

OCTOBER, 1912

The
MELTING
POT



Lessing-Fraizer Co.

Des Moines, Iowa

Announcement

WE take pleasure in announcing to the advertising world that effective Oct. 1, Mr. Jay E. Sinclair a talented artist formerly with the Bureau of Engraving has joined the Lessing-Fraizer staff. Mr. Sinclair has charge of the art department.

This acquisition still further increases our efficiency and we shall be pleased to negotiate with you relative to handling all or any phase of your advertising.

Lessing-Fraizer Co.


Des Moines, Iowa

The Melting Pot

Vol. 2 Des Moines, October, 1912 No. 10

Make Your Salesmen Read Your Advertising

By PAUL B. LESSING
President Lessing-Fraizer Co.

 THE salesman who is worth his salt will have his interest, heart and soul, wrapped in the business with which he is connected. He must follow every path that will make him better informed on the line he is selling, and this means that he must attentively read the advertising. For well written advertising is always a mine of information.

The salesman should read the house's advertising because it is a sure cure for commercial blues. The advertising man is always an optimist and he reflects this optimism in his copy. He has the single idea that the goods he is handling are the best of the kind that ever were made and that every prospect who has his own interests at heart will buy them.

This is of immense help to the salesman who has struck a bad streak, is down in the mouth and begins to think there must be something wrong with the goods he is handling. Once he digs into the advertisements and gets a whiff of that spirit of optimism that emanates from the advertising office, he will throw back his shoulders and go forth to his selling field with renewed courage.

There is another reason why the salesman should read the advertising and that is to keep himself informed on the line he is handling. You have frequently gone into a store to buy an advertised article and found that the clerk knew less about it than you did yourself. This was aggravating.

How much more annoying would it be in one of your own salesmen who is supposed to be of a higher in-

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telligence than the average clerk. If he goes into the office of a prospect who has been reading your advertising and the salesman knows nothing about the advertised article it will create an unfavorable impression on the mind of the prospect. He will think that the advertising is regarded as unimportant in your own office since your own men are unfamiliar with it.

If you are breaking in a man who is new at selling he will progress faster if you make him read your advertising. This gives him full information and at the same time shows him how an effective selling talk is made up. If you could you would like to send your new salesmen over the road with your star salesman in order that they may learn his methods, but this is impossible. The next best thing is to have them read your advertising literature. Your advertising man is usually one of the brightest men in your organization and his selling talk is sound and calmly planned. The neophyte who reads it attentively must necessarily absorb much that will be of benefit to him.


If all the road men on your staff, and all your office men, read your advertising, this reading will create an esprit de corps which is an actual asset to you. Advertising worthy of the name is a declaration of the creed of the house which uses it. Get every man in your employ to thinking and believing that your house makes the best goods and gives its customers a square deal, and, consciously or unconsciously, they will start a boosting spirit that you could not otherwise have secured if you doubled salaries from office boy to business manager.

Instinctively every man desires to pledge allegiance to something and if your house has not secured the whole-hearted loyalty of your employes there is something wrong with your methods. Perhaps they are not told often enough of the glories of their house. Have them read your advertising and see if this does not remedy the situation.

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Art Department Expands

"Jack" Sinclair Now a Member of Lessing-Fraizer
Producing Staff

HE Lessing-Frazier Co. has added to its forces Jay E. Sinclair formerly of the art staff of the Bureau of Engraving. He was at one time instructor in the Cumming School of Art where his work was most highly appreciated. He will have charge of the art work produced by this agency and we are now prepared to give an even better service than in the past.

Mr. Sinclair is a thorough artist both by training and instinct. The Bureau of Engraving is one of the few really high class engraving houses and the fact that Mr. Sinclair was identified with the art department of that institution is evidence of his ability. He has both artistic ability and practical advertising judgment, a combination rarely found in an artist.

The art department of the Lessing-Fraizer Co. is now fully equipped and we are prepared to give our clients complete copy and art service of the very highest class. In addition we have the advantage of location. The mid-west is the pivotal point of all campaigns that go west of the Mississippi river and located in the center of the mid-west as we are, we absorb the "local color" and hence are more capable of preparing a campaign which comes closer to these people than can be any agency which has offices east of the Mississippi and prepares campaigns at long range.

We directly supervise your entire campaign, copy, art, printing, everything. There's no shifting of blame to the shoulders of subordinates. We take the responsibility. That's why our campaigns go through without a hitch and make money for our clients.

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The Need for Immediate and Copious Advertising

AN eastern financial authority makes this statement in a monthly report on business conditions: Business conditions are as good as can be expected and manufacturers and merchants should *push* both sales and collections *vigorously*. Business is tremendous in the states bordering on the Great Lakes, quite satisfactory along the middle Atlantic Coast, *good* in the *middle west* and booming on the Pacific slope. The Rocky Mountain states and southeastern states are not quite so active."

There you have it. One of the secrets of success is to strike while the iron is hot and to keep hammering until you have welded the loose money onto your business.

Right now is the time to strike. Fall is the opening time for most advertising campaigns regardless of business conditions but now as an added advantage is the excellent business condition which prevails. Observe that with the possible exception of the Rocky Mountain and Southeastern states—and they are not really bad—this business activity is nation-wide. No matter what you sell or where your market you can do a good business this year.

The financial authority who made the statement above quoted has no connection with the advertising business and has no axe to grind on that score. For this reason we ask you particularly to notice his statement that manufacturers and merchants should push both sales and collections vigorously. Since there is no better way of pushing sales than by advertising this is equal to an impartial expert's saying that merchants and manufacturers should advertise more than ever this year.

Many are doing this. Others are preparing. Those who have done neither are advised to lay plans at once. Big crops are noticeable through the west, and steel, that infallible business barometer, is up in price with both corporations and independent plants working steadily.

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Steel prices however have not advanced as sharply as a few weeks ago, thus showing that good judgment has stepped in to prevent a runaway market with the inevitable unsatisfactory condition following.

There is absolutely no anxiety over the result of the presidential election. Business will move smoothly no matter who is elected and manufacturers need not fear to start liberal advertising campaigns.

The advertiser must consider these points: Firstly does the public need my product or can it be tught to need it? Secondly has it the money to buy? You have evidently decided the first question affirmatively or you would not be in business. On the second question you need have no doubt because business conditions in the middle west and throughout the entire country are excellent. If your product supplies a need there is no doubt but that your public has the money to buy.

But in advertising it's the early bird that catches the worm. If you stay out debating the question until the early advertisers have scooped the cream of the business you may make some sales but not as many at though you were in the fight now at the beginning.

Plan your campaign carefully. Get the advice and help of an advertising agency so that in addition to your own experience you will have the benefit of the agency's varied experience in hard-fought campaigns in many lines. Men who spend the entire working day thinking about advertising are more capable of producing good, pulling copy than are manufacturers or others with whom advertising is only one of many incidental phases of their business.

If you contemplate an advertising campaign this year, this agency would be glad to lay its ideas before you. This involves no initial expense on your part as you are under no obligation to accept our service unless you are convinced we can help you make more sales than you are now making.

The Parcels Post In a Nutshell

Rates of Postage

ZONE OF DISTANCES	First Pound	Each Addi- t'n'l Pound
City and rural delivery -	\$0.05	\$0.01
Within 50 miles - - -	.05	.03
50 to 150 miles - - -	.06	.04
150 to 300 miles - - -	.07	.05
300 to 600 miles - - -	.08	.06
600 to 1,000 miles - - -	.09	.07
1,000 to 1,400 miles - -	.10	.09
1,400 to 1,800 miles - -	.11	.10
*1,800 miles and over -	.12	.12

*Includes non-contiguous possessions.

Restrictions

- Law effective January 1, 1913.
- Weight limit, 11 pounds.
- Size limit, 72 inches in length and girth combined.
- Four ounces or under, 1 cent per ounce.
- Over four ounces considered one pound.
- Fractional pounds considered pounds.

Special Conditions

Farm Products included in classification. Classification excludes matter of a character perishable within a period reasonably required to transport and deliver, and parcel of form and kind likely to injure postal employes or equipment or other mail matter.

Rates, zones, weight limit and classification may be changed by postmaster general subject to approval of Interstate Commerce Commission.

C. O. D.—Postmaster general to make regulations for collection of price and postage when desired. Authorized to make additional charge for this service.

The Northwestern Agriculturist Makes Good

*On August 10th we had 108,351 subscribers.
 We promised 125,000 subscribers by January 1st.
 On October 5th we have 130,459 paid subscribers.*

The Story by Weeks

For the issues of—

August	10th	108,351	Paid	Subscribers
"	17th	110,196	"	"
"	24th	112,841	"	"
"	31st	115,399	"	"
Sept.	7th	116,947	"	"
"	14th	119,572	"	"
"	21st	120,875	"	"
"	28th	123,085	"	"
October	5th	124,552	"	"
"	12th	130,459	"	"

Nine weeks increase, 22,108 subscribers.
 We have 87 days of grace left.
 We now promise 145,000 paid subscribers by January
 1st with every indication of making good.

Cheapest Farm Paper Buy in Minnesota

You can figure it any way you please and The Northwestern
 Agriculturist is cheaper than any other Minnesota farm paper.
 Figure our old rate to December 31st, or figure old rate and new
 rate covering twelve months, or figure new rate straight for a year,
 and you can reach more farms for a dollar through The North-
 western Agriculturist than through any other Minnesota paper.

Our Encyclopedia of Advertising Free

Ask for a Copy of "What Farmers Use" mentioning
 the *Melting Pot*.

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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Price in Mail Order Business

BY dint of intelligent and long continued advertising, both the farmer and the city man are coming to take a different view of the mail order business from what they had in former days. In the old times people bought by mail because they considered they were getting wonderful bargains and the mail order house which did not quote way below what local merchants were charging might just as well have closed up shop.

Gradually there has come an important change. By strict fulfilment of all promises the respectable mail order houses have largely removed the public suspicion so that today the average person will send money by mail just as trustingly as he will pay it over the counter. So it being no longer necessary to offer a bargain so great that the purchaser will gamble the price on a chance of receiving the goods, the mail order advertiser is paying less attention to price and is putting more quality argument into his copy.

Indeed the price argument whether it be used by the retail merchant or the mail order man frequently reacts on the advertiser. He attracts a cheap clientele, which requires greater selling effort. In the next place if he quotes a reduction from his first price the customer often hangs back waiting a still further reduction. Or if he does buy he is dissatisfied because of the haunting suspicion that if he had waited a little longer he would have been quoted a still lower price.

The mail order house has been definitely established as an appreciable factor in modern business. The mail order men will do well to recognize this fact themselves and to put out their goods on the arguments they would advance if they were selling across the counter. Of course the mail order advertiser will always use his powerful argument of direct from factory saving the middlemen's profit. But this argument can be revamped. Instead of telling your customers that this enables you to

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sell your goods cheaper than the local merchant tell him that it enables you to put that much more quality into them.

The buyer of average intelligence knows that he will not get a dollar's worth of goods for fifty cents. And if he doesn't know it his dealer will quickly tell him. So it is better to deal carefully with the question of price. When you are talking quality a few well chosen sentences are sufficient but when you are claiming a low price you have to describe your product persuasively so that the prospect will not get the idea that he is being offered second rate goods.

The tendency here is to over-exaggerate, to describe your goods in a way to make the prospect believe they are better than they really are. Such a procedure leads to disappointment on the part of the purchaser and creates a class of dissatisfied people who criticise not only your business but the entire mail order business in general.

Some mail order men use extras as a bait. If they are selling a buggy they will throw in a whip or maybe a robe. Now, nobody is giving away these things. Like the traveling salesman's overcoat, they are in the bill only the purchase doesn't see them. Correctly analyzed, the mail order man who gives away extras to induce sales, tacitly makes a very damaging admission to his patrons. He admits either that when he sold the buggy at the old price without extras he was charging too much for it, or that he has reduced the quality in order to provide for the extras. Neither of these admissions do the seller any good.

The mail order business is now a recognized business and those firms will make the greatest success who eliminate all attempt at subterfuge and tell their prospects exactly what they have to offer. They thus secure the unquestioning trust of their patrons who not only will continue to patronize them, but will also boost among their friends.

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Advertising That "Comes Back"

(Reprinted from Agricultural Advertising)

AD S are like men—whether or not they can "come back" depends on where they have been and their record while away. And not this only—the time-worn assertion that an advertised article must "make good" means more than that the article must be right, and the business on the square; it means that the advertiser has nerve. He knows not brass, not cheek to bluff the thing through, but pluck and the nerves that hold; that as long as he's in the game he has a chance.

One thing that puts a lot of advertisers out of the game is talk of "business depression."—Money scarce? No, sir. Nothing is scarce in this country. There is plenty of everything in business except Time, and, strange to say, time is the one thing that is periodically and unnecessarily wasted by giving up to that bugaboo "business depression."

The advertiser whose ads come back in money and prestige, and all sorts of business success, is the man who isn't afraid; the man who takes advantage of the other fellow's scare to spend more money for publicity—to secure merchandise at scared-down prices—the man who smiles away the clouds of panic; the man who keeps his head cool and his feet warm.

And it is so with all sustained and continuous purpose—the ads go forth, not only to make good, but to "come back" manifold; in money. And in the best of all returns, the confidence and support of the public.

From the saving of poor, crippled "Smiling Joe" to the election of a president, no great twentieth century movement has been accomplished without advertising. Think this over.

FIRST IN ILLINOIS

Advertising Contracts aggregating 17,000 lines have been placed for Montgomery Ward & Co. **Prairie Farmer** was the paper selected to cover Illinois.

This successful advertiser has made good in the mail order business because he selected his mediums with an eye on results. That's why we feel complimented at being on the list.

CIRCULATION, 91,000

(GUARANTEED)

The agency says: "We send you this contract after the most thorough investigation ever made by our agency. **Prairie Farmer** is without a doubt **first in Illinois**. Map showing circulation by counties on request. Write

PRAIRIE FARMER

BURRIDGE D. BUTLER, Publisher

WM. R. BUTLER,

Advertising Mgr.

CHAS. P. DICKSON, Associate

A. K. HAMMOND

Mgr. New York Office

366 Fifth Ave.

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Large or Small Space?

A Few Pertinent Words on a Most Important
Advertising Subject

ADVERTISING has been called a gamble and it is such to the extent that the advertiser cannot tell in what mood the individual advertiser will be when he reads the ad any more than the salesman, before he walks into a place, can tell whether his prospect is in a good humor or whether he has a raging toothache.

But from long experience the salesman has learned how many men out of a hundred will be in a receptive mood and so the alert advertising man by observation has learned what percentage of people may be expected to read his advertisements. The record of results is being tabulated more and more completely and some day the advertising fraternity may have a table of anticipatory advertising results which in its way will be complete and accurate. In the meantime we have some figures which are of much value to advertiseirs who will make use of them.

As long ago as 1905 Prof. Walter Dill Scott made a number of experiments which tend to show that a larger number of people read the large ad and that this number increases in direct ratio with the size of the ad.

Prof. Scott selected from the Ladies' Home Journal all advertisers located west of Buffalo whose advertising had appeared in that publication at any time during a selected period of eight years. Observation was made of the size of copy and the length of time it ran. He found these averages:

Firms running one year only used 56 lines annually. Those running two years used 116 lines; three years 168 lines; four years 194 lines; eight years 600 lines. From this it will be seen that the advertisers who used the large space lived the longest and that those who thought to be

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economical by keeping their space down to a minimum found an early advertising grave. The same experiment was made with ads in the Century magazine, covering a 10-year period. This showed that of all firms using 1 page or more in a single issue, 94 per cent survived the period, of all using a half page 83 per cent survived, of all using a quarter page, 82 per cent survived, of all using less than a quarter page, 60 per cent survived.

These are not theories but are figures taken from actual experiments by a scientist who is trained in habits of accuracy. They tend to show that the advertiser who uses large space has a greater opportunity for success than the one who takes only a few lines. The advertiser who dominates the page of the publication has the advantage over his competitors from the very beginning and all other things being equal he will make the most sales.

We emphasize the fact that all other things must be equal. Good copy in small space will often pull better than poor copy in large space.


Those who hold to the use of small space may attempt to justify their position by citing users of page copy who have fallen by the wayside. While it is true that some users of large space have failed, their number is small compared with the number of the small advertisers and their lapses are usually due to either lack of continuity in advertising or to some fundamental fault in the selling plan.

Experience and logic show that there is greater chance of the reader being attracted by a large ad than by a small one. This indicates that it is better to use large space in a few media than small copy in many media. However when large space is recommended it is taken for granted that the appropriation is large enough to permit of continuous advertising. This is necessary because the public memory is short lived. There must be continuity of advertising even though the advertiser is compelled to reduce his space and take chances on his ad being read.

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Farm Women Want Labor Saving Articles

(Reprinted from Standard Advertising)

 O 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.

Scattering Drops



The uncommon dollars of advertising returns have their origin in common sense.

The advertising which is all publicity and no selling plan is too superficial to have a lasting benefit.

Well-planned advertising reinforces the enthusiasm of your selling force.

One more color may often double the pulling value of your printed matter.

There is just one sign board on the road to advertising success and it reads, "Don't Step!"

Briefly stated, advertising consists in creating a demand and then showing how that demand may be supplied.

The expert advertising agency's advice is just as necessary to the business man as the expert legal advice of the lawyer.

If you are losing money on magazines when you should be using farm papers or vice versa, don't blame advertising. Consult a good agency.

The agency which attempts to write your copy without thoroughly familiarizing itself with your business, is not giving you complete service.

When you are tempted to worry about how your competitor is going to advertise, remember he is worrying just as much over what you are going to do.

American Lithographing & Printing Company



60 Per Cent Returns

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

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

AMERICAN LITHOGRAPHING &
PRINTING COMPANY

414 Fourth Street
Des Moines