

JUNE, 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

Vol. 2 Des Moines, June, 1912 No. 6

Why the Melting Pot?

OME have wondered why we go to the trouble of preparing this little magazine of advertising every month. There are two reasons. In the first place we believe in advertising and believe we need it just as much as our clients. We chose this method because it is a convenient vehicle for demonstrating our ideas in advertising and selling.

Secondly, we have an advertising message to deliver to the business public. It is part of our service to keep our clients informed on the newest thought and developments in advertising and nowhere can this be better accomplished than in the pages of the Melting Pot. The Melting Pot is a crucible wherein the advertising thought of the world is melted down and given to you free from irrelevant dross.

From month to month there are many thoughts that we wish to put before our clients actual and prospective. It is impractical to write a letter and we use this little magazine as a substitute. That it is appreciated is shown by the many letters which find their way to the editorial desk.

A house organ to be effective should be more than merely a piece of advertising literature masking under another name. It should contain reading material of actual interest to those who receive it. It should be a periodical containing timely news of the business it represents.

The day of the yarn-spinning drummer is past. During business hours the world means business. The Melting Pot is a business magazine for business men—to be read during business hours.

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The Presidential Fall Out-Look

By PAUL B. LESSING
President Lessing-Fraizer Company

ON account of this being presidential year it had been expected that business would fall off throughout the year or at least that it show no gain in volume. This is a most exceptional Presidential year in that, generally speaking, business has improved almost daily since the beginning of the year. Figures from New York show that the bank clearings for March exceeded those for April by a half billion dollars and exceeded those for previous Aprils by a billion dollars.

The exports of merchandise during April were more than 20 million dollars greater than any previous April and imports exceeded the high figure of April, 1910, by 29 million dollars, leaving this country a favorable Balance of Trade for April, 1912, of 17 million dollars. For the ten months of the Government's fiscal year that have just passed, a new high figure has been set for imports, exports and favorable balance of trade. The gain in export business may be taken as a favorable sign by business men who want to advertise but first wish to make sure that the financial passage is clear.

Steel is considered an accurate barometer of business conditions and the present condition of steel is very satisfactory. Since the first of May there have been appreciable advances in the prices of bar, plate and structural steel, and steel orders are much heavier. During the early days of May the Steel Corporation was 20,000 tons a day behind its orders, showing that the big concerns of the country, the concerns which use iron and steel in their operations, are looking forward to a year even more prosperous than usual.

So far as the business world is concerned there might not be any election this fall. The business men of the

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country seem to have awakened to the foolishness of a quadrennial stagnation of business just because the voters of the nation are about to decide whether or not they are going to change presidents.

Advertisers generally are taking a sane view of this presidential year and publications expect to receive a larger volume of advertising copy this fall than they did last. This in spite of the fact that publications are each year growing more strict with regard to whom they will admit, thus keeping out many advertisers formerly admitted, who otherwise might help to swell the record of advertising business done.

The crop outlook is excellent. There has been a proper degree of rain with not enough cold to hurt and only a long continued drouth such as that experienced during 1911 will cause a crop shortage. There is no reason to believe there will be a drouth.

A normal crop will give the farmers of the middle west an adequate compensation for their season's work. They will be satisfied with their efforts, will have money to spend and will spend it. This produces business for retailers and manufacturers. The manufacturers who will get the greatest advantage from it are those who reach the people through advertising which gives their goods a proper introduction.

The soul of business is confidence. It is the mission of each man individually to see to it that he contributes nothing toward destroying the aura of confidence which now surrounds the business world. This is done as much by intelligent advertising as by any other method. Within reasonable limits a liberal sized advertising space is usually taken as a criterion of the prosperity of the advertiser.

Live so you can look every man in the eye and tell him "Business is fine!"

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The Accumulative Value of Dense Advertising

By HUGH McVEY
Advertising Director Pierce Farm Weeklies



HERE is an accumulating result to announcements when they go to a large number of people in any one community. They thus become more readily a topic of general conversation. The most talked about advertising is the most profitable. An advertiser using a publication enjoying a density of circulation whether it cover one town, one state, or group of states has a greater opportunity for profitable results than if its copies were widely scattered.

In the more prominent agricultural states the amount of circulation enjoyed by the leading farm paper ranges from 50,000 to 90,000. Such papers reach on an average of about one farmer in every two and one-half or three.

For instance, a paper in a state that has 216,000 farmers may be supposed to be an efficient medium if it has 80,000 or 90,000 circulation in the state. A farm paper which is supposed to cover this same territory yet has but 30,000 or 40,000 circulation therein most assuredly cannot be considered a strong publication, for, if there is a judge of farm papers it is the farmer himself. There is nothing to keep a farmer from getting the paper he considers the best; therefore, we may conclude that the good farm papers have the most subscribers.

Owing to the equality of farmers as regards wealth, intelligence and general character it cannot possibly be argued with success that all the good farmers of any state are represented in as small a proportion as one-seventh or one-eighth of the entire number of farmers.

A good criterion of the desirability of a farmer as an advertising prospect is found in the number of acres

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he farms. A farmer with forty or even eighty acres cannot be as good a buyer as a farmer owning a quarter section, or 160 acres.

In Iowa there are almost 100,000 farmers who farm quarter sections and fully as many in Illinois. Kansas has 80,000 farms of this size and Nebraska about 70,000; the two Dakotas together about 100,000.

When these figures are compared with the number of farms in the state it will be found that from one-third to one-half of the farmers of the Corn Belt are on farms of this size. It may therefore be assumed that fully one-half of the farmers of the Corn Belt are very desirable farmers to reach with advertising.

It may also be assumed that a farm paper that reaches only about one-third of the number of farmers who farm 160 acres in its own state does not have great worth. Some farm papers of this size talk quality of circulation.

As a matter of fact, with very few exceptions, there is no merit in the talk of "quality" as regards circulation between papers of the same class. This is usually the claim put out by small papers that have no other argument on which to solicit advertising. They cannot assert that they carry the most advertising, reach the most farmers in their state or show supremacy in any one line. They, therefore, fall back on claiming quality which cannot be proved for, nor against them.

Yet there are some papers of small circulation in their home states that pay advertisers. These papers often owe their influence to meritorious work along certain special agricultural lines. They are not to be compared, however, with general all-round agricultural papers.

If a farm paper claiming a large circulation in its home state has an advertising patronage commensurate in volume the beginner in advertising should feel safe in using it and disregarding the unproven claims of quality or superiority made by this paper's smaller competitors.

Individuality in Envelopes

BEFORE advertising became the spectacular panorama it is today, the sole printing on an envelope was a plainly printed return card to provide for return of the letter in case of non-delivery. These steadily became more ornate until today many concerns devote as much care to the preparation of their envelopes as they do to any other part of their literature.

This is correct advertising theory. The minute you make your envelope printing anything more than a plain return card you admit that this is so. Why not be frank and use the advertising value of the envelope for all it is worth? The envelope is the first part of your communication that the advertiser sees. It is your introduction. Make it favorable.

On the opposite page we are showing some specimens of attractive envelopes. In our judgment these are striking because they conform to certain definitely established principles of advertising. They make the envelope distinctive so that it stands out from the mass of envelopes that come to the business man's desk, and they tell at a glance the message which the advertiser is trying to convey.

Any one of these envelopes will get more than a passing glance from the man who looks over the morning mail. They will arouse in him a curiosity which will insure for the letters they contain, a more than perfunctory reading. Concerns whose selling plan entails a considerable degree of mail solicitation should especially seek envelopes which have the stamp of individuality. By doing so they get the cumulative value of reiteration. Every time a letter arrives, the prospect, even before he opens it, has another vivid reminder that he has not yet made the purchase that he should make.

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Bureau of
Engraving
Incorporated
MAIN OFFICE AND PLANT
MINNEAPOLIS

AUTOMATIC ELECTRIC WASHER CO.
Automatic
Electric & Power

AFTER TEN DAYS RETURN TO
Standard Air Co.
CEDAR FALLS, IOWA

The Husk Company Pres. Co.
Wholesale Boots Shoes and Hosiery

GOODYEAR TIRES
Ideal Auto Co.
Des Moines, Iowa

The Oakland

P. B. Lassing
201 Life Bldg
City.

Attention-Getting Envelopes

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The "Smart" Form Letter



ADVERTISERS should learn that the mind which receives your printed talk is the same mind which absorbs your spoken words. Judging from the form letters that go out many do not seem to realize this. Men who ordinarily are dignified and proper feel it necessary to become kittenish the minute they put pencil to paper.

In their wild attempts to be unusual they often become inane. They are inconsistent and here is the reason:

Firstly, the man who sends out a form letter endeavors to create the impression that it is a personal communication instead of a general letter. Otherwise he would have it printed, an operation which is cheaper and allows of better display.

Secondly, in defiance of the fact that he is trying to make the recipient believe he is getting a personal letter, the business man composes that form in a style in which he would not dare write a personal letter.

Capitals, red ink, slang and patronizing phrases abound. Things that would be offensive in a personal letter he considers all right in a form. The business man will sit down and without hesitation dictate a selling letter to one person, but will spend half a day composing a similar letter to send to 50 or 100 prospects. The form letter in his opinion needs carefully concocted phrases, not to make the selling talk stronger but to show his ingenuity in torturing the King's English.

Just because a man has answered your ad is no reason you should think him foolish enough to believe you when you say that answering that ad marks him as the one and only enlightened farmer in your community. He won't believe you unless he's a dolt and if he's a dolt he'd probably not buy your goods anyhow, so what's the use?

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Another thing: it's about time to stop that gag about the president of the company personally writing John Smith to know why he didn't order \$2.17 worth of garden seeds or whatever you are selling. That old tremolo stop wore out long ago and it is the writer's opinion that the prospect never fell for it very hard anyhow.

On a letter of this kind one of two conclusions is very likely. Either that the president is prevaricating or that business is in a bad way if he can spend time giving his personal attention to small sales. The farmer has intelligence enough to know that the president of an implement company does not go out on the platform and nail up the crates on the shipments and there's no use pretending that he does.

Suppose the Standard Oil Company wrote you a form letter stating that if you ordered a gallon of their oil John D. himself would go out and pour it with his own hands so as to be sure you received good measure! Would you believe it? Then don't under-estimate the intelligence of the farmer.

Remember well this one point: when the farmer or anyone else writes you it is because he wants certain specific information about your product. Give him this information. Don't waste his time telling him what a streak of white luck it was for him that he saw your ad.

Tell him what your product is, what it will do, how long it will last and what it will cost him. If you have a dealer give him the name of the dealer, if you sell direct tell him so. Give that prospect full and concise information so that when he gets through reading your letter he will know everything there is to know and will understand just how to go about it to buy your product.

If a man wants humor he can buy a joke book or read a political platform. The business letter should give business information.

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The Comprehensive Campaign

DID you ever get a circular from a concern and a short time later get another which practically went over the same ground? It seemed to you a waste of advertising ammunition and perhaps you wondered why. Usually the trouble is a lack of thorough planning beforehand. It's like a general who would go into battle without any well defined plan of action and would order a charge whenever the notion struck him.

It is here that the service of a good advertising agency comes into play. The modern agency is a selling organization the members of whose staff are trained in merchandizing through advertising. They lay out in advance your advertising campaign for the entire season so that you can have a bird's-eye view of the entire campaign. This procedure, allowing for modifications if future developments warrant it, has many advantages. The most important is that it enables the advertiser to see each unit of the campaign in relation to the others so that he can correctly apportion his appropriation. This prevents the error of spending too much on the earlier circulars and being compelled to skimp on the units which come later in the campaign.

There is the further advantage that when your agency prepares your advertising plan in advance, you can see to it that each unit dovetails. You will not be sending out one argument and repeating the dose a week or so later. Your prospects will get variety and at the same time each selling argument advanced will have an inter-relationship with those that have gone before and those that come later.

Definite planning will give you a clear-cut idea of what you intend to do and will prevent those mistakes which often occur in advertising. In a recent article in an ad-

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vertising journal the former sales manager of a large concern tells of his experience in answering the advertisements of gasoline engine manufacturers. He asserts that in the cases of three of them—all selling by mail—not once in all their literature did they give any clue as to the price charged for their engines. He cites many cases of other manufacturers of other lines who have been negligent and have left out of their literature details that are essential for effecting the sale. Many of the omissions are as vital as would be the case of the man who would give a dealer an order over the telephone and forget to divulge his identity.

Some advertisers get so excited over the catalog—especially if it is the first one—that they forget that the catalog is only one item in the campaign. They spend practically their entire campaign appropriation in getting out an elaborate book and then don't have enough money left to advertise adequately or to get out other literature. This is due to failure to take a bird's-eye view of the campaign before it is started.

Every advertising agency which does any amount of business is meeting this every day. Men wishing to advertise their products come to the agency. They are willing to spend money for advertising but often have not the least idea how to go about it. Many of them if left alone would take space in publications without any previous preparation whatever, and then when the inquiries began to come in they would have no literature of any kind to send them.

Others perhaps have a list of publications that they selected because they liked the stories in them or from some whim, not knowing whether or not they circulate in the territory which he wishes to reach. These and other errors resulting from insufficient preparation can be avoided by securing the services of a reliable advertising agency.

Wallaces' Farmer

Carried More General and Farm
Implement Advertising During March
Than Any Other Farm Paper Published

Here are the figures: Wallaces' Farmer, 80,620 agate lines. Nearest Iowa competitor, 72,143 agate lines. Nearest competitor in the United States, 77,369 agate lines. Taken from April 25th issue of Printer's Ink.

This is not an unusual thing. Wallaces' Farmer generally carries more general and farm implement advertising than any other farm paper published. It is recognized by advertisers and subscribers alike to be the leading western farm paper, and as one of the great farm papers of the country. It is the only Iowa farm paper published that has built up its circulation by requiring payment in advance for subscriptions and stopping when the time is out. No inducements other than the merits of the paper either in the way of price or premiums are offered for subscriptions. Our advertisers know that Wallaces' Farmer not only has paid circulation, but also that it reaches mostly men who own their own farms—that it appeals strongly to the farm owner, and that he reads it each week because he knows that he will find something really helpful in every issue. It keeps him up-to-date on farming, tells him what to do three or four weeks hence, not what he should have done three or four weeks ago. It reaches the reading, thinking class, the class whose business is most valuable to the manufacturer.

If you are looking for real worth in a farm paper, real value in an advertising medium which reaches the farmer, Wallaces' Farmer will appeal to you. The paper itself tells the story. It circulates in the richest agricultural territory in the world. More men who own their own farms subscribe and pay their money in advance for Wallaces' Farmer and read it, than any other farm paper published in the territory.

When you use Wallaces' Farmer, you will find that many farm folks will write you as follows, "I saw your advertisement in the best farm paper published, Wallaces' Farmer." That is the way they look upon the paper, and we believe that is the way you will look at it when you try it out.


For further particulars, advertising rates, etc., address,

Wallaces' Farmer

1112 Walnut St. DES MOINES, IA.

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Make Your Pictures Talk

ET away from last century's idea that anything is good enough so long as it's a picture. Ordinary pictures are getting so common nowadays that it takes something very extraordinary to jar the reader out of his lethargy and make him read your ad.

Advertising has been called salesmanship in print. Accepting this definition, why not follow it to its logical conclusion. If a man came to you personally to buy a farm gate you would not be content merely to point to one of your gates and say "That's it." You would consider yourself a very poor salesman if you did not open and shut the gate a dozen times, stand on it, and do everything you could think of to show the prospect the desirable features of your gate.

The same methods in a modified degree are possible in your advertising literature. You can pictorially jump on your gate or open and shut it. You can show it in such a way that it will seem to the prospect almost as though he were seeing an actual demonstration. Manure spreaders, gasoline engines or any other article can be given the same kind of treatment.

There is an appeal in every article and if you look hard enough you can find it. There are two ways of making your pictorial appeal. You can show what your product is or you can show what it does. The former is usually accomplished by showing a picture of the article and an enlarged portion showing a detail. It is very effective in the case of articles which do not readily lend themselves to a demonstration showing use.

The second class, the pictures showing an article in use, is being found appearing in publications more and more frequently. The two classes sometimes blend to such an extent that it is difficult to classify the picture. The picture of a silo, for instance, shows what it is, and at the same time shows what it does.

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In preparing a picture which is designed to demonstrate your machine performing an actual operation be sure not to over-estimate the amount of knowledge of your proposition and interest in it possessed by your prospective readers. Do not occupy valuable space portraying some thing your prospect can not understand or in which he will not be interested.

For instance if you are advertising a farm implement to the consumer do not use blue prints or diagrams. The ordinary man does not know enough about machinery to understand these things. A picture of the implement in actual operation would be much more interesting and the reader would have a clearer idea of what you were discussing. The picture of an ensilage cutter as a study in still life is well enough in its way but it would be much better to have a picture showing the cutter in the act of throwing ensilage into the silo. This would give a good idea of the machine and would show at a glance just what it can do in actual operation.

There is another element in connection with these demonstration pictures which must not be ignored. This is the element of human nature. Man is gregarious. He likes his fellow human beings. This liking extends even to pictures. Hence it is established beyond doubt that a picture which contains the likeness of a man, woman or child will attract more attention than a similar view which does not show any human beings. Run over the advertising pages of any publication and prove this for yourself.

It is also a fact that there are many articles whose merit can not be effectively shown unless you show what they do. The mere picture of an insurance policy does not carry an appeal, but if the reader shows a widow maintained in comfort by the money which came from the policy then there has been advanced an argument which interests the reader.

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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

A. A. C. of A. Meets in Baltimore in 1913

BALTIMORE was chosen as the site of the 1913 convention of the Associated Advertising Clubs of America.

The 1912 convention was held at Dallas, Texas, in May. Geo. W. Coleman, of Boston, was re-elected president. More work along educational lines was the keynote.

Thoughtful advertising men note with satisfaction a tendency to eliminate the stunts and bizarre performances. Many clubs were turning themselves into money-making institutions or vaudeville shows and were losing sight of the serious side of advertising club work, the study of advertising.

Scattering Drops



Think, work and advertise. This means success.

If business is rotten these days now is a good time to prepare a rousing advertising campaign for next fall.

Watch your competitor. Remember there are times when he's almost as intelligent as yourself.

A prospect is always a live one until he buys the other fellow's goods or dies.

Inquiries are an expense unless you sell them. Prepare your follow-up with care.

Vacation is wasted time to an advertiser unless it brings him back to his desk with new ideas.

If you are selling through dealers and running publicity copy you can't justly blame the publication if you don't get inquiries.

The advertising agency man is thinking of advertising every business hour of the day and it is likely that he can produce an idea of value to you.

The copy that's written on the back of an envelope while the solicitor waits for it, hardly ever produces a flood of inquiries.

If it were as easy to find the faults in our own advertising as in that of our competitors, most of us would quickly become rich.

The temple of advertising success is located at the corner of Work avenue and Hustle street.

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.