

MAY, 1912

The  
MELTING  
POT



Lessing-Fraizer Co.

Des Moines, Iowa



The Meaning of  
"Agency Service"

**C**APABLE 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.**

Des Moines, Iowa

# The Melting Pot

Vol. 2

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No. 3

## The Mission of the Agency

By PAUL B. LESSING  
President Lessing Fraizer Company



IN THE beginning the advertising agency started as a space broker. The sole function of the agency man was to save the advertiser the trouble of looking up rates and sending copy to different publications. But conditions have changed greatly from what they were in the days of George P. Rowell.

One day an advertiser did not have time to write his copy and the agency consented to do it. The possibilities of this field were recognized and copy writing has become an accepted feature of advertising agency service.

But the progress of the advertising agency did not stop there. It has broadened until today the reputable agency stands in the position of business counsellor and right hand advisor of the clients whose business it handles. Its function has become so important that very few business concerns make an important move without consulting a capable and experienced advertising agency.

The agency which would give you complete service must do many things. In the first place, as a preliminary to planning your campaign it should make a complete examination of conditions. The results of this examination should show among other things: the number of actual users and the number of possible users of your product; where they are located; the strong and weak market centers; the number of competitors you have and their methods; your competitors' trade prices and consumer prices; the methods that have been used to exploit your product or a similar product of competitors and the success which has attended these efforts; the media suitable for your

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proposition, together with the quantity, quality, and geographical circulation of each medium.

Having these and a number of other valuable facts at his command, the agency man is in a position to render you valuable service. The first thing he and you then have to decide is the question of whether your product is to be sold by mail or through dealers, for the advertising cannot be prepared until this point is decided. If you are introducing a new product you must also decide your selling price to consumer and if you are selling through dealers, your price to jobbers and dealers. These prices must be decided upon because it is essential to know your margin of profit in order to fix the price you can afford to pay for each inquiry and for each sale.

All this is preliminary to the highly important service of writing the copy and selecting the list of publications in which the ads shall be inserted. Circulars and other follow-up matter must then be prepared.

After the campaign is under way it is the duty of the agency to watch it and be prepared for any emergency. An unexpected snarl is liable to come up at any time and the advertising agency should be prepared to untangle the involved situation.

Conditions which will change the whole advertising plan are at any time liable to develop over night and the agency which is handling your advertising should be ready to meet these changing conditions and turn them to advantage.

For instance the San Francisco earthquake and fire developed just such a situation. Following this catastrophe there was spread a rumor that the fire loss was so great that the insurance companies would be unable to pay the claims. This shook public confidence in insurance companies. Many of the companies met the situation squarely and turned the situation into an advantage. They paid the claims promptly and gave wide publicity to this fact. When the cancelled checks came back they used them as effective window displays to show their stability.

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## Advertising and Sales From the Manufacturers' Viewpoint

From an Address Before the Des Moines  
Admen's Club by C. R. Cownie

**F**IRSTLY the manufacturer must create a demand for his goods from the retailer and secondly he must assist the retailer in creating a demand for his goods from the ultimate consumer.

In advertising to the retailer most excellent results can be secured by a judicious campaign of mail advertising to a selected list of well rated concerns. With a proper follow-up many direct orders can be had, and when a good campaign is put out it is of great value to the traveling salesman.

Having the merchant furnish a list of names of the prospects he wishes to reach and mailing advertising to them is a point to consider. Wrapping the advertising matter with the goods is not desirable because this literature reaches only those who have already bought, whereas the important thing is to reach prospects whom you wish to turn into customers.

Ads for dealers to run in their local newspapers are also very desirable. It is sometimes the custom to allow a merchant a small percentage of the amount of his order to be used for local newspaper advertising and when these ads are gotten up in good shape, it is money that is well expended to the best interests of both the manufacturer and the merchant.

If the article needs demonstrating in order to make a sale it is important to see that the proper selling instructions are given to the retail clerks. The manufacturer must keep in mind the fact that it is the salesmen in the retail store who comes face to face with the ultimate consumer and it is his knowledge of and enthusiasm for the

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manufactured product that must be the climax in closing the sale. A great deal of criticism regarding clerks could be avoided if proper instructions were given them regarding the merits of talking points.

In some lines materials for helping dealers display goods are of great benefit, for very often local conditions are such that he cannot secure attractive window signs and backgrounds for the display of the goods.

Now for the second part, the creation of a consumer demand. One of the first and foremost of the available media, and one which is becoming more valuable every year, is the high class farm paper. I say high class advisedly for I think there is no greater mistake a manufacturer can make than that of trying to put his goods before the consuming public in a low class medium to very few readers of which his proposition could appeal. One of the greatest assistances a good agency can be to its clients is in the giving of this information regarding media for which many a manufacturer has spent thousands of dollars in an unprofitable campaign.

High class magazines and bill boards are good media for certain propositions. Advertising by sampling or demonstration is particularly effective and gives most excellent results. It is easy to recall some of the greatest successes in this line, the Jello people, K. C. baking powder, Heinz 57 Varieties, and others.

When a judicious campaign has been put on and then is brought to a point in that all-important medium, the local newspaper, it should make a campaign that spells success.

*You get better service from a small agency because your account is then important enough for the attention of the head of the firm.*

# Iowa's Markets

How to  
Reach  
Them



How to  
Hold  
Them

Do you believe that Iowa people would find it profitable to buy and use Iowa products where quality and price are equal?

Do you expect Iowa people to go from store to store asking for Iowa made goods, or do you propose to tell them where your goods can be bought?

Do you believe that Iowa people should have an intuitive knowledge of the quality of your product or do you propose to tell them?

Do you expect Iowa people to believe in you unless you believe in them enough to tell them the news about your product?

Do you, without advertising, expect to compete in Iowa with the outside manufacturers who back their confidence in their merchandise and in the people of Iowa by strong advertising campaign?

Do you expect to come up through the cellar and court the coy Iowa purchaser in competition with the man who boldly walks up to the front door and rings the bell?

Don't you want Successful Farming to help you educate the people of the North Central States including Iowa? Write us today.

We shall be glad to give you our co-operation in your efforts to develop your natural market.

## Successful Farming

E. T. MEREDITH, Publisher

Des Moines, - Iowa

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## Non-Deliveries That Lead to Loss of Good Will

By W. W. WHEELER

Advertising Manager of the Pompeian Manufacturing Co.,  
Cleveland, Ohio

 ANY national advertisers daily receive complaints from people who have taken advantage of an advertised offer but have never received the goods. Perhaps the request was for a sample; perhaps it was a trial order. The inquirer is offended at the seeming negligence of the advertiser.

One day recently we had fifty coupons in our mail which bore no address at all, but the ten cents were enclosed for calendar and sample of cream. We have no possible way of overcoming this carelessness until the people complain, and we are confident that only a fraction of the people do complain under such circumstances. A great many people must simply put us down for dealing unfairly and let the matter drop at that.

We have an average of about twenty-five complaints a day from the people who do not get their calendars or samples. There are a hundred and one causes for this non-delivery. No address being given at all is one cause; illegible writing is another cause; partial address is still another, while of course a certain percentage of the goods are stolen in the mails, or from boxes in apartment houses, etc., etc. We estimate that there are 10,000 people in this country who are confident that we have not dealt fairly with them. During the past few years this number have certainly written to us for goods and have not received them, and have made no attempt to let us adjust the matter. In other words, we know of 10,000 people who think ill of us and indirectly ill of the magazine which carried our advertisement that brought no response to their inquiry. We have had many people write repeatedly from cities like Chicago and New York that we were

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not treating them fairly. In as many as three or four letters from the same people no city address has been given and our letters to these people have been returned stamped "Not in directory."

I think it is up to the magazines to run an occasional article of some length explaining the situation, and frequent smaller articles reminding the subscribers that there are a hundred and one reasons why letters are not answered, but that the good will of the public is and must be the first wish of a national advertiser and that he is only too anxious to make amends if he has a chance. Do not blame the advertiser; blame conditions which send some 14,000,000 pieces of mail matter annually to the Dead Letter Office at Washington. Such should be the tone of these articles.

I think I could write a book on the different angles which make it possible for the public to receive unfair treatment from the advertiser, yet the advertiser will be wholly innocent of any intentional wrongdoing, but perhaps occasionally guilty of lack of system in his office, or mistakes due to natural typographical errors, for human help is of course not infallible.

The standard of advertising has been raised to a point where the skeptical who doubt a man's uttered word will believe his printed statement—his advertisement. This high estate of advertising is largely due to intelligent advertising agency men, who bring to the proposition an impartial view and keep within the bounds of credence the effervescent enthusiasm which every manufacturer naturally has for his own brain child.

## Farmer and Breeder

was the first farm paper to advertise advertising

"A sheaf of testimonials is the strongest weapon in the advertising arsenal. It is a thing which bears weight and forces conviction."

So said Mr. Paul B. Lessing in the leading article in the March number of the Melting Pot. We believe that in the article mentioned he has hit the nail on the head. So we wish to present to readers of the Melting Pot, a few testimonials tending to show that

### Farmer and Breeder Pays Advertisers

#### Here Are the Testimonials:

J. C. THIERY COMPANY, Pianos and Organs, Milwaukee, Wis.:

"We are much pleased with results we have received from advertising in Farmer and Breeder."

A. J. PLATT, Potato Planter, Sterling, Illinois:

"The results I received from your paper has been entirely satisfactory. I anticipate continuing the use of Farmer and Breeder."

S. R. FEIL COMPANY, Cleveland, Ohio:

"Our advertising in your paper has been very satisfactory and Farmer and Breeder will be continued on our list."

SEARS, ROEBUCK & CO., Mail Order, Chicago, Illinois:

"Results from our recent advertisement placed in Farmer and Breeder have been more than satisfactory."

MASON CITY ROBE & TANNING CO., Mason City, Iowa:

"Our keyed advertisement in your paper has given very satisfactory results. Farmer and Breeder leads all others in point of results."

CANADIAN PACIFIC RY. COMPANY:

"Results we have received from our advertisement in Farmer and Breeder in February, March and April have to date proven very satisfactory."

HUPP MOTOR CAR CO., Detroit, Michigan:

"We appreciate the past services you have given us and the excellent position of this advertisement. And we might say in passing that we have received so far very good results from Farmer and Breeder."

We have in our office 80 or 90 other letters similar to the above. Farmer and Breeder is the only agricultural paper published at Sioux City. It thoroughly covers a field that is not effectively covered by any other farm paper—eastern South Dakota, northeastern Nebraska, northwestern Iowa and southwestern Minnesota.

Guaranteed circulation 50,000, average circulation, since January 1st, 55,277, advertising rate, 25 cents per agate line, page rate, \$175.

**Farmer and Breeder Co.**  
Sioux City, Iowa

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### The Laughable Loophole of One Man's Ad

**R**IGHT here in Des Moines there is a bit of advertising which has set all the admen laughing. It concerns a couple of competing shoe merchants and the way the smaller took a fall out of the larger is laughable even though some might question the ethics of the situation.

W. S. Arant makes a specialty of shoes at \$2.50. Fronting the east bank of the Des Moines river between Grand avenue and Locust street he has a huge billboard which proclaims in flaming letters "Arant—Shoes \$2.50."

On Locust street just around the corner from the billboard is another shoe merchant who has a small store and sells shoes for \$2.00. When the Arant sign appeared right in the shadow of his own door, it caused him much troubled thought. Then a brilliant thought struck him. He saw his opportunity and used it.

Immediately below the Arant sign he secured a very modest space a few inches high and extending the full length of the board. On this he inscribed the Socratic query, "Why pay \$2.50 when on this corner you can get them for \$2.00?"

This is a case where at small expense he shared the attention value of the entire billboard and also had the satisfaction of scoring a point on his competitor who is spending more money. The thing worked out to a "T" because both are making their plea on price. Had the Arant billboard contained a quality talk the rejoinder put below it would not have had nearly so much effect.

All of which goes to show that the advertising situation which may at first look like a calamity is often a stroke of good fortune if only one looks long enough. Moral No. 2 is that one should aim always to inject a little quality talk into his advertising.

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### The Tragedy of Handcuffed Agencies

**N**O SENSIBLE man would think of hiring a lawyer to fight a case and then insist on dictating how that lawyer should make his plea. Yet these same men will engage the services of an advertising agency, made up of men who presumably are publicity experts, and then butcher the agency's copy.

If the man knows more about copy than the agency, why did he engage the agency? If he knows less, why does he risk weakening the copy by interposing dictums?

The truth is that while many manufacturers are also good advertising men there are others who are not. These latter think they are making valid criticisms of copy when as a matter of fact they are striking out or inserting a phrase according to their individual tastes. They forget that copy must appeal to the average reader and that the man best fitted to strike that average is he who has spent years studying the subject.

Many a man says, "I know my business better than any agency can, hence I am qualified to pass final judgment on the copy." This sounds plausible on the face of it, yet this same man would not think of going out in his workshop and telling his superintendent how to run the plant. He recognizes a superior knowledge of machinery and methods, gained from specialized experience. Isn't the same thing true of advertising?

When an efficient agency gets an account it makes a study of the product which is to be advertised. It learns the details of manufacture, and the most favorable markets for its distribution. Having learned all these things and joined to this knowledge a matured advertising experience is it too much to say that the advertising agency is capable of preparing the advertising for the campaign? Yet here is about what happens:

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The copy writer who is detailed on the job makes the layouts and writes copy which fills the layouts to a hair, type nicely balanced and everything spick and span. He is proud of the job and if let alone would have a creditable ad. Along comes the man who is paying the bills. He hacks out a few sentences here, and takes out a few there. Where he has taken out there is not enough copy and where he has put in some there is too much. The sizes of type must be changed. When the ad finally gets into print it is overbalanced and has an amateurish appearance.

You say this advertiser pays the bills and is entitled to change the copy if he so desires? Well and good—but if changes are made in the copy at his desire and against the express wishes of the agency, he has no right to blame the agency for a failure in the campaign. Yet they do so and this is one of the things that roughens the road of the advertising agency man. Vital parts are cut out of an ad and then the agency is made to assume the blame if the campaign is not a success.

This is not meant to infer that an advertising agency claims infallibility. Far from it. The reputable agency wants and needs all the suggestions it can get. In fact things are now coming to the pass that few agencies will handle a campaign unless they are permitted to know all the facts about the client's business.

But when the returns are all in, the agency should have the final say-so on the copy because that is its function. If you do not have confidence enough in your agency to rely on it in this regard, you have chosen the wrong agency and should make a change.

And when you do make a change, select your agency with care. See that it is made up of men who know advertising and are prepared to give the proper attention to your account. If the agency is so big that it regards your account as unimportant, you are going to the wrong place. Select another 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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## Danger of One-Time Ads

(Reprinted from Printers' Ink)

An advertiser of dress forms a month or two ago extended his advertising into a high-class weekly. He took seventy lines three times, waited a little while for results and when they were not forthcoming in very considerable number or amount, retraced his adventurous steps and returned to his original list.

One of his closest competitors, seeing him in the medium, sized the original advertiser up as a shrewd space-buyer, and followed him into the same medium as soon as he could. He took only thirty lines, but he ran eight times.

The sequel showed that the first advertiser dropped out before his ads had fairly begun to pull, and that the second man, coming after him, had cashed in on his competitor's educational start. One planted the seed and left the other to gather the harvest.

If the first man had been as shrewd as the second thought him he would have gone back into the medium and by reiterating his story and again displaying his picture, name and trade-mark, would have recovered a part of the prestige secured by his earlier start, as well as a proportionate show of the business now being turned up by his competitor. He chose the wrong time to retreat.

A magazine publisher recently got a letter like this from a reader:

"Such and such a financial house advertised something in your magazine a little while ago. I invested. Am I stung?"

The mere appearance of the ad in the reputable magazine had up to then satisfied the reader that the advertiser was all right. Not until the ad ceased to appear did any

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suspicion enter his head that anything might be wrong.

And when the suspicion is born the first thing he did was to write the publisher, not the post-office authorities. He wanted to be assured that the advertiser was not a scamp and that his advertising had not been thrown out. The man certain to be honest was, in his eyes, the publisher.

This is a very common state of mind, and aside from the conclusion that publishers who would trifle with it are laying the axe at the foot of a big asset, there is another deduction to be drawn which has a generic relation to the moral of the first anecdote.

Every advertiser cannot stay in every magazine all the time, but it would seem to behoove him to pick his mediums very carefully and then when he goes in, stay there as long as there is the ghost of a show of doing any business. The reader cannot always tell whether the advertiser has walked out of the front door or been kicked out of the back door, and apparently he gives the publisher the benefit of the doubt.

Naturally this applies with more force to advertising of a financial nature; to insurance, etc., and to lesser known concerns. It is interesting to other advertisers only as illustrating a condition which it is very desirable to perpetuate and extend.

Related by principles to both of the previous anecdotes is a third experience. A certain piano house, advertising in the weekly previously referred to, has found that it gets the same results year after year by cutting down on its space. Its regular appearance offsets the sacrifice of space. For those who show its disinclination to increase business, which it might do by maintaining the original-sized space or increasing it, this is a valuable hint.

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### The Rules of the "Game"

INCE some advertisers persist in referring to the advertising profession as a "game" it should have some rules the same same as all games have. Having looked in vain for anything on this subject we concluded to devise a few rules ourselves.

The game of advertising is played by as many as care to engage in it. One player is called the advertiser, although he is sometimes known as "the goat." He plays against any number of opponents, who are known as prospects.

The object of the game for the advertiser is to corral the largest possible number of dollars at the least possible outlay. The object of the prospects is to get as many free books as they can without spending any money.

When a prospect gets a free book and actually spends money he is "landed." When an advertiser spends his appropriation without securing business he is "stung."

A prospect who is "landed" may continue to send for free books from other advertisers. An advertiser who is "stung" may resume play as soon as he works at day wages long enough to acquire another stack.

No advertiser is allowed to carry more than 14-lines to the inch. It is not considered good play for a publication which receives the advertising to send in fake inquiries in order to make their paper look well on the record sheet.

The game of advertising ends when the advertiser gets so rich that he doesn't want any more money. A peculiar feature of this game is that everybody wins. The advertiser wins when he sells the goods and the public, which gets its money's worth, or more, also wins.

## Scattering Drops



It is much easier to find fault than it is to suggest specific improvement. "A trial will convince you."

The success of your campaign depends as much on your follow-up as it does on your newspaper, magazine or farm paper advertisements.

Last year's hat will at least attract unfavorable attention. Copy that is behind the times gets no attention at all.

Stick-to-it-iveness may be commendable but the advertisers who are making signal successes are the men who are big enough to change their plans when they see they are on the wrong tack.

Try to give your customers a little more than you promise and you'll find it increases your prestige.

You can't go to Europe in a street car and you can't go to Denver in a steamboat. Different advertising media for different purposes.

Proper advertising builds a good will that cannot be measured in dollars and cents.

Instead of fraying your nerves deciding who is responsible for mistakes, spend your energies seeing that the mistakes are not repeated.

Running down your competitor's business takes up valuable time that could more profitably be spent in running up your own.

## American Lithographing & Printing Company



### 60 Per Cent Returns

**T**HIS 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.