

SEPTEMBER, 1911

The
MELTING
POT



Lessing Advertising Agency
DES MOINES IOWA

This letter is a specimen of the way our clients speak of Lessing Agency Service.

F. A. ANDERSON, PRESIDENT
J. G. WYTH, VICE PRESIDENT

SEWARD HISSBY, TREASURER
W. K. VOORHEES, SEC. AND GEN. MGR.

Standard Mfg. Co.



Cedar Falls, Iowa Aug. 17, 1911.

Lessing Advertising Agency,
Des Moines, Iowa.

Gentlemen:-

I particularly want to express my appreciation for the service that I have received from the Lessing 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, Lessing service is what advertising service should be.

Sincerely yours,

STANDARD MANUFACTURING CO.,

By *W. K. Voorhees*
Sec. & Mgr.

1/WKV

If you want to know what we can do for *your* business write us and we'll tell you frankly.

LESSING ADVERTISING AGENCY

Des Moines, Iowa


The Melting Pot

Vol. 1

Des Moines, September, 1911

No. 2

Our Curtain Call

 RATIFYING commendation met the first number of the Melting Pot.

We are glad that this is so. It strengthens our faith in human nature. It proves to us that the business public wants publications that get down to the bed-rock of advertising problems. And when such a publication is described on the horizon this same public is neither slow nor frugal with its plaudits.

We have received a tumultuous curtain call and blushing with that modesty inherent in all advertising men, we come forth to bow our thanks.

Here is a tribute from the Bureau of Engraving, Minneapolis and Des Moines:

"We wish to compliment you on the general appearance of the Melting Pot. The write-up is certainly very clever, and, taking the matter as a whole, we believe that we will get a great many direct returns from our advertisement on the last page."

This from the Heider Manufacturing Co., Carroll, Ia., manufacturers of the famous Heider Tractor:

"We are in receipt of your kind favor of the 20th inst., and also the booklet called the Melting Pot. We note that the firm name has been changed from Lessing-Williams Co. to the Lessing Advertising Agency, and wish you all kinds of good success under the new firm name."

We received a number of letters from farm paper publishers and other shrewd students of rural selling conditions, calling attention to the typographical error on page 5 by which we inadvertently said that the combined annual incomes of American farmers is \$7,000,000. This should have read \$7,000,000,000. Even this is a low estimate as since the statistics from which these figures were taken, were issued, the farmers' incomes have reached the gigantic sum of \$9,000,000,000. They say a cipher is nothing, yet here's a case where the accidental omission of three of them made things exceedingly embarrassing for us.

Our apologies to the American Farmer.



Complete Advertising Service

The Advantage of Having Every Phase Handled by One Man

COMPLAINT was once made to a barber by an Englishman that conditions here were not as in his country where every workman specialized, the patron going to one shop for one thing, to a second for another.

A few days later the Englishman came to the same barber to be shaved. The barber lathered him well and then went to work on another customer. On the customer's protesting the barber said, "O, we don't shave here, we only lather. You'll have to go down to the next block to get shaved."

This little story illustrates the weakness of dividing your work, a different printer, a different ad-writer, a different engraver. The responsibility is divided and if the campaign falls down none will face the music. Each will blame the others.

The Lessing Advertising Agency avoids this by giving its clients a uniform service. We assume responsibility for your campaign from its incipency to its completion. We, and we alone are responsible for every detail. If the printer is slow or the art work at fault we are answerable to you. If you consider that the campaign is not paying you we face the issue.

Burning our bridges behind us in this way you can see that we must be more than ordinarily careful. The president of this agency cannot even shift any possible blame onto the shoulders of a subordinate for the reason that this is a personal service agency and Mr. Lessing vouches for every plan or piece of copy which comes out of this office.

THE · MELTING · POT

We have gone to some length in explaining this because we want to make clear to every business man the advantage of having his advertising handled through this agency.

Your account gets our closest attention because we can't afford to have a campaign fall down. In the first place a failure, in the face of our personal service would be a reflection on our business judgment. Secondly we carry a small list of select clients and the failure of even one campaign would practically wipe out the profit on all the others.

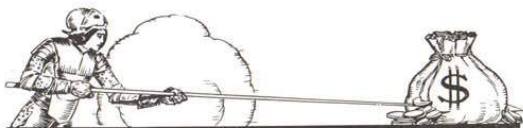
So we buckle down and give our best thought to your business. We don't claim to be able to map out a campaign while you wait—only a superman or a charlatan can make this claim. But after our staff has given your selling problem mature reflection we present for your consideration a plan which will meet the acid test of actual experience.

You get our counsel and co-operation from start to finish. We write the ads and literature, make up the list of mediums subject to your approval, attend to your printing, check returns,—in fact perform for you all the duties of an advertising manager at a bare fraction of the cost of such an employe. When desired we will help you install a modern office system or give you the benefit of our experience in modern office methods.



RAW FURS
Hunters--Trappers--Ship your Raw Furs and Hides to us. We pay higher price than others because we are manufacturing furriers. Send for price list and compare it with others. With price list we will send you a proposition whereby you can get pair FUR GLOVES FREE. We also tan hides and make Fur Coats and Robes. M. L. Glickman & Co., Dept. A. 27 Court Ave., Des Moines, Ia.

How Lessing Agency Makes Small Space Pay



Selling Direct

The Problem of Making Sales Without Personal Interview

By W. K. VOORHEES, Mgr. Standard Gate Co.
Cedar Falls, Iowa



Direct selling is at once one of the most fascinating and difficult of modern business problems. Its solution involves a knowledge of human nature and a personality which can make itself felt through the cold passivity of the printed page.

The time was when the mail order man was looked upon as a fakir. This has passed away. People today have practically the same confidence in the printed selling talk as they have in the one which is spoken. This is because advertisers have come to realize that, aside from the ethics of the case, honesty in advertising is absolutely the best policy.

It must be remembered that as a usual thing a person buys a particular article solely because it profits him to do so. Profit is the base of barter. The man who sells must show either that his article is cheaper, or that the purchasers get a better quality of article at the old price. "The same for less or better for the same" is the battle cry of business.

I have followed this plan in marketing the Trojan steel gate. I make a gate with a special adjuster, giving the farmer what I really consider a better gate than he can get elsewhere, and by selling direct I eliminate dealers' commissions and other items that make for high selling cost. Eliminating these items enables me to sell this gate at a lower price than could be made by a dealer, so that I am giving purchasers both advantages,—lower cost and higher quality.



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The advertising of a mail order proposition differs according to the nature of the article to be sold. No hard and fast rules can be set. In exploiting my own proposition I carry all advertising in the first person singular and run my own picture more often than may seem consistent with modesty. The situation requires it. Mine is a proposition involving the expenditure of several dollars and a greater degree of confidence must be instilled than if the article were selling for a dime.

As to follow-up literature, I have had a great deal of success with large broadsides rather than mailing cards or letters. The broadsides have space enough so that you can tell your story and their very size insures a reading. Here again, however, the situation varies according to the article. It would be obviously unprofitable to send out the same literature on a 10-cent article that is sent on one selling for five dollars or more.

The principal thing in mail order selling is to establish a bond of confidence between the buyer and the seller. Convince your prospective customers that your word is as good as your bond, that the goods are exactly as represented and that every promise will be kept to the letter. Make every customer realize that it is just as safe for him to buy from you a hundred or a thousand miles away as it is from his neighbor across the street.

In this way you will put yourself on equal terms with the local dealer, and if you are putting the right quality into your article and selling it at the right price, you will establish a profitable business.

Iowa State Fair

The 1911 state fair of Iowa is the most successful in the history of midwestern fairs. The attendance has averaged 50,000 a day. This enormous attendance proves that the farmer has money to spend and that it will pay the advertiser to make his appeal to him.

THE MELTING POT

Selling Work Shoes to the Farmer

How Huiskamp Bros. Co. Established
a Market for Their Line

HUISKAMP BROS. CO. of Keokuk, Ia., had been making good shoes for many years. Dealers who handled them showed their appreciation by reordering. But their business was not increasing fast enough and they asked us to see what we could do.

After studying the proposition we recommended that this company introduce a special line appealing directly to the farmer and concentrate its advertising on this. The specialty was to be such that it could be sold at a profit and at the same time serve as a leader to introduce the regular line of shoes.

As a result of this conference Huiskamp Bros. Co. put on the market the Barnyard shoe, a shoe guaranteed to be proof against the ammonia and other acids of manure and barnyard liquids which so quickly rot ordinary work shoes. Distribution was secured through a corps of salesmen and the demand was created by heavy advertising in farm and stock papers.

A follow-up of circulars and letters was used on both the dealer and the consumer. Prominent features of every ad were the guarantee and the phrase "Ask your dealer." The guarantee also appeared on every piece of direct literature.

When inquiries were received from a territory where distribution had been secured, they were turned over to the dealer. Inquiries from territory where there was no distribution were used as argument to convince the prospective dealer that there was a demand for these shoes in his territory.

The net results of this campaign were that in one year 300,000 pairs of Barnyard shoes were sold. Most of the dealers who stocked with Barnyards also bought Calendar shoes, the Huiskamp line of dress shoes, so that the returns were even greater.

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Manure Can't Rot This New Farm Shoe

Huiskamp's Barnyard Shoes fill a long-felt want for farmers and stockmen who work around the barnyard.

SPECIAL Farm Shoe

Barnyard manure and refuse will rot stock ordinary shoes in a very short time. Huiskamp's Barnyard Shoes, made of leather, treated by special secret process, are the ideal shoes for farmers and stockmen. These famous shoes cost no more than the ordinary kind. For that reason, let your next pair of shoes be

These shoes are made from finest leather, treated by special secret process and guaranteed to withstand the acids which impregnate manure and barnyard liquids.

Will not crack or rot like the ordinary shoes. For economy's sake, for your own satisfaction, let your next pair of shoes be

Huiskamp's Barnyard Shoes
Guaranteed Manure And Ammonia Proof

Huiskamp's Barnyard Shoes
Guaranteed Manure And Ammonia Proof

Ask for This New Manure and Ammonia Proof Shoe for Farmers

These famous shoes are made especially to meet the needs of farmers, stockmen and all who work around the barnyard in a short season. While all other shoes are rotted by special acids, Huiskamp's shoes are guaranteed to last and last. They are made of the finest leather and are guaranteed to last and last. Let your next pair of shoes be

The Best Shoe for Farmers and Stockmen

These shoes are made especially to meet the needs of farmers, stockmen and all who work around the barnyard in a short season. While all other shoes are rotted by special acids, Huiskamp's shoes are guaranteed to last and last. They are made of the finest leather and are guaranteed to last and last. Let your next pair of shoes be

Huiskamp's Barnyard Shoes
Guaranteed Manure And Ammonia Proof

Ask Your Dealer

Go to your dealer and ask for Huiskamp's Barnyard Shoes. If he does not have them, write or call him. He will give you full particulars as to how several pairs can be had for the price of one.

Ask Your Dealer

Go to your dealer and ask for Huiskamp's Barnyard Shoes. If he does not have them, write or call him. He will give you full particulars as to how several pairs can be had for the price of one.

Get a Pair Free

The genuine Barnyard Shoes are made by The Huiskamp Bros. Co., Keokuk, Iowa.

Get a Pair Free

The genuine Barnyard Shoes are made only by The Huiskamp Bros. Co., Keokuk, Iowa.

Ask Your Dealer

Go to your dealer and ask for Huiskamp's Barnyard Shoes. If he does not have them, write or call him. He will give you full particulars as to how several pairs can be had for the price of one.

Get a Pair Free

The genuine Barnyard Shoes are made only by The Huiskamp Bros. Co., Keokuk, Iowa.



Manure and Ammonia Proof

Manure and Ammonia Proof

Manure and Ammonia Proof

to be worn about the barnyard and stockmen have to wear knickerbockers why the feet are tender and sore. You will find a pair of these shoes will solve your problem.

the ammonia impregnated liquids from the refuse. Often two or more pairs are required a year. The result is great dissatisfaction. Last spring we just got Barnyard Shoes on the market today; 20,000 farmers and stockmen are wearing them with satisfaction.

are a revelation in leather tanning and shoemaking. This secret recipe of barnyard and stable liquids will not crack, stiffen or rot. It is always soft and pliable and dependable for long and satisfactory wear. Barnyard Shoes and Slippers are well made and bear our unqualified guarantee as to material, workmanship and service. See the dealer in your town today. If he can't, or will not try to supply you, write us. We will direct you to one who will and send you our big circular also proposition how to get a pair free for helping us introduce them.

Huiskamp's Barnyard Boots

Huiskamp's Barnyard Boots and Shoes

Huiskamp's Barnyard Boots and Shoes

factory wear. Perfect Barnyard Boots and Shoes. If he can't, or will not try to supply you, write us. We will direct you to one who will and send you our big circular also proposition how to get a pair free for helping us introduce them.

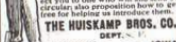
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Dept. N. 1

THE HUISKAMP BROS. CO., DEPT. N. 1, KEOKUK, IOWA.

THE HUISKAMP BROS. CO., DEPT. N. 1, KEOKUK, IOWA.



Barnyard Shoe Ads Prepared by Lessing Advertising Agency

THE MELTING POT

Business Prospects for Fall

By PAUL B. LESSING
President Lessing Advertising Agency



Western farmers will walk home from harvest with full pocketbooks again this year. Maybe they will ride home in automobiles for they can well afford to.

The prosperity of the west, and in fact of the whole country depends upon the crops. Iowa and the other states of the great corn belt are watched with absorbing interest by business men. News of a successful year in the middle west relieves

the tension of the entire business world.

The corn crop this year will be above normal. In some sections it is excellent and a larger acreage than usual has been planted this year. Corn conditions during the planting and early growing season were ideal. The absence of rains during the early part of the season kept the soil in excellent shape for cultivation and the warm June aided the growing corn materially. There is a myth to the effect that Iowa suffered a disastrous drouth this year, but this is not true. While there has been no general rain, every county in Iowa has had some rain during August. Southeastern Iowa has been drenched.

As a matter of fact the farmers of Iowa and most of the other mid-western states are so prosperous that they could stand an entire crop failure one year without suffering more than the average man would in losing a month's wages. The greatest number of farm owners have their property clear of incumbrance and are well able to stand a short year because they have nothing but ordinary expenses. They have no heavy mortgage payment to meet.

So the manufacturer need not hesitate to advertise in papers read by farmers of the midwest. The Midwestern Farmer has money to buy.



THE · MELTING · POT

The Advertising Rate
of The Kansas City
Weekly Journal will
be advanced from
forty cents per line to
fifty cents per line, flat,
January 1, 1912,
based on a guaranteed
circulation exceeding
250,000.

Hand Knox & Co., Representatives, Boyce Bldg.,
Chicago; Brunswick Bldg.; New York, Candler Bldg.,
Atlanta, C. R. Arries, Western Representative.

THE · MELTING · POT

“Nursing” Inquiries

A Poor Follow-up Often is Responsible For
Failure to Sell

ALL that one can ordinarily expect an ad to do is produce an interested prospect. Seldom does anyone order direct from the ad. Your follow-up must make the sale. It corresponds to the salesman's talk after the conventional “Good morning.” If a salesman said only this and walked out his house would very quickly call him home. If you expect to make a sale you must keep at your prospect until you have satisfactorily answered every objection.

Many advertising campaigns fail of their purpose for this reason. The ads are well written and produce an abundance of inquiries, but the letter answering the inquirer is so listless that whatever desire to buy he may have had is stifled.

One of the abiding principles of a good follow-up system is to keep everlastingly at it. If one letter doesn't land the order, try again. In each letter or circular treat your subject from a little different angle. Your inquirer has some reason for being interested in your article or he would not have answered your ad, and if you persist in presenting to him the various angles of your proposition you will finally establish the point of connotation.

Gauge your literature by the article you have to sell and the class of people you are dealing with. Tinted stationery and exquisite language would not get you very far in trying to sell an implement to the farmer, who is a business man and wants facts, not grimcracks. On the other hand if you were selling thousand dollar furs your literature would have to be very artistic because an article of this kind can be sold only to the wealthy class, which is accustomed to style in everything. Each of the many classes of humanity requires a special treatment and only long experience can tell you just what method will be most successful.

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Arthur Capper for Governor



Advertising men are always glad to rejoice in the good fortune of a fellow-worker. Hence much interest is being taken over the announcement of Arthur Capper, well known Topeka publisher, that he is a candidate for the Republican nomination for governor of Kansas.

Mr. Capper is a publisher from the ground up. He began as a compositor on the Topeka Capital. Today he owns that paper and the

Farmers' Mail and Breeze and has one of the finest business blocks in Kansas.

In his platform, Mr. Capper breathes an optimistic faith in the future prosperity of Kansas, and says the Sunflower state offers wonderful opportunities.

Contrary to the usual principles of an advertising man, the genial publisher declares he is "agin" a brass band campaign. He says he wants to go before the people with a straightforward platform of the things he believes his business experience enables him to do. Mr. Capper affirms that if elected he will take the office unhampered by any claim or promise other than those made publicly to the voters.

Advertising men generally, without regard to political creed, will watch the Kansas campaign this fall with a great deal of interest. The fact that he is prominent enough to be a candidate for the highest office within the gift of his state is a compliment and a source of pride to every advertising man and publisher in the country. It is a substantial token of the regard and confidence in which advertising is now held.

The candidacy of Mr. Capper is mentioned here for two reasons. Firstly, it is of interest to advertising men, and, secondly, it shows the high class of men who are conducting the farm papers of today.

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New Advertising Uplift

National Convention Approves Lessing
Agency Propoganda

AMONG other important things accomplished at the national convention of the Associated Advertising Clubs of America in Boston Aug. 1-5 was the adoption of a resolution, offered by the Des Moines delegation, providing for the establishment of a standard of qualifications for advertising men.

This resolution and the idea back of it was originated by V. F. Hayden, Chief of the Literary Department of the Lessing Agency. On his motion the delegates from the Des Moines Admen's Club were instructed to introduce it at the national convention.

The object of this resolution is to raise the standard of advertising. The profession today is vague and unsettled. Each man has his own opinion as to what constitutes an advertising man. There are no recognized standards of ability and the incompetent stands shoulder to shoulder with the capable.

To remedy this condition Mr. Hayden's resolution was placed before the national convention and was approved by that body. Within a short time Geo. W. Coleman, the new president of the A. A. C. of A., will appoint a committee which shall adopt means to secure a general recognition of these standards of qualification. This is a pleasing recognition of the principle of honesty in advertising which this agency has always held.

According to the list published by Printer's Ink, a journal whose standing is recognized by advertising men everywhere, the Lessing Advertising Agency was the only Iowa agency which had a representative at the big Boston meeting. This agency was also represented at the Louisville and Omaha national conventions in 1909 and 1910. This accords with our policy of keeping abreast of the advertising times.

No great body of advertising men can meet without giving forth ideas, the gaining of which is well worth the

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time and trouble each one took to attend. No man knows so much that he cannot learn from another. It is at these conventions that the new, far-reaching advertising thoughts are born and the agency which really cares for the interests of its clients is on the ground in order to get the full benefit.

This agency wishes that every reader of the Melting Pot could have been personally present at the National Advertising convention. One money-making thought would have repaid you for the time spent—and hundreds of such golden thoughts were enunciated every day. But we have done the next best thing to having you there. We have carried home these splendid selling ideas to use them in our business for the betterment of your business. When your account is handled by the Lessing Agency you get our ideas, judgment and experience, plus the cream of the combined thought of every one of the brilliant American, Canadian and English advertising men who foregathered in Boston.

Another important convention act of interest to westerners was the awarding of the Printer's Ink cup to the Des Moines Admen's Club for the second time. This cup was offered by Printer's Ink to the club which made the most of its opportunities, the condition being that a club must win it three times to keep it. The first award was made to the Des Moines club at the 1910 convention in Omaha and the Boston award makes it necessary for the Des Moines club to win this cup only once more to possess it permanently.

The western advertising clubs scored another splendid victory when the convention unanimously elected as first vice president T. W. LeQuatte, advertising manager of Successful Farming, Des Moines. Mr. LeQuatte is president of the Des Moines Admen.

Another signal honor conferred on the advertising men of the west was the selection of Dallas, Tex., as host of the delegates to the 1912 convention.



Retailer Co-operation

Getting the Distributor to Work With the Dealer

THE most important thing for the manufacturer who does not sell direct is to secure active, enthusiastic support from his dealers. The biggest advertising campaign will not achieve its fullest results unless there is proper distribution.

One of the most effective means of securing co-operation is showing the dealer that you are sincerely helping him sell the goods, not merely loading him up and letting him sink or swim. Manufacturers selling through dealers should carry a line in their national advertising showing that it is sold through dealers. The same is true of literature sent out. Often this literature contains the dealer's imprint.

Many manufacturers furnish their dealers electros of ads to run in their local papers. Some go so far as actually to pay for the space. All this is done for the same purpose—to encourage the retailer and show him that he has the backing of the manufacturer. That active co-operation of this sort is effective is shown by the fact that manufacturers who adopt this policy as part of the selling plan enjoy an appreciable increase in business.

On the opposite page are shown a number of ads which were run in farm papers by manufacturers who sell through dealers. Observe that each of these ads calls the reader's attention to the fact that he can secure the advertised article through his dealer.

THE MELTING POT

AFIT From Head To Foot

That's what you get when you buy Brody. Overall and work clothes. They are all intelligible designed, as required. For sports of the neck, sleeves, elbows, shoulders, wrists. Every piece work clothes is usually light, the Brody is made of it without draw a cent. They last as long as cost as little as ordinary work clothes and are many times more comfortable.

Ask your dealer for a Brody work coat. Put it on. See how comfortable and smart it is. It fits naturally fits the body. You can't tell at once it's a

Trade Mark
Brody
Best Fitting Garment

All seams double sewed. Two button neck protect throat on blouses. Every sleeve makes vest vest fit and cool. All buttons held by brass. All garments made of best material. Washable, will be faded.

Ask Your Dealer for BRODY MADE WORK CLOTH.
The Best. If your dealer does not have them, write us. We'll send you a book and tell you a dealer who does. Brody Line. Inexpensive today. Get the best for the least.

F. Brody & Son
Court Ave., Des Moines

KING LIGHTNING RODS

Mean Perfect Safety

From lightning for your home, farm buildings and livestock. Get your home and buildings safe your with King rods. It is simple and best lightning insurance you can get. Over 1,000,000 King rods lightning in Ohio since last year, but not a single home or building destroyed. We can save your home and livestock.

ASK YOUR DEALER.
If he does not handle King rods, let us call. Write us at once and we will use our special service to get you the best and most economical. Dealers everywhere.



Any Shoe Which Ammonia Will Not Rot

Well made, comfortable, a very fine tanning, leavies the sole of moisture and barnyard filth. Wears longer than other shoes. Will withstand the action of all barnyard liquids.

The Barnyard Shoe

Leads them all. If your dealer, send us one trial pair, standard and tan or black. \$12.25. Express. Will be prepaid. Of no former territory call us. Free. Write for catalog of free proposition.

Huishamp Bros. Co.,
Ipt. Keokuk, Iowa.

Heider A Great Invention

Eveners

Made in U.S.A. PERIOD. 4 x 4. 4 x 6. 4 x 8. 4 x 10. 4 x 12. 4 x 14. 4 x 16. 4 x 18. 4 x 20. 4 x 22. 4 x 24. 4 x 26. 4 x 28. 4 x 30. 4 x 32. 4 x 34. 4 x 36. 4 x 38. 4 x 40. 4 x 42. 4 x 44. 4 x 46. 4 x 48. 4 x 50. 4 x 52. 4 x 54. 4 x 56. 4 x 58. 4 x 60. 4 x 62. 4 x 64. 4 x 66. 4 x 68. 4 x 70. 4 x 72. 4 x 74. 4 x 76. 4 x 78. 4 x 80. 4 x 82. 4 x 84. 4 x 86. 4 x 88. 4 x 90. 4 x 92. 4 x 94. 4 x 96. 4 x 98. 4 x 100.

ASK YOUR DEALER

Washday on Your Farm Made Easy.

Make washday a day of rest. Avoid drudgery and backache. Make that gas engine on your farm work for you as well as for your husband. Save your own strength. Make the all round engine do the hard work for you. Hitch it to an

Automatic POWER WASHER

Simple, strongly made, durable. Washes a tubful of clothes in fifteen minutes and will not injure the finest fabrics. Followed and machine cannot upset. Lever control eliminates vibration to engine. Shifts power from Washer to Wringing with slight touch of lever. Left hand drive. Belt always out of operator's way. Smooth, easy action, free from vibration. Reversible Wringing prevents clothes from tangling in rolls.

Speed automatically regulated. This washer can be run with any kind of engine without waste of power. By special attachment you can operate washer or wringer, and wash, wringing machines or other small machinery at the same time.

Ask your Dealer To show you the time and labor saving Automatic Power Washer. If he does not handle it, write me, give your dealer's name and I'll send you free literature. See your dealer or write me now.

Harry Ogg, President
Automatic Electric Washer Co., 600 Washer Bldg., Newton, Ia.

ASK YOUR DEALER

It'd be a dealer in your neck, we'll ship your case for inspection. The price of purchase is returned if you are not satisfied. It is built of the best material. It is constructed, how and place your furnace. It's a post card.

Ask Your Dealer Or Write for free Catalog. **Green Foundry & Furnace Works,** Second Street, Iowa.

Ads which Help the Dealer
Prepared by Lessing Advertising Agency

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Among the Workers

Hugh McVey, advertising manager of the Pierce publications, has just issued several pieces of striking literature, exploiting these publications as advertising mediums.

Edward Gill has left the advertising staff of Farm Magazine, Omaha, and has assumed charge of the Chicago office of the Pierce publications. Clarence Eldridge, who formerly held this position has joined the advertising staff of the Capper publications.

P. B. Lessing, president of the Lessing Advertising Agency, has just returned from an extended trip, during which he called on this agency's clients, and conferred with them relative to fall campaigns.

M. D. Hunton, A. F. Lorenzen and J. E. Woodman, well known in the advertising field, have launched the Publishers' Representatives firm of Hunton, Lorenzen and Woodman. The new firm maintains offices at 127 North Dearborn street, Chicago, and 25 East 26th street, New York. Their legions of friends wish them every success in the new venture.

The Bureau of Engraving has just completed a handsome book for the Montana Fruit Co. Three-color process is used extensively. This concern has also issued an artistic Des Moines souvenir book for Enos B. Hunt.

J. W. Hastie of the Farmer and the Farmer's Wife, St. Paul, is in Des Moines attending the state fair, where a number of his advertisers are exhibiting.



¶ Printing means more than merely taking impressions from type. Printing was almost a religion with Caxton and the Guttenbergs. With us it is at once a profession, a science, an art.

¶ Ours is the most thoroughly equipped printing house in the middle west. Our best references are the repeat orders which come from men who demand high class work and know when they are getting it.

¶ Good printing costs you less than the ordinary kind when you consider the vastly greater returns. The next time you have use for an *intelligent* printer, write and let us prove our worthiness.

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