

NOVEMBER, 1912

The  
MELTING  
POT



Lessing-Fraizer Co.

Des Moines, Iowa

## Does Your Agency Do This?

DOES it analyze your proposition, plan your campaign, write your advertising, *raise new capital for you?* Does it give you intelligent advice based on long experience and sound merchandising principles.

Does it risk your displeasure by opposing your pet advertising ideas when it honestly believes those ideas are wrong? Does it bring you results that make you *know* your advertising pays?

If not, you are in line for a new connection and we want to tell you about our personal service.

We'll Gladly Tell You Whether  
We Can Help You or Not.

If we find that our peculiar service fits into your business we'll lay out a preliminary campaign without cost or obligation to you. Write and find out, anyhow.

## Lessing-Fraizer Co.

Des Moines, Iowa

# The Melting Pot

Vol. 2 Des Moines, November, 1912 No. 11

## The 1912 Election

By PAUL B. LESSING  
President Lessing-Fraizer Co.

**B**USINESS men have not even raised the question whether or not the election of a Democratic president and a Democratic House and Senate will hurt business. They have at last come to realize that honest business is a thing within their own control and has nothing to fear, no matter what political party is in power.

The Democrats are in power for the first time in 16 years but business has not stopped. It has not even hesitated. There was not the least sign of stagnation during the more or less uncertain period preceding the election.

Business men are going forward with the same equanimity that they had in former years. Advertisers are preparing even larger schedules than they did last year. The outlook is for a continuance and increase of prosperity.

The reason is that business men have come to realize that panics are largely a mental phenomenon. If you think panic you influence your neighbor and so on in an endless chain. Soon everyone is thinking a panic must come and sure enough it does come. Simply because you thought it had to be. Auto suggestion, that's all.

The very word panic explains it. Panic means a blind, unreasoning fear.

There is nothing to fear in the present political situation. It is said by those who claim to know, that at heart Mr. Wilson is not a free trader. He will doubtless have much influence on legislation, so if free trade is the great evil its opponents claim, there is little

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chance of it going through. In the next place we now have what we did not have during Cleveland's administration, an income tax. This will take care of any revenue emergency and prevent a financial stringency.

On top of this you should remember that the Democrats are in power and wish to continue in power. Therefore they will go slow, and steer clear of any radical acts which might estrange them from the people. Nothing so thoroughly tames a radical as putting him in office with full power.

As proof of this the writer remembers an incident which occurred to a young man occupying a rather important subordinate position with a medium sized manufacturing concern. The young fellow had been quite loud in announcing the radical things he would do if he were boss. One day the Big Chief called him in and said:

"I have been trying for years to get a man who can run this business better than I can myself. You claim to be the man, so I'm going to give you full charge. Remember, I've been risking all I have on my judgment. If you go wrong, all you lose is your job. Now go in and start these reforms you've been talking about."

The young fellow never called the bluff. He became scared when the wand of power was placed in his hands. He became even more conservative than the boss whom he criticised.

You'll find it will be the same with the Democrats. They'll be afraid to risk their jobs. When they walk into the White House and the halls of Congress, they'll check their radical ideas at the door.

To our clients and to any others who may seek our advice regarding advertising policy during the coming season, we say go forward without hesitancy. There is no panic and no fear of one. The man who advertises right is going to get the business this year the same as he has in former years. It's up to you.

Go in and win.

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## Get Ready for the New Year

**S**OON It will be time for us to treat ourselves to the novelty of writing 1913. It's a new year with new business possibilities. Are you ready for the responsibility?

How does your advertising line up? Many concerns handle this by rigid system and at the beginning of a season have everything ready to run them clear through. Others prefer to meet conditions as they come and have the advantage of current eventualities in helping them to shape their decisions.

If you are one of these it is time to look forward to the opening of the new year. Things will start with a rush and bang after the holidays, and if you postpone action you may find yourself pushed for time. And every day that your advertising is late during the busy season means the loss of just that much money.

Unless present indications fail, prosperity will get its second wind after the first of the year and will strike a stride even greater than at present. This is a fact of great potentialities, but it will be valueless to you unless you are prepared by a proper advertising campaign to step in and get your share. The year 1913 is going to prove once and for all that there is nothing to this 13 hoodoo.

Call in your filing clerk now and start an investigation. See whether you have ammunition enough and whether your weapons are up-to-date or whether they must be replaced by others in order to meet your competitor on superior terms.

It is not enough to have plenty of literature, but that literature must be of a kind that will sell the goods. It is much cheaper to have a new circular printed than it is to pay postage to send out one that will not pull, merely because you have a supply on hand.

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Look over your inquiry lists. Check up on the circulars and other pieces of literature, and see how they pulled. If there is a weakness, discover and remedy it before you go to the expense of mailing out a lot of these circulars this year.

Get out your form letters. Go over them carefully. See whether they can be strengthened. If they did not pull as well as they should have, examine them and try to find out why. Study the market conditions and see if the situation is the same as it was when those letters were first written. Has your product been improved any in the meantime or has your selling plan made conditions easier for the purchaser. These are valuable selling points and should by all means be embodied in your new literature.

Every once in a while there bobs up a story about phenomenal results which are being produced by a form letter written years ago by an uneducated man, and, according to the story, a new letter, written by a man skilled in modern advertising methods, failed to produce results. This is taken by some as a text from which to preach a sermon against changing copy.

To our mind no such moral is justified. The story, even if true, proves only one thing: the uneducated man who wrote the first letter succeeded in spite of his lack of education because he had the selling instinct and thoroughly understood his proposition. Had he been educated so that he understood force, clearness and the other essential elements of rhetoric, he would have written a letter which would have pulled even better than the one he did write.

The second letter, written by the modern advertising man, failed to pull, simply because he had failed to couple his knowledge of advertising technique with a thorough understanding of the subject on which he was writing.

Change your copy early and often and be sure that it always hits the spot.

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### General Recognition of Agency Value

**T**HE TIME has passed when it is necessary for an advertising agency representative to sit down in a man's office and spend half an hour convincing him that he needs an agency connection. Eighty-seven out of every hundred business men already know this. The question with them is which agency to select.

There was a time when the agency had to give a reason for its existence. We presume that, away back in the ancient days, doctors and lawyers had to convince the public of their necessity. And, by the same token, this necessity must have put them in an embarrassing position, since they affect a holy horror at the mere idea of advertising themselves.

But today the business public recognizes the efficacy of the capable advertising agency just as he recognizes the usefulness of his lawyer. It would be an economic waste for an ordinary business man to spend four years studying law merely to use this legal knowledge at rare intervals. It is cheaper for him to buy this legal knowledge, when he has need of it, from someone who has specialized in law and sells his service to whomever will buy.

This is no admission of inferior intelligence any more than it would be if you hired a plumber to fix your sink. It's simply paying others to do the things you haven't time to learn how to do yourself.

The advertising agency stands in exactly the same position. To keep abreast of modern advertising methods it is necessary to do an immense amount of reading and investigating. You haven't time to do this if you are going to give proper attention to the other details of your business. You can't afford to spend six

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months investigating the market and other conditions on which advertising depends, in order to run advertising, the actual preparation of which requires perhaps only a few hours. You can't afford to get an auditor's report on the circulation of a half dozen papers or magazines before you run a 10-line ad.

You can't afford to do these things any more than you can afford to read the opinions of the Supreme Court before you make a decision which involves a point of law. You can't afford it, and yet they should be done.

Right there is where the value of an agency at once becomes apparent. It *can* afford to do this investigating because advertising is its sole business and it has, in addition to your account, the accounts of several other clients whose aggregate advertising expenditures amount to many thousands of dollars. It is constantly investigating the advertising value of various publications and through frequent use has developed a working knowledge of their pulling power.

It knows from long experience the size and kind of copy you should use, and the publications in which it should be inserted. It knows how often you should run an ad and how much your inquiries should cost.

None of these things indicate superior intellect on the part of the agency man. It is simply specialized knowledge. Or you may call it experience. You could gain this knowledge by yourself, but it would cost you a pretty penny while you were getting it.

It's a useless and wasteful thing to pay out money for something you can get for nothing. This advertising agency has the vital facts stored in our record files and in the brains of the men who comprise the staff. It is all available to you without your paying a cent more for your advertising than you are now paying.

What's worth having is worth asking for. If you want this information an inquiry on your letter head will bring it.



# THE MELTING POT



## Now You Buy Right

The Northwestern Agriculturist offers 145,000 subscribers

The Largest Subscription Circulation  
of any Minnesota Farm Paper

With a lower proportionate rate. The Issue of Nov. 23rd required 149,682 copies of which 144,904 were subscribers.

Our Low Rate is 55 Cents Flat

Figure it yourself. It is the cheapest rate in our state.

We send our encyclopedia of Minnesota farm trade—"What Farmers Use"—free if you mention THE MELTING POT.

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## The Northwestern Agriculturist

P. V. COLLINS PUBLISHING CO. P. V. COLLINS, Pres.  
MINNEAPOLIS, MINNESOTA

B. W. RHOADS, GEN. ADV. MGR.  
TRIBUNE BUILDING, CHICAGO

PAYNE & YOUNG, EASTERN REP'TS  
FIFTH AVENUE BLDG., N. Y. CITY

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## The Advertising Conscience



IF THE advertiser could look into hundreds of homes and see the sacrifices that are made in order to buy his article he would be very careful to see that his advertising speaks the exact truth.

There is a bitterness when one saves money to buy an article and then is disappointed in the quality of the article. No self-respecting advertiser enjoys the feeling that he is responsible for a disappointment of this kind.

Such advertising not only hurts the conscience of the advertiser, if he has one, but it has a distinct reactionary effect. A burnt child fears the fire and the man, woman or child who has once been cheated by an advertisement becomes skeptical of all advertising.

He thinks advertising is a delusion and a snare. He keeps aloof and thereby raises your cost per inquiry. Give a man an attitude of distrust to start with, and an immense amount of argument is required to overcome it.

So the advertiser must have a conscience. If not for his own sake he must have it for the sake of the business world in general. All business is interlocked and no man can operate entirely independent of his fellows. You cannot harm or help your own business without harming or helping others. The effect is radial.

If a business man were addressing an audience of 1,000 people he would be most careful to have his statements scrupulously truthful. Yet many of these same men become indifferent, even wilfully deceitful, when writing an advertisement that is to be read by 100,000 people. The fault is all the greater in the latter case for the reason that the ad is deliberately written and there is not the excuse that the statement was made hurriedly.

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We do not ask you to sacrifice one cent of profit when we recommend that you eliminate all suggestions of misrepresentation from your advertising. Instead we show you the way to greater profits. There are good points about your product which make it desirable. There must be if the article is worth manufacturing. You can find these elements if you look deeply enough. Find these points. Put them into your copy and you will have an ad which will sell goods because it has the ring of truth.

Everything that has been said here regarding the responsibility of an advertiser is many-fold true of the advertising agency. The agency which enjoys the confidence of its clients has a large voice in shaping the advertising policy of each client. Where one advertiser talks to thousands the combined advertising of the agency addresses millions. It is therefore much more important that the agency be convinced of the need of sincerity in advertising. It is important that you in choosing an advertising agency select the one which has this conviction. Otherwise you may fall into the clutches of a copy writer who believes that all is fair in love and war, and that misrepresentation is all right provided you can keep within the pale of the law.

Lincoln said, "You can't fool all the people all of the time," and the quotation has come down to us because it epitomizes a great human truth. The merchandising methods which live are those which follow the policy of presenting the facts just as they are and leaving it to the judgment of the people whether they will buy or not. From time to time the deceitful advertiser will attempt to build a business on plans that violate the basic tenets of commerce, but his success is short-lived.

The man who builds his business on untruthful advertising builds on sands, and the waves of justice will one day sweep it into the sea of oblivion.

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## Personal Salesmanship



**C**NTHUSIASTIC advertisers believe much of this mighty business lever, but few will go so far as to admit that it can accomplish the same results as personal salesmanship. There's a magnetism to the high power personal salesman that gets by where the printed word might miss.

This being true it behooves the advertiser to see to it that his advertising and his sales force are linked together. They must work with and not against each other. The salesman must re-enforce the advertising—must tell the prospect the same things he has read in the ads.

Let this be clearly understood. We do not mean simply that the salesman should reiterate the selling points that are outlined in the advertising. Any salesman who is not an outright fool will do this without being told. We mean that he should reflect the spirit of the advertising.

The advertising manager has spent long hours at the director's table, has labored days and sat up nights all for the purpose of developing in his advertising an atmosphere which shall be distinctive of his particular house. Of what use is this if the salesman labors to counteract it?

Tiffany's advertising reflects quality. This advertising would be largely neutralized if the salesman tried to tell you how cheap he was selling the goods. If your advertising to the dealer talks co-operation and your representative forgets to dwell on this, your advertising is largely wasted so far as that particular territory is concerned.

Advertising has been called salesmanship on paper and you should remember that the analogy holds through to the end. You would not think of dropping

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a mail order prospect merely because he did not order on your first piece of literature. Then why will a salesman—your flesh and blood advertisement—call once or twice on a prospect and then class him as a dead one because he does not order?

You will spend hours composing a form letter, yet will send a new salesman on the road "on trial" with scarcely a word of instruction. You think if he does not make good, you can fire him and you have lost practically nothing.

Do you think so? Is it nothing if that salesman goes out and angers two or three good customers by untactful conduct? Do you count it nothing that he misrepresents the house through failure thoroughly to understand your proposition and so makes the work doubly hard for the good man you later send into the territory?

Possibly it is too much to ask that every manufacturer have a school of instruction, but he should do something along the line of making the salesman more thoroughly acquainted with the thing he is selling and the principles of the house which he represents. You wouldn't let a new hand operate your least expensive machinery without instructions and yet you will let an inexperienced salesman go out and "try his luck" on that which is more valuable to you than all your machinery—your profit-producing customers.

The statements here made must not be construed as belittling advertising or minimizing its importance. No advertising agency of sincere convictions could do this. But we do feel, as every sane business man feels, that advertising is not everything and personal salesmanship has its place. And we feel that nothing should be left undone which might strengthen the unity between advertising and personal salesmanship and make the two work hand in hand for a bigger and better sales record.

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### Advertise to Suit Your Trade

**W**HILE there is probably little truth in the accusation that many advertisers select magazines because it flatters their vanity to be found in them, yet it is true beyond a doubt that hundreds of advertisers select copy which pleases them without regard to whether or not it reaches the clientele they are attempting to reach.

One great fault which certain advertisers have is to write as they talk to their daily associates, forgetting that the men with whom they associate are their equals in intelligence while perhaps their customers are not. In a case of this kind if they write copy as they talk, the copy goes over the head of the reader. This explains why the returns are small.

Others have the fault of being too technical. They are thoroughly imbued with their business, and those immediately surrounding them also thoroughly understand the details; so the result is they forget that outsiders are not so familiar with the details. The result is, they talk a technical shop talk which the ordinary reader cannot understand.

Shoe manufacturers are especially flagrant offenders in this line. They talk about calf bal shoes and we venture the assertion that not two out of ten average advertisement readers have the least idea whether the term bal refers to the leather or to the style of the shoe. Shoe manufacturers use many other terms which are equally obscure to the ordinary mind.

What is the use of going to the expense of running an ad if the public can't understand it?

Clarity is one of the first laws of advertising. Violate it and you suffer a direct money loss. Keep your advertising plain and see that it makes its appeal direct to the people to whom you are appealing. Different classes of people require different appeals. To one the

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quality talk is the thing; to another the price argument should be advanced. If you do not solve this question right your advertising is going to suffer.

One of the most effective ways to determine the kind of copy is to secure copies of the publications you are going to use and read them from beginning to end. Study the style of the stories and articles. From long experience the editor knows what his readers want and you are following a pretty safe course if you adopt the style which he has decided is most acceptable to his readers.

Of course this rule has its limitations. Different publications of the same class have different styles, as for instance the Literary Digest and the Century. But there are strata of publications so distinctly different from each other that copy proving excellent in one would fall flat in another.

Be sure your appeal is right. Do not keep harping on the fact that you have been in business for humpsteen years if your public is buying on a price argument from your competitor who started only last season. Do not lay all your stress on price if your customers are mainly interested in the question of whether your goods are high class.

Above all things, remember that it doesn't make any difference whether *you* like your ad or not. Your prospect is the one who is to be suited. You may have an ad that fits all the theories that were ever invented but if it doesn't appeal to your trade, the running of that ad is simply so much money thrown away.

This is why it is best for you to have the service of a good advertising agency. If you write your own ad you naturally consider it is all right or you wouldn't write it in that particular way. But the agency gives you a disinterested view and in this way you have a double-barreled shot at the Bulls-eye of Success.

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## Centralize Your Market

**O**NCE upon a time, as all good fairy stories begin, there was a pugnacious individual who blew into this town and announced that he could lick any man in Des Moines. No one stirred. He said he could lick anyone in Polk county. Still his challenge was not accepted. Then he announced that he could lick anyone in Iowa. Promptly a visitor from the northern part of the state sailed in and gave him the walloping of his life. When the fight was over the belligerent braggart arose, staunching his bleeding nose and said, "That last time I took in a little too much territory."

It's a great deal the same way with many advertisers. They take in too much territory. They seek to become national advertisers before they have conquered the market at their door. The result is they spread out their appropriation so thin that it does not cover any one spot sufficiently thickly to do any good. They get inquiries which are wasted because they do not have proper distribution.

The world of business is the hare and tortoise race over again. The man who rushes in without preparation does not stay long. The plum goes to him who goes slowly but knows where he is going.

First be sure of the market nearest you before you reach out for more. Start from the inner point of the circle and work out rather than starting on the outer edge and working in. It costs less and the method is more certain. Among other advantages is the fact that the closer your market the lower the freight charges, if you are prepaying, and when a business is starting it is highly desirable to keep expenses down to the lowest notch.

Suppose you are just starting to manufacture an article which you have decided to sell through dealers.



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The distant pastures always look the greenest and the temptation is always to launch out at long distance. The better way is to stay close to your own back-yard.

Select your own state for a nucleus of your appropriation. Usually one or two good farm papers will cover the state and this keeping down the cost per line enables you on a small appropriation to make a respectable advertising showing which will interest dealers. It also allows you more money for direct literature and other forms of dealer co-operation.

Also if you have made any mistake in your campaign it can be corrected without great loss, whereas had you spent all your money on a national campaign the mistake would make a great difference to you.

When you know that you have your own state under thorough control, branch out into a neighboring state and repeat your tactics. You may even select two states for your second venture. When these are lined up and you have good dealer distribution, branch out once more.

Increase your territory and the scope of your advertising as frequently as you have the territory already possessed under thorough control. Alexander's method was to conquer one province and add its strength to his army in order to conquer the next and if you follow the same idea you should be as successful in business as Alexander was in war.

A business that is built by the centralization method is more secure than one which seeks from the very start to embrace a national market with inadequate facilities. Its growth is permanent because you understand it from the very start and thoroughly grasp every detail. Should a problem in one state come up you know how to handle it because you have solved the same problem in other states while you were gradually building your business by the centralization method.

## Scattering Drops



The most expert and infallible ad critic in the world is old Mr. Inquiry.

Good merchandise backed by good advertising is sure to win in the long run.

The best ad is the ad that catches the eye without obviously attempting to do so.

No man is too big to take a tip from his competitor, no matter how humble the latter may be.

Instead of admiring the ad you ran last month, spend your time figuring how to beat it this month.

It's the variety of opinion over what constitutes good advertising that lends spice to our advertising columns.

Don't try to use all the media in the world. They can start new publications faster than you can buy space in them.

Clever advertisers are safe from piracy because by the time the imitator makes his steal the stuff has lost its effectiveness.

Pictures are to reading matter what gestures are to conversation. Both instantly make clear what would otherwise take yards of explanation.

Many a man who "trusts his own judgment" in picking a wife lands in the divorce court. Consult an advertising agency before you spend your appropriation.

# Printisms

It takes just as much postage to send out a piece of poorly printed literature as for a good piece.

But—

Good printing doesn't cost a cent more than the common waste-basket kind.

Let us send you samples which prove better than words why knowing advertisers send their work to us.

*Printing*

*Lithographing*

*Binding*

American Lithographing and  
Printing Company

414 Fourth Street  
Des Moines

