but so well were they advertised in their time that they have come down to us as an immortal memory of the Grecian past. The athletic field is humanity's safety valve and the life of baseball as well as every other sport depends upon its being kept as far from commercialism as possible. So it will probably be some time before the newspaper publishers begin to collect line rates on their sporting pages.

Scattering Drops



On the Fourth of this month we received the follow-up on the Declaration of Independence.

Do not condemn an ad merely because it does not please yourself. Consider the class of people it is designed to reach.

There's a difference between studying good ads and aping them.

Advertising without distribution is like a bucket without a bottom.

The successful advertiser must have courage and faith enough to stick to his plan even though returns are slow in coming.

A broad man will take a lesson even from a competitor.

The man who advertises in a small way and keeps at it will accomplish more than the man who splurges and quits.

In picking a medium be sure to inquire not only how much circulation it has but whether that circulation is in the territory you wish to reach.

The man who "takes a shot at" advertising usually misses.

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.

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.