

MARCH, 1912

The
MELTING
POT



Lessing-Fraizer Co.

Des Moines, Iowa



The Meaning of
"Agency Service"

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

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

Writing for particulars obligates you to nothing. Write for our specific details how we can help YOU.

Lessing-Fraizer Co.

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The Melting Pot

Vol. 2 Des Moines, March, 1912 No. 3

The Value of the Testimonial

By PAUL B. LESSING
President Lessing-Fraizer Company

W HENEVER I hear a man ask whether testimonials are worth anything to an advertiser I wonder if the man who asks the question ever devoted a moment's time to the study of human nature. If he did he would know that a sheaf of testimonials is the strongest weapon in his advertising arsenal. It is a thing which bears weight and forces conviction because it has the highly desirable quality of disinterestedness.

The testimonial is the statement of an outsider who has no interest in the sale of the article that he has used it and finds it all or more than the manufacturer claims for it. Surely this is a better selling talk than anything the manufacturer or dealer can say in an advertisement.

There are some lines wherein the testimonial is discounted. This is not because of any intrinsic deficiency in the testimonial principle, but because there is a popular belief that testimonials for this particular line of advertising are bought. To be of value the testimonial must be voluntary. If it is unsolicited, so much the better.

It is a principle of law and logic that the more disinterested a witness the more credible his testimony. A father bragging about the smartness of his baby is not widely believed. Let a stranger tell you the child is a genius and you begin to think that possibly the infant has a spark of intelligence and if let alone will grow up to have sense enough to eat when it is hungry.

The testimonial is based on the same principle. You may write ever so good an ad. You may tell the exact truth about your product and show that the article you manu-

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facture is superior to any competing article, but there will still be a leaven of doubt in the minds of your readers. They will figure that you have a very palpable interest in making these statements and that although you may have meant to speak the truth it is possible that you exaggerated in your enthusiasm. They will discount your advertisement.

But supposing you use a testimonial. Take the corn testing movement for example. The National Seed Tester Co. is using thousands of lines of valuable farm paper space to tell their readers that they can raise the value of the corn crop by testing corn. The farmer read this but was not sure.

But the farmer thought differently when this same company published the identical statement on the authority of no less a person than Perry G. Holden, Iowa's leading corn authority. The farmer knew that Prof. Holden had no connection with the National Seed Tester Co. and that the statements he made regarding the necessity of testing seed corn were based on knowledge gained through years of experimenting.

This shows that the testimonial has a direct and lasting value. Its value increases in direct ratio as it possesses these qualifications: if it is voluntary, if it is unsolicited, if it comes from a person known to the reader, if it comes from a person known by the reader to be an authority on the subject under discussion.

If you are not using testimonials extensively in your advertising, get busy and acquire a goodly sized bunch of these valuable documents. They are the best argument settlers in the world of commerce.

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This letter is an illustration of the way the disinterested testimonial brings conviction to the reader:

F. S. ANDERSON, PRESIDENT
F. O. WYER, VICE-PRESIDENT

NEWARD HIGST, TREASURER
W. F. VOORHEES, SEC. AND GEN. MGR.

Standard Mfg. Co.



Cedar Falls, Iowa Aug. 17, 1911.

Leasing Advertising Agency,
Des Moines, Iowa.

Gentlemen—

I particularly want to express my appreciation for the service that I have received from the Leasing Advertising Agency. You no doubt are familiar with my experience with one of the so called "largest advertising agents in America". I suppose it is natural for a person starting a new venture to go to a large agency but after my very unsatisfactory experience with one of them I can readily see that a smaller agency can give far more satisfaction in more ways than one.

One of the features that I especially like about your service is that I feel perfectly confident that you will not recommend any advertising move that in any way might look speculative or hazardous. The advertising copy that you have prepared as well as the broadside circulars show that you have given my particular business a very thorough study. In fact I would not know where your service could be improved.

I would not consider trying to handle my advertising in any other way. I not only have the advantage of my own experience but I have the opportunity of having my proposition viewed from the other side of the fence. A common mistake of many manufacturers is that they consider that no one can write their advertising but themselves. The result is that the prospective buyer is told about too many technical points that he really does not understand although they seem perfectly simple to the writer. Conclusively, Leasing service is what advertising service should be.

Sincerely yours,

STANDARD MANUFACTURING CO.,

By *E. H. Cloonan*,
Sec. & Mgr.

1/8KV

It was written to this agency nearly two years ago. That the writer has not changed his opinion is shown by the fact that the Standard Manufacturing Co. is still one of our clients.

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A Flange for the Adman's Car Wheel

CONSIDER the humble car wheel and draw ye a moral therefrom. Have you ever noticed the little rim that sticks out on one side? This is known as flange and is there for the purpose of keeping that wheel on the track. It insures that the train will arrive at its destination and not go wandering over the countryside.

It would be an excellent idea if some advertising men had flanges to prevent metaphorical straying in the by-paths. They even stray in their copy. Did you ever sit back quietly listening to two men arguing and see how they go from one subject to another until the original subject is entirely forgotten?

Two men may start arguing about Roosevelt and end by disputing the riddle of the Sphinx.

You find something analogous in the work of these advertising wanderers, especially when they are writing a booklet. The wider pastures of a booklet, as compared with the cramped quarters of a 14-line ad, overpowers them and they write all round the subject. Often they spend so much time leading up to the subject that the prospect tires and quits reading before they ever reach it. So far as this prospect is concerned the booklet is wasted.

Others allow themselves to be lead astray by the idea of "high art." They spend several hundred dollars on a cover which is undoubtedly artistic but has no more to do with the subject in hand than the king of Siam's birthday anniversary has to do with home rule in Ireland. They need a flange to keep them on the track and hold them strictly to the subject in hand.

Others stray when they come to selecting media. They fail to consider clearly just what class would be interested in their product and what media will best

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reach them. The secret of many an advertising failure is found in his hint. The fault with many of these strayers is that they select publications that appeal to themselves instead of those that appeal to their prospective customers. Then they ingenuously wonder why they do not get returns. A flange would keep them on the road of clear thinking and would bring them greater profits from their advertising.

Another class of wanderers err in preparing their follow-up. They fail to consider the percentage of sales to be expected from each piece of literature as compared with the profit from each article sold. The consequence is that they spend either too much or too little on the follow-up literature and the advertising-selling scale gets out of balance. Men of this class must spend more time in analysis before they start their advertising campaigns.

Unseasonable advertising is another method of straying from logical advertising thought that produces unfortunate results. Practically every business has certain months of the year when its products sell in larger quantities than at others. Manufacturers who ignore this fact and use the same amount of advertising space the year round waste money. If they use liberal space they are wasting money by using too much during the dull months, and if they have a small space they are losing money by not carrying enough during the busy months.

There are dozen of other methods by which advertising men violate the rules of good advertising. Every violation means a reduction of the profits which he might otherwise have, just as a train gets behind its schedule every time it gets off the track.

These men need flanges, and there is nothing so effective as the impartial viewpoint and dispassionate judgment of a capable advertising agency. In this way you get the viewpoint of men who are experienced advertisers and yet are far enough away from your business that they can get the proper perspective.

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PAUL B. LESSING
President Lessing-Fraizer Company

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The Advertiser's Creed

I believe in the dignity of advertising.

I believe advertising is the mightiest lever ever conceived in the mind of man. It is a tremendous power for good or evil, according as it is properly or improperly handled.

I believe that advertising is an investment instead of an expense. It is the seed which brings good or poor returns according to the skill with which it is sown.

I believe in the spirit of boasting. All the world would rather hear good than evil and the man who spends his time crying down his neighbor's wares has no time left in which to cry up his own.

I believe in the necessity of honesty in advertising purely as a business policy aside from the ethics of the case. The cry of "Wolf! Wolf!" becomes less efficacious in ratio to the frequency with which it is repeated. The dishonest advertiser not only injures his own business, but by lessening the public faith in advertising hurts the cause of business generally. The advertising liar is the tsetse fly of commerce.

I believe that far from increasing the cost of an article, advertising reduces it, because by increasing the sales it cuts down the manufacturing and selling cost per sale. For this reason I believe that, all other things being equal, one should buy the advertised article because it is more apt to have the greater quality.

I believe in the brightness of the future of advertising. I believe that man has faith in his fellow men and that the honest statement of an advertiser is almost universally taken at its face value. Advertising pays because of this public faith, and the man who has a bona fide proposition to make can reach the buyer through the medium of advertising.

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More Window Originality

DEALERS should recognize the fact that their windows present a most strong advertising feature. Everyone who walks along the street must see them and if they are made sufficiently attractive everyone will look into them. The display window reaches those who do not enter the store, and hence are more valuable than counter and show case displays which would not be seen by the passer-by.

Yet this valuable space is practically wasted by a large number of dealers. Some of them simply throw things pell-mell into the window. Others who do provide a fairly good window display leave it in so long that the novelty wears off.

Manufacturers in preparing their dealer helps could increase their profits if they would give more attention to this phase of dealer co-operation. Dealers as a rule are willing, many of them anxious, to use good window displays, but they do not know how to do it. A little intelligent help will bring your own goods forward prominently and will also make the dealer friendly, because he sees that you are sincerely working to help him sell the goods.

In arranging your window display be subtle rather than bold in pushing forward your own project. If you make it too apparent that the object is too boost your own goods rather than to help the dealer, your display is more likely to find a niche in the dealer's ash barrel than in his window.

Get the dealer's viewpoint. Remember that selling your product is not his sole object in life. He has other irons in the fire. Yours is only one of a score or more manufactured products which he sells. Therefore, while making sure that your product is not overlooked, arrange your display so that it will appeal to both the dealer and the public.

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The value of a display depends upon its novelty. Get something no one else ever had and be sure to take it out of your window before the public tires of it. Timeliness, which means turning to advantage the current news, often adds to the effectiveness of the display. The writer remembers one display made at the time the Wright Bros. completely filled the public eye. The window dresser put a miniature airship and by means of a fan produced the swaying effect. A mechanism moved the ground beneath the airship and the scenery back of it, so as to complete the illusion of actual flying. Below was a card which read: "This is the (W) right store for you."

Many condemn this style of window dressing, but that display has stuck in the writer's mind when hundreds of other are forgotten. And making your concern favorably remembered is one of the prime objects of advertising.

Window displays can be prepared at a cost low enough to warrant the manufacturer furnishing them to his dealers. Since the introduction of cheaper methods of color printing some wonderful window effects can be produced with cardboard, and the dealer should be quick to take advantage of these. Often a good display can be made by a unique arrangement of the goods themselves, but where the goods do not readily lend themselves to decorative arrangements they can be supplemented by window accessories.

This agency has made a very considerable study of the subject of window display and would be glad to lend the aid of its experience to any manufacturer who is interested in the subject.

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The Need of System in Selling The Farmer



HE trouble with many advertisers who are catering to farm trade is that they lack vision. They fail to see in their mind's eyes the farmer as he really is. Instead they are constantly visualizing and appealing to a type which does not exist.

This criticism is especially true of advertisers who have a product which appeals to both urban and rural trade. The major portion of the appropriation is spent in magazines and other media appealing to the city dweller. For this reason and because the advertiser lives in the city himself he unconsciously gets the urban viewpoint.

For instance when the cityan buys a bathtub all he wants to know is whether the price and quality are right. The farmer, who has no plumber within easy call, wants to know whether it is easy to install. The man who has an article to sell to the farmer must mentally place himself in that farmer's place and see whether the trite arguments he so glibly cites would have the desired effect.

Another thing is that the advertiser going to the country trade with an article which has been extensively advertised in media of general circulation, frequently makes the mistake of rashly concluding that the farmer is already familiar with his product. When an advertiser goes into farm papers for the first time he should prepare introductory copy as though he were appealing to people who never heard of his product.

Remember that while the farmer makes a good income he works harder for his money than the average city man and that an argument which may sell the city man will often fail to win the farmer's sweat-crusted dollars. You absolutely must show him beyond any doubt that he is getting his money's worth.

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Then, too, there is need of system in the follow-up. When a farmer writes you for particulars be sure you give him particulars. The writer knows of one instance where a catalog and two pieces of follow-up were sent out without a hint as to the price of the article. Is it any wonder that the prospect became disgusted and failed to become a buyer? This is an extreme case, but it shows one of the many tactical blunders which can easily creep into advertising.

What would you think of a clerk who kept saying "You ought to buy this article" after the customer had bought and paid for it? This seems inane, yet it is not a whit worse than the lax system of advertising which permits sending literature to a prospect after he has bought the article. Usually this occurs where the sale is made through the dealer. The manufacturer is not informed of the sale.

Manufacturers should remedy this defect by arranging with their dealers to have the dealers to give them the name and address of each purchaser as soon as the sale is made. This, of course, applies to articles the price of which is a considerable sum. It would be impractical to send a card to the dealer every time some one buys a can of baking powder.

In all your advertising, and especially if you are selling by mail, be sure to explain thoroughly the article you are offering for sale. If it is a machine, tell how it works in language so clear that it will not only be understood, but cannot be misunderstood. Make it plain that your machine is simple, that it does not get out of repair and that it does not require an expert to operate. Make things so clear that your prospect will have absolute confidence in ordering from you without ever seeing the product.

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DO YOU WANT A TELEPHONE

Send for this book today

Sam Thompson & Son's Co.
10 North A Street,
Albion, Mich.

GET TELFERS NEW 1911 RUG BOOK

Save \$5 to \$10

FREE

TELFER GAMPEYER,
Box 1000, Albion, Mich.

Special Offer for the Farmer who is Ready for a \$1.00

My Papa Makes His Land Pay \$500 to \$1200 PER ACRE

You Can Do The Same

20 Lily of the Valley

25¢

Get A Pet

To Keep You Company During The Winter Months

FREE

INDIAN CANARIES

LIBMAN

Sam Thomps

Will Send You His New Incubator For A Two Match FREE

Trojan

Here It Is New Baler

Fairfield Incubator

Broader

Get My Steel Gate O

Two Years' Trial!

SEED CORN

GUARANTEED BY \$10,000 Bond

Send today for FREE SAMPLES

Test Your

Raise 10 to 25 Bus. More Corn on Every Acre

Get A "New Ideal" Seed Corn Test-er On FREE Trial

Ullrich Seed Corn Tester Company

Write Today for Booklet FREE

Getting the Inquiries

THE MELTING POT

Let Us Help One Another
Sell Tile

**The Merit
Metal Culverts**

Doyle

A Story Without Words

A Wash Day
Labor Saver

Auto-Matic

Calendar

3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21 22 23 24 25
26 27 28 29 30 31

ONE ACRE
WILD BERRY
THAT MAKES IN CASE

FROM THE
ACTON IMPROVED
RED RASPBERRY

**WEAVING
For Profit**

Loom Company

**CHAMPION
SILO**

Janney Co-operative
Produce Co.
WILD BERRY, IOWA

The 5 Greatest
Weight Producers
in the World

FAIRFIELD INCUBATOR

GILBERT

WELL
GROW
IF
THEY
WELL
GIVE
YOU
NOTHING

Following Them Up

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Farm Women Want Labor Saving Articles

(Reprinted from Standard Advertising)

CO instruct our farm women to be fine mothers, excellent pals in business and gentle sweethearts always, is to keep the motherhood and wifehood and womanhood fresh and untired and to look upon her as she is, the pillar of the farm.

Her zeal is always untiring and ever at some task for the home that means joy to all. Most farmers' wives have incomes of their own with which they buy, if they desire, the comforts and luxuries of the house.

The great difficulty with the farmer's wife is that she is prone to get into the line of thought that she should not spend this money, but that she should lay it by. Advertisers should follow the farm papers and teach her where she can by a small investment make her work lighter, her value to her husband and children greater, and teach her that her real and earnest duty is to dominate by love the house on the farm.


Most farmers' wives do not know what they could do with improved articles for the home simply because they have never had the advantages of such articles put up to them in the right manner. Advertisers should do this and they will be repaid in a manner that will surprise them. The lightening of the wife's burden will make her physically and mentally more beautiful to all those who surround her and her hold on the affections and concern of her loved ones will be greatly enlarged.

We have our farm colleges for the men. The farm papers are trying to advance the farmer's wife. Advertisers would do well to so write their copy as to strike the fountain head of this idea, for it will be big in results.

Look into this matter, all you men of commerce who can and who desire to appeal to the wife of the farmer.

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Following Inquiries

HE number of follow-up shots to take at a prospective customer should usually increase in proportion to the amount and margin of profit there is in the article one is selling. A 25 cent article will stand not more than two while an article selling for \$25 may be worth a half-dozen letters.

Our forefathers used to comfort themselves with the saying that it is always darkest just before dawn and the advertiser who is trying to land an order by mail can paste this same proverb in his hat. Just at the time you are ready to give him up the prospect may have almost decided to buy and one more letter will land him.

Hit the line hard. Smash into your prospect. Show him you know your product is what he needs. You can't convince a prospect unless your letter bubbles with selling enthusiasm. Make him see your side of it.

Make each form letter approach the proposition from a new angle. The points of view of people differ so much that in order to reach all of them you must frequently change your method of appeal. One man may pay no attention to your letter emphasizing quality but when you come along in your next letter and quote a low price he sits up and takes notice.

A word of caution is this. Do not become too familiar with your prospects. Just because a man answers your ad is no reason you should slap a "My Dear Mr. Jones" into every third paragraph and try to make your letter read like it was addressed to your long-lost brother. A prospect should be permitted to purchase from you without sacrificing his dignity. You can land your order without boorish familiarity and indeed this metaphorical back-slapping is frequently so annoying to the prospect that it is the cause of the advertiser losing an order which otherwise he would have had.

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ent from the rest of the copy which appears in the publication. The trailer who comes along and imitates it does not get nearly the same results.

But the moral we are trying to inculcate is that the advertising man should dare to think his own thoughts. Once he has thoroughly studied his proposition and made a decision, he should stick to it. He must not be swayed by every light weight criticism he hears. If he decides he wants the white horse he must not change his mind simply because one of the salesmen thinks the bay would look prettier.

This does not mean that the advertiser should close his ears to advice. Far from it. No man is so blind to his own interests as the man who thinks he's so wise that he cannot profit by the advice of those who are thinking along the same lines that he is. Usually the advice-proof man is the man who knows the least.


But what we mean, and what we wish to emphasize in stentorian tones is that the advertising man must have will power enough to make his own decisions. If someone else has to make up his mind for him he is not the real manager, he is only a machine, a mouthpiece for the views of others.

The writer has seen men look at two pieces of copy for an hour, vacillating between them. Unable to make up their minds. And yet decision is easy. Simply weigh the evidence for and against a proposition and decide in favor of the heavy side of the scale. Then abide by your decision.

Do this a few times and you will be surprised how it strengthens your power of decision. Every decision made and stuck to makes it that much easier for you the next time. Try the white horse way of doing business.

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The "Honest Advertising" Propoganda

 HE Associated Advertising Clubs of America have recently closed a campaign for honest advertising. Printers' Ink drafted a statute which provided for making the publication of fraudulent advertising a misdemeanor, and many ad clubs are attempting to have this made into a law by the legislature of their respective states.

This is all very commendable, but in the writer's opinion sufficient prominence is not given to the fact that this is an attempt to compel men by law to do a thing which permanently successful advertisers have always done from choice.

You can take this as an axiom. No man ever achieved a permanent success in his advertising who was otherwise than thoroughly honest in the statements he made in this advertising. A man may buy once from the dishonest advertiser, but he will not repeat, because a burnt child fears the fire. Now, the advertiser who must get new buyers all the time has a hard proposition, because a first order always costs more to get than a repeat. Further, if he continues in business he must in course of time run out of prospects, and then where is he?

The great trouble with the dishonest advertiser is that he fails to secure repeat orders. This keeps his business from multiplying with the required rapidity.

It works this way. Suppose a man is selling an article which repeats in six months, and that he makes fifty sales from an advertisement. Suppose twenty-five of the original buyers repeat. Then six months from the insertion of the original advertising his advertisement will bring its regular quota of fifty purchasers plus twenty-five repeats, or seventy-five in all. The longer he advertises the more repeat orders he will have and hence the greater the volume of his business.



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Now, the dishonest advertiser who must go without these repeats loses this cumulative business. His advertising returns are about the same one time as another.

Real business men have always recognized this fact and regardless of any ethics in the case have practiced honesty because they knew that Honest Abe was right when he said, "You can't fool all the people all the time."

But shysters have attempted to abuse the power of advertising, not realizing nor caring that in doing so they are injuring all advertising by making people doubtful of any ads they might read. Many people fail to classify, and if they were once cheated through a fraudulent advertisement they jump to the conclusion that all advertisers are swindlers.

Many publications have met the situation by a careful censorship keeping all objectionable advertising out and guaranteeing to refund the money of any person who might lose money through answering an ad, which appeared in that publication, provided they mentioned the publication in writing the advertiser. This system gave many readers confidence and was of benefit to the publication, because many readers mentioned it when they wrote to an advertiser.

Those who propose this law wish to go a step farther. They want the law to protect honest advertisers by making it a misdemeanor for any advertiser to make a misstatement with intent to defraud.

Many capable advertising men on the other hand oppose it. They claim that honesty in advertising can be secured only by producing a sentiment in favor of it. They say that the law instead of being a benefit would be an actual hardship because really honest advertisers would be haled before the bar of justice on trumped up charges of misstatement and even though they were cleared, the onus of having been accused of a thing of this kind would injure their business.

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The Northwestern

Agriculturist

MINNEAPOLIS

90,000 Every Week
Monthly Issues 100,000

The Oldest and Livest

Farm Weekly

Published in the Central Northwest

It Does Things:

Started the Four Live Stock Associations of Minnesota.
Started Butter and Grain Contests.
Lead Farmers in their Reciprocity Fight.
Started the Farmers' Leagues of Minnesota and Dakota.

It Is Alive!

Finest farm paper typographically in America.
Strongest in editorial virility and initiative.
Its farmer readers believe in its sincerity—it never
"plays to the galleries" and is never demagogic; it is
simple, straightforward, bold and aggressive in farmers'
behalf, from a broad American standpoint—the kind
that thinking farmers tie to and follow. It costs \$1.00
a year, in competition with farm papers of half the
price; and **farmers see its superior worth.**

Advertisers

Who have anything to sell to discriminating, wide-
awake, intelligent, prosperous farmers should always
Use the Northwestern Agriculturist—the Quality
Farm Weekly.
Send \$1.00 for our statistical book (268 pages) on "*What
Farmers Use in the Northwest.*" The dollar will be
rebated on your first advertising order, or will be
funded on return of the book within 10 days.

P. V. COLLINS PUBLISHING CO.

P. V. COLLINS, Pres. Minneapolis, Minnesota

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Change Your Copy



SUPPOSE you were given exactly the same thing to eat every day for a month. You'd become so tired of the menu that you'd be disgusted even with the idea of eating. It's much the same with your advertising. Reading is an intellectual pabulum, and if the reader sees nothing but the same old ad it ceases to interest him.

There are exceptions to this where it is desired to drive home a trade-mark, a name or a catch phrase, but this comes under the head of publicity and has no bearing on the principle that in advertising designed to produce inquiries or direct sales the copy must be frequently changed.


There are two reasons for this. One is that novelty adds to the readability of an ad. The other reason, equally important, is that there are many sides to your proposition, and as only one can be featured at a time, it is necessary to change copy frequently in order that each point of your proposition may receive its proper amount of publicity.

For instance, if you are selling a gasoline engine you could prepare a series of ads each one of which would portray a different method of using the engine. At the same time each ad would contain a mention of the various other ways in which the engine can be used and would contain a selling talk on the structural excellence of the engine.

In your follow-up literature you would not send the same letter to your prospect more than once. There is no reason why you should expect this prospect to read the same ad a second time. Present your proposition from as many different angles as possible, and in this way if one angle does not interest him another may. If you give a man three ways of looking at a proposition you have three times as many chances of landing him as though you gave him only one.

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Optimism in Advertising

 HERE is a distinct need for this qualification in the advertising man of today. The profession is becoming more difficult, problems more complex, and the down-in-the-mouth fellow who puts his hand to the plow and looks back has no place in the field of advertising.

Advertising men are the pilots of the business ship and the man who becomes seasick in time of storm must keep off the bridge.

After all, business conditions are largely in the mind. If you ever talk depression you make the next man feel that possibly there is a business depression, although he hadn't experienced it up to that moment. He communicates this feeling to a third and the latter to another. The depression wave increases in volume in geometrical progression.

But the optimistic fellow can produce just the opposite impression. He looks conditions in the face with a smile. Times were never better with him than right now and they're going to be a whole lot better tomorrow. If today's ad didn't pull as well as he expected he'll strengthen the copy and try again.

Study the faces of the men who run their pictures in their advertising. You can't find a grouch among the lot. Talk about optimism in advertising! These fellows with their smiling faces seem to make the prospect feel that somehow things are just bound to come right and that it's the most logical and proper thing in the world for the prospect to send them the money for the particular article they may be trying to sell.

We know you have troubles. But troubles are like mushrooms, they thrive and multiply in a dark cellar. Let a little sunshine into your soul.

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The Weakness of the Price Argument

READ the advertising of the largest department store in Chicago and you can find no reference to price as a reason for buying. Price as a prime selling point is fatuous. No man who builds a business on price alone is secure.

The fallacy of the price argument is evident when you consider that the first concern which is able to make a fortunate buy so as to undersell you is in a position to take your business. You, by arguing price have said in effect that quality is immaterial, price is the paramount consideration, hence when another concern quotes a lower price than you do, you by your own words justify your customers in going to this underbidder.

Not that we mean to say that price does not enter into consideration in making a sale. It does. The man whose price is high must talk very fast in order to land the sale.

But what we do mean is that you should pound into the minds of your customers the fact that your goods have quality, that there are features about your article that no competitor can touch. Then if your price is low, so much the better.

But on a quality argument you still have ground to stand on even when some rival offers a similar product at a lower price. If the prospect has been taught to believe that your product has merit he will take yours in preference to the other which is cheaper, rather than to run the risk of getting an inferior article for the sake of saving a small sum of money.

Have pride in your goods. Know that they are right. Shout quality. The second-hand clothes man quotes the price argument, but you don't go to him when you want a suit of clothes.

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Luxuries and Advertising

IN an address before the Publicity Club of Springfield, Mass., February 27, Louis Donziger, assistant counsel of the Massachusetts Life Insurance Company, answering some criticisms made upon modern advertising at a former meeting, took up the subject of advertised luxuries. He said in part:

"Now, some may ask, suppose all this is true about advertising, how about the assertion that ninety per cent of the advertising is of luxuries, so-called? Giving the most liberal construction to the word luxuries, I venture to assert, after having made careful analysis of the advertising in the leading periodicals of the day, that not over ten per cent of the articles advertised can, by the most liberal stretch of the imagination, be considered luxuries.

"But what do you call luxury? Is it something you would like which the other fellow has and which you cannot afford? Is it something you buy which you do not need, which you cannot afford? Is it something which you desire, but which, if you have it, in no way increases your happiness or materially improves your well-being, and the purchase of which simply helps deplete your pocketbook; or is it something which a person brought up to the old Puritanic idea of self-denial considers unnecessary for you to have, even if it should add to your comfort, your happiness, or the comfort or happiness of those about you? Look, however, at my exhibit A, which contains all the advertisements in the January number of one of the highest priced advertising mediums in the world, and judge for yourself which predominates, the luxuries or the necessities. Here is my analysis, which you may easily verify: Necessaries, over ninety per cent; luxuries, less than ten per cent."

Scattering Drops



The man who can't advertise because "his business is different" will soon find himself in a different business.

Scripture says that Core, Dathan and Abiron met a terrible fate for misrepresenting conditions in the Promised Land. A knockout blow for dishonest advertising.

If you think people don't read advertisements, advertise that you have a job open and see the stack of inquiries you get.

Printers' Ink says: Throwing bricks through your competitor's window is a sure way to attract attention to your competitor.

It's the well groomed dog that wins the prize at the bench show and the carefully prepared ad that gets attention in the advertising columns.

The circular is usually the get-acquainted call, while the catalog comes later and closes the deal. Both represent you. Put as much care on one as on the other.

The difference between a one-color and a two-color job is often the difference between a circular in the wastebasket and an order.

Figure your advertising not on what it costs you, but on a basis of what it will bring you.

If the merchant who doesn't believe in advertising were consistent he would pull the blinds down over his show windows.

American Lithographing & Printing Company



60 Per Cent Returns

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

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

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

AMERICAN LITHOGRAPHING &
PRINTING COMPANY

414 Fourth Street
Des Moines

BUREAU OF
ENGRAVING

*The largest
Engraving House
in the
West*

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

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