

72 Letters and What Made Them Pay

published by A.W. Shaw

“It has been proved that a reader or listener has, at each moment, but a limited amount of mental power available. Compare reading with looking at a picture. The eye sees and the eye apprehends the picture in a moment, but in writing we can only produce our effect by a series of small impressions, dripping our meaning – so to speak – into the reader’s mind. A man’s brain at the best is a narrow-mouthed bottle into which we can receive but one word at a time. If you want your reader to think of ‘apples,’ for instance, you must use no words that will take his mind off ‘apples’; and you must write no words that will force him to use mental power in associating their meaning with apples. If you do use such words, you are weakening your own case, because you are causing him to use up part of ‘the mental power available at the moment’ for shifting your word around in his mind. He has that much less mental power with which to catch the drift of your idea.”

From a Shaw Publication, Applied
Business Correspondence, by
Herbert Watson.

72 Out of 5,063

This report of a nation-wide investigation of the Bureau of Business Standards of the Shaw Publications to search out really master business letters is unusual for three reasons.

First, it brings together in quantity an exceptional type of information. To secure letters of known results is difficult; to obtain both the letters and the results themselves is exceptional.

But with the letters in this report you will find a record of actual results. Over 5,000 letters of known pulling effectiveness were gathered by the Bureau from more than 3,500 sources during the preparation of "72 Master Letters and What Made Them Pay." Then all those regarding which it was impossible, for various reasons, to obtain definite figures covering results were discarded.

Secondly, the report endeavors to present master letters. After the letters with definite records had been sorted from the 5,063 gathered, they were carefully analysed. Those that supplied outstanding illustrations of basic fundamentals in business letter writing were set aside, and from this carefully selected group, experienced letter-writing experts picked the noticeably efficient.

After this third sifting had been completed, but 72 letters remained – less than 2% of the total. These 72 master letters are the 72 letters you find in this report.

Third, the report contains an analysis of the 72 master letters which draws to the surface the causes underlying their success. This makes possible an application of these ideas to the specific requirements which you may face in writing your letters, in case you happen to be in a line of business different from that referred to by the master letter.

Ideas in the field of letter writing, it is true, are usually transferred from one kind of business to another. That is why business men find "collections of actual letters" useful.

But often letters lose in effectiveness when thus simply transplanted into another business. To gain the most from them it is necessary to graft them into the requirements of the adapting business, not merely to transplant them to its environment.

And to graft a letter into the needs of your business it is necessary to analyze the principles underlying its success. It is to that end that the Bureau has directed its analysis of the 72 master letters contained in this book.

It is worth while to point out these three unusual characteristics of this publication not only for the purpose of introducing it to you adequately, but also since they as well characterize SYSTEM, the Magazine of Business, which comes to you with 72 Master Letters and What Made Them Pay. Just as this report gives letter-writing facts and the methods and causes underlying them, so does SYSTEM monthly search out and present the outstanding successful methods and policies in every function of business.

Written almost entirely by business men, 100% for the practical man in business, always of practical business ideas, you will find it also "different" in a useful, dollars-and-cents way.

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Chapter 1

A Letter's Hardest Job

When a letter goes up against the task of bringing back practically definite commitments from prospects there is no doubt that it has taken on the hardest possible job, is there?

It sets out to do all that any salesman can do. But the salesman is not dumb as he faces the prospect. He can reply to objections, introduce new arguments that fit particularly well to the individual prospect's situation.

A letter, however, is dumb before its prospect.

It can hold up its message to be read, and that is all. It cannot answer fresh objection with fresh argument.

Moreover, it must adjust that message to the 'average' prospect, risk its success on the cold law of averages. It cannot take advantage of appeals that may be individually of great importance to a specific prospect.

And yet you will find letters that take on all these odds and bring back result of which any salesman might well be proud. They, truly, are master letters of the front rank.

Take, for an example, the Bird & Son, Incorporated, letter on page 34. Read its record. Surely it accepted the odds and made good despite them.

Now, why did it make good? Tens of thousands of letters have been written to accomplish what it accomplished – and have failed miserably. What caused it to secure what they could not?

First of all, it went about its hard task 'differently'. Nine letters out of ten are not 'different' – instead they are full of commonplaces and generalities.

How is this letter 'different'? In that it is built around a real idea. This idea is that the completely filled out order which links up with the suggestion of what a flesh-and-blood salesman might do.

It is safe to say that not one of the business men who received this master letter had ever before opened a letter built around that idea. As a natural result they read it. And once you succeed in getting prospects to read your letters, the battle is half won.

Here we have brought to the surface one of the most important of business letter-writing fundamentals. Have a real idea for your letter, or do not waste paper, ink and postage on it. Make it a Big Idea, and you have a fine chance to produce a winning letter.

Let us take a specific example. First, this letter:

“Such good results were obtained by our customers using Reedman’s Nitrogen Fertilizer last year that we have arranged to increase our capacity for production this year. A large proportion of those who used it last year have voluntarily written us giving us an account of increased crops obtained through its use. We have arranged for the production of a larger amount this season and accordingly have decided to reduce the price on larger orders.

“In future our 5-acre bottles will be furnished for \$6 instead of \$9 as heretofore. Fifty acres will be furnished at one time for \$55, and 100 acres at one time for \$100. The price for single acres remains the same – and the garden size, 50 cents.

It is important that you send us your order as promptly as possible that we may have the nitrogen prepared and shipped from the laboratory to you when you want it.

Spring planting is now coming on, so that you should have the nitrogen on hand, ready for use when the weather is just right. Reedman’s Fertilizer is the best and cheapest way for you to increase this year’s crops.

We enclose booklet and order blank, which we hope you will use now without laying it aside.”

Not even a hint of a real idea behind that letter! The closest suggestion of a hint is the use of the thread-bare price-reduction argument.

COST \$136.12 – SALES \$6,685.19

Here is a good illustration of a basic selling principle – fitting the offer into the prospect’s needs. The Dennison Manufacturing Company would, of course, not send this letter to a candy manufacturer, but by varying it slightly it could be made to fit a candy manufacturer’s interests just as closely as it does a textile manufacturer’s in the form here illustrated. And similarly the idea underlying it can be used in almost any line of business. Notice, also, how side heads are used to catch attention. The letter went to 1,641 mills. It was the only letter sent and its total cost came to \$136.12, including the samples. At the close of the campaign, which lasted 8 months, sales had amounted to \$6,685.19 – at a selling cost of 2%. Actual returns, however, show that the cost was really somewhat lower, as many orders continued to come in after the formal closing of the campaign.

MAKING THE PRODUCT USERS SELL IT

Dennison Manufacturing Co.

THE TAG MAKERS

FRAMINGHAM, MASS

June 7, 19--

P.N. Duffy Co.
Stoneham, Mass

Gentlemen,

The minute or two you spend in examining these samples may result in a worthwhile idea for your mill. Then, again, one of the samples may bring to your mind a tag or label form of your own that you are going to need soon, and which should be re-ordered now.

SLASHER TAGS are used on each warp that has been dressed by the slasher machine, preparatory to going to the Web Drawing Department, and before going to the loom for weaving. The coupons are retained by the lease picker who is paid according to ends picked. The stub carries all the data, and is kept by the weaver until the warp is woven out. It is then tied on harness which is returned to the Web Drawing Department. We make slasher tags of every conceivable kind. Ask for a complete assortment of samples.

PAY TICKETS These can be provided in strips, partly detached, to permit running through a typewriter

GUMMED LABELS Used for addressing cases or packages, and for marking cases, tubes, piece goods and so forth. When the labels are used for purposes that carry them outside your mill, snappy designs have a fine advertising value.

WEAVER'S TICKETS The samples show a popular stock form which we carry in rolls of five thousand. The weavers use them for recording cuts, loom Numbers, yards, and so forth.

In addition to the above, we make

TACK CARDS	WEAVER'S TAGS
DOFFER TAGS	PIECE GOODS TAGS
WARPER TENDER'S TAGS	DRESS GOODS BANDS
MARKING TAGS	PIN TICKETS
BEAMER TENDER'S TAGS	SPINNING DEPARTMENT TAGS

Use the enclosed order blank for inquiries or orders. A line to our nearest office (see reverse side of order blank) will bring you a prompt call from our representative with a complete line of samples and attractive prices. You will benefit by taking advantage of the low prices we can give you now. Why not check up your present supply of tags and labels so you won't run short unexpectedly within the next few months.

Yours very truly,

DENNISON MANUFACTURING CO.

Perhaps a salesman with a good personality could land orders with a sales talk as drab as that given to this letter but a letter's personality is limited to whatever degree of vividness its words carry and unless the words you use do impart vividness – well, results suffer.

Now read this letter:

“If you do as Arnold Bader did – he lives five miles northeast of Monticello on the Bowen Road – you will have very little trouble with your clover and you can start a field of alfalfa that will grow.

For three years Mr Bader had been trying to get a catch of alfalfa and clover. His clover came up better than his alfalfa - but both were thin in spots. Either they didn't last through the winter – or the scorching sun of July and August burned them out.

Just about a year ago we received our first bottles of Farmogerm, which is nothing but a trade name given to the nitrogen-gathering bacteria which all clovers and alfalfa demand, if they are to succeed.

Mr Bader used Farmogerm with his alfalfa and clover seed last season. The results were better than we dreamed of. He got three cuttings from his alfalfa. His clover was good and he received from 12 to 14 pounds more of cream a week from the same cattle this winter than he did last. Think of it – 14 pounds more of cream a week from the same cattle!

500% INCREASE IN BUSINESS IN 15 WEEKS

That's what six letters, of which this is the fourth, did for an automobile service station set off in an obscure location in the outskirts of Toledo. Two strong selling points – the quality of the work and the reduced price – are the foundation upon which this firm's bid for business is based, and these selling points occupy a prominent place in all of the letters of the series. Notice how neatly references to trade conditions are handled without actually “knocking” in a way that would make the prospect distrustful. Notwithstanding the strong competition of an authorized agency located in the downtown district, the Miller Sawyer Service Company increased its business fivefold, thanks to this sales follow-up, within less than four months. A 500% increase in volume in a one-third of a year is a fine record

MAKING REAL SALES BY LETTER

DODGE REPAIRS

Miller Sawyer Service Company
Home Phone Park 1698

Watson Mfg. Co. Bldg.
Post and Albion Sts.

TOLEDO, OHIO

Mr. James Blair,
1116 Pleasant Street,
Toledo, Ohio

January 20, 19--

Dear Sir:

Have you ever taken your car to a dealer service station for repairs, paid a high bill, and driven away only to find that your car ran worse than before?

Have you ever had it suggested to you, about the time your valves first needed grinding, that you'd better consider "turning in the old boat on a new one?"

Auto dealers, carrying enormous overhead, have to render service as a necessary incident to their business, which is the selling of cars --- forced on them by the manufacturers. It is an annoyance and a drain, the high cost of which is passed on to you. The dealer's eye is always on a sale, for it is in selling that he makes his money.

With us it is different. Maintaining Dodges in good running order is our sole business. We have to do a good job or close up. We are not interested in coaxing you to replace the good car you have now, or in fostering the skilful propaganda that has made so many people think an automobile, built by the best mechanics out of the toughest materials, has a shorter life than a typewriter, a good washing-machine or a printing press.

Keep your car in repair and get your money out of it! Don't be fooled into turning it in as worn out -- only to have it run sixty thousand miles further in the hands of some taxi-cab company which knows its value.

With low overhead, our labor charge is only \$1.00 an hour, instead of \$1.25. Genuine Dodge parts cost alike everywhere. Our splendid shop at Post and Albion is equipped to build a complete car, if necessary, and we guarantee our work. You can run out in ten minutes, and we get you home or to a car line in one of our own machines.

Forty or fifty Dodge owners have taken advantage of our free carbon-cleaning offer. Why not try it yourself?

MILLER SAWYER SERVICE COMPANY

Manager

JWM-ki

IT MADE 52 SALES

This master letter – by James H Picken – went after positive orders. And it succeeded – a mailing of 1,300 brought in orders to the amount of \$624, which represented 52 sales. Notice how the letter uses a short, attention-getting first line, how it piles up the advantages of the proposition offered, touches on the “you” interest involved in the recipient’s own business problems, and makes a bid under the Gain Motive with a special price. A more careful analysis of this letter will pay you, no matter what you desire to sell or accomplish with business letters.

GETTING POSITIVE ORDERS FOR A SERVICE

ARCHIBALD HARRIS & COMPANY
CERTIFIED COMPANY ACCOUNTANTS
TAXPERTS
515 MARQUETTE BUILDING
CHICAGO

November 15 19--

Mr. M.H. Morton,
7245 Exchange Ave.,
Chicago, Ill.

Dear Sir:

May we have your reply to this letter promptly!

Two years ago, as you will recall, you found our Congressional Reports, on what was being planned in the way of new tax laws at Washington, of definite practical help.

That’s why I am writing you this letter, why I am sure you will want and will appreciate the facts given in our present, new TAXPERT LEGISLATIVE BULLETIN SERVICE, copy enclosed.

Here’s the idea: Senator Smoot wants a sales tax to pay a bonus. He has powerful backing. Magnus Johnson wants an excess profits tax. The farmer, dissatisfied with present prices, the democrats, and the labor vote will also probably favor the excess profits tax. A hot fight is sure. Other tax legislation will be proposed. Your business is bound to be affected. For that reason, you will want to be informed constantly of every plan of taxation introduced so that you will be able to oppose or approve as you see fit.

And that is exactly what our TAXPERT SERVICE will mean to you. It is not a resume of past tax laws. On the contrary it looks to the future. It is a legislative service. Briefly it will cover: (1) what tax bills may be expected to come up; (2) tax bills introduced into Congress; (3) committee hearings; (4) sentiment in both houses; (5) the attitude of the administration, etc., etc., -- in short, every important development in tax legislation at Washington – all presented in the way that will enable you to get the facts quickly and to take such action as will best serve your own interests.

In addition, this service will help you to answer hundreds of puzzling questions, for instance: How shall money be raised to pay the bonus (which many congressional leaders say will be passed)! Do you want an undistributed earnings tax bill passed! Do you want a sales tax! An excess profits tax! A retro-active tax on stock dividends! Do you want higher or lower surtax rates! Do you know which laws you should oppose as unfair and which to support as equitable!

This service is bi-weekly - and oftener when circumstances require. The cost will be only \$12 a year. And you are to send no money.

But tell me to put you down for this service – NOW. The present swell price is for Charter Subscribers only -- and the service will be of such supreme importance that I urge you to sign and mail the enclosed stamped card – IMMEDIATELY. It will be your best investment of the year.

Sincerely yours,

AH/G

“How Mr Bader succeeded with these two hard-to-start crops is pretty well explained in the pamphlet enclosed. Be sure to read it. On the first page you will find why Mr. Bader used Farmogerm – what Farmogerm is – how it is applied – what it will do – and all about it. If your time is worth anything, it will pay you to study this pamphlet.

“Figure out what a good catch of clover means to you. It means a hay crop of high feed value, that will build up muscle and beef and increase the yield of milk. Clover like alfalfa is a great soil improver – it renovates the soil – it gathers moisture from the deep subsoil below – it adds humus (the same thing you add when you apply manure) – it draws nitrogen from the air and deposits it in the soil. It will build up worn out land besides giving you a valuable hay crop. Read what the U.S. Department of Agriculture has to say about Farmogerm and soil transfer on pages 4 and 5 of the pamphlet.

“Farmogerm is clover and alfalfa insurance. Figure up the cost of putting in a crop – the work – the time – the cost of clover and alfalfa seed. And then figure out how much you actually lose if you do get a catch and it winter-kills or burns up, or if it comes up thin and you have to plant it all over again.

“When Mr. Bader bought his first bottle of Farmogerm, he was in exactly the same position you are. He didn’t know whether it would do any good or not. But he knew that something was needed. He realized that it was his soil that was wrong more than the weather and that Farmogerm promised to correct the trouble. Today he is glad he tried it. He is going to use more this spring. And you will feel exactly the same way that Mr. Bader did after you have given it a trial.

RESULTS, \$15,300: COST, \$500

This letter took on all sorts of odds and nevertheless made good – it’s difficult to sell space by mail in anything made of paper and ink, but selling advertising in a one-issue “souvenir” is much harder than selling it in a periodical with a guaranteed circulation. Yet this letter was written to do just that, and results show that it was successful. Its purpose was two-fold: both to get as much advertising as possible and to sell the Colorado Pageant of Progress. After a short introduction the writer quickly gets down to facts – and it is facts that put into any letter the “pull” that grips. “Here is our proposition to you:” is sure to catch the eye and interest of the advertising manager. The list was made up of names of 5,000 national advertisers. At a total cost of \$500, the letter sold \$15,300 worth of space which is a record any salesman might be well proud.

IT MADE SALES IN THE FACE OF ODDS

Colorado Pageant of Progress

INC
DENVER COLORADO

Harry Miles Shafer
General Manager

Harry M. Gambres
Sales Manager

A. F. Adams Co.,
Puerre, S.D.

March 6, 19—

Gentlemen:

From July 16 to 31 the Colorado Pageant of Progress will hold the interest of hundreds of thousands throughout this nation. Details are carefully explained on the back of the ground plan enclosed.

That Denver and Colorado are recognized as among the foremost "garden spots" and "playgrounds" in the United States, is brought out by the Official Statistics which last year showed a registration of 1,200,000 visitors. It is conservatively estimated that the Pageant will pull several times that number.

HERE IS OUR PROPOSITION TO YOU:

There will be published by us a high-class Pageant Edition containing 200 or more pages of reading and advertising matter. This will be printed on high-grade paper and in appropriate colors. ONE HUNDRED AND FIFTY THOUSAND IS THE MINIMUM GUARANTEED CIRCULATION OF THIS EDITION.

Contracts have already been let to the leading printers in this State. The page will accommodate a 7 x 10 plate and is 8 x 11 in actual size. The rate per page is \$300; double-spreads \$600. Four-color work will be \$600 per page; three-color \$500; two-color \$400. No cover pages will be sold and no positions will be guaranteed.

A reasonable number of admission tickets will be given upon request. COPY MUST BE IN BY APRIL 15, 19--. If possible please do not request proofs. Copy will be carefully proof-read twice. We urge this, particularly if you send in late copy.

You can readily see that as an advertising "buy" for national advertisers this is an unexcelled medium. Unlike newspapers or magazines, THESE EDITIONS WILL BE KEPT AS SOUVENIRS FOR A VERY LONG TIME. While the guaranteed distribution is 150,000 the chances are that many more thousands will be printed of necessity. The Milline rate for this edition compares very favourably with the "Saturday Evening Post," "Ladies' Home Journal," "Golliers" or any of the other great national magazines.

May we have your favourable reply in the very near future?

Sincerely yours,

THE COLORADO PAGEANT OF PROGRESS, INC.

By _____
Sales Manager

HMG:LT

“To introduce Farmogerm, we are enclosing a coupon check good for 50 cents worth of garden seeds with every bottle. You can mail us your order if you want to. It will receive just as careful attention as if you were here in person trading at the store. It’s easy to fill out the order blank. Just put down the kind of garden seeds you want and the number of bottles of Farmogerm.”

Here the Big Idea sticks out as boldly as a mountain. It is Farmer Bader’s experience – and this experience is told in language farmers will accept as natural; also it is so told that it carries selling arguments which will appeal to farmers. All of which is very much to the point, as in this instance farmers are the prospects.

This letter almost ranks as a master letter, as a matter of fact. It was sent to 1,500 farmers by a general store in Iowa. It made 20 sales – $1\frac{1}{3}\%$ - and brought 150 farmers personally to the store in search of more detailed information.

IT GOT \$5,000 IN SALES QUICKLY

There were 475 of these letters put into the mails. Almost \$5,000 in business resulted practically immediately. Over 65% of the men in the field who had not been sending in orders responded with some business. Notice that this master letter has plenty of a most important quality – imagination. It tells a real “story”; there is a plot back of it and a larger plan back of that plot. As a result it moves rapidly, and although it needs two pages to tell its “story,” it does not become tiresome in doing so. The short, effective paragraphing is also worth notice.

GETTING SALESMEN TO SELL MORE

PARK TAILORING CO.

FINE CUSTOM TAILORING SERVICE

SOUTH GREEN STREET AT ADAMS

CHICAGO

Did you ever make a promise to one of your very best friends and then have to rack your brain to figure out how you were going to make good?

Well, that's exactly what I'm up against right now.

The big boss left for Denver yesterday, to attend the Convention of the _____. Perhaps you're a member and know what it's all about. Anyhow, whether you do know or not, doesn't matter much. The fact is, Mr. Blank has gone there for the purpose of doing his bit to improve conditions for you fellows in the field.

But here's the rub.

Just before he left, I told him we'd have a surprise for him in the way of the biggest week's business the company has done since the big rush of 19--.

And that's SOME promise. We had some REAL weeks in that year.

Now I've got to make good, and there's only one way I can do it. You've got to make good for me.

Last night I laid awake for two or three hours trying to think out a plan that would turn the trick for me. Finally I hit upon this idea: the fellows in the field can put it across for me, if I just go to them frankly and ask them for help.

Now here's the plan.

Let's make next week Blank week. He's one of the swellest fellows you ever came in contact with. Absolutely square, and always thinking of the other fellow's interests. I've been associated with a good many men in my business career, and I say to you, honestly, that he's as white as any I've ever met.

Here's our opportunity to pay a tribute to him – show him in a substantial way that we like him.

Are you with me?

Here's what I want you to do – send in ONE order next week.

If every last one of you will send in just one order next week – even if it's only for a suit for yourself – we'll go over BIG.

Of course, to you fellows to have been sending in orders regularly, every week, this means just ONE MORE order.

Surely that isn't asking much of you, and it will place me in a position to shake Mr. Blank by the hand when he returns and show him that I've made good on my promise.

Incidentally, this ONE order may be the means of getting you started with the Spring Line, and producing future orders which will net you a handsome return.

So you see, you may not only be doing me a favor – you may be helping yourself as well.

You probably have a supply of order forms, but I'm enclosing one in this letter with my initial on it. Won't you kindly use it for that ONE order?

Yours for a great big Blank week,

PARK TAILORING COMPANY

\$1.240 AT A COST OF 2.6%

“Figure it out for yourself,” the reader is told after he is given an array of facts and figures that show him how he is losing money by using the product offered in this letter. The result is an excellent example of the importance of getting on the prospect’s “side of the fence.” And notice that this letter undertakes all that any salesman could – it goes after cash orders! Only 568 of these letters were mailed – and to previous purchasers who had not replied to a series of general circular letters sent them sometime before. Including postage, enclosures, and return envelopes, it cost \$32.06. Sixty-two sales – or 10.09% - resulted. As the directories sell for \$20, the total volume of \$1,240 was sold at the surprisingly low cost of 2.6%. Think of what it would have cost to get those orders with a salesman!

MAKING THE CUSTOMER SELL HIMSELF

THE PENTON PUBLISHING COMPANY

CLEVELAND	Publisher of	SAN FRANCISCO
PITTSBURGH	The Iron Trade Review	WASHINGTON D.C.
NEW YORK	Daily Metal Trade	LONDON
CINCINNATI	The Foundry	BIRMINGHAM
CHICAGO	Abrasive Industry	PARIS
BOSTON	Power Boating	
	Marine Review	
	Denton’s Foundry List	
	CLEVELAND, OHIO.	

William Morris Co.,
Beloit,
Wis.

March 5, 19--

Gentlemen:

Do you realize that every time you circularise the foundries in the 19—edition of “Penton’s Foundry List” which you now have you are actually throwing away \$75.55?

In compiling the 19—edition 1,511 changes and corrections were made and the names of 805 new foundries were added.

Including two cents postage, the minimum cost of a letter is five cents. In circularising the 19—edition of “Penton’s Foundry List” you go wrong 1,511 times – cost \$75.55.

But that isn’t the worst of it – the **BIG** loss lies in the business you could be getting but are missing by not having the names and addresses of those 805 new foundries. They’re placing orders all the time in which you could just as well as not have your share if you had their names and went after their business.

Figure it out for yourself!

Wouldn’t it pay you to invest \$20.00 in a copy of the 19— edition and have a mailing list that is complete, accurate and right up to date?

Send in your order NOW!

Just fill in the blank on the back of the enclosed circular – mail it with your check in the ready-addressed envelope and the new list will come to you by return mail postpaid and insured.

Sincerely yours,

THE PENTON PUBLISHING COMPANY

Circulation Manager

MEMBER AUDIT BUREAU OF CIRCULATION AND ASSOCIATED BUSINESS PAPERS, INC.

Now contrast this letter with it:

“We wish to extend you a cordial invitation to visit this bank and get acquainted. You will like the spirit of this organisation. There is no formality here. Our depositors are all treated as friends, and we make a genuine effort to give our patrons a real, helpful service.

“We should like very much to have your name on our books and wish to recommend the advantages of having a savings account. Won't you come in and talk the matter over with us?

“This is a strong, reliable institution, with ample capital, and under strict supervision. Ours is a strictly modern bank in every respect and you will find us exceptionally well equipped to serve you in any capacity. “We hope you will decide to join us.”

Nothing there, is there, that, probably, could not be said by any bank officer in the country and about his bank with a fair degree of accuracy? No Big Idea, certainly.

However, as a matter of fact, that letter did so well that it was among the 5,063 collected in order to obtain the 72 reproduced in this book! But other letters, with records so much better, were laid before the investigators when the final sifting was to take place, that it did not stand a chance of getting among the 72 – because, for the most part, it lacked a Big Idea. (The majority of the other letters referred to in the text matter of this book are taken, for reasons involved in the conditions under which the letters gathered in the search of the 72 master letters were obtained, from one of the Shaw Publications, *Applied Business Correspondence*. As far as the investigators for the Bureau of Business Standards of the Shaw Publications have been able to ascertain, the 72 letters selected as master letters have never before been reproduced – they have certainly not appeared in any of the Shaw Publications and a careful search of many copies of other publications into which they might have been incorporated has been made).

MADE A RECORD OF 50% RETURNS

This letter was sent to 1,000 dormant accounts by a correspondent bank of the National Bank of the Republic. It was written by H.R. Drew, the advertising manager of the National Bank of the Republic. This one letter actually revived over 500 accounts within a period of 6 months. This letter was followed by 2 similar development letters at the end of the 6 months period. One letter was a sort of letter of encouragement sent to those who responded to the original letter and the other was a development letter directed to those who had not responded. Direct, friendly, pleasant, this master letter hardly reveals at first glance, except to the expert, its tremendous pulling power. But close analysis shows that technically it is a remarkably well done letter, and that not the least of its virtues is its simplicity.

**The National Bank of the
REPUBLIC
.. OF CHICAGO ..**

John A. Lynch, President
George Woodruff, Vice President
Robert M. McKinney, Vice President
Samuel W. White, Vice President
Oscar H. Swan, Vice President and Cashier
William C. Freeman, Vice President
Louis J. Meahl, Assistant Vice President
Charles S. MacFerran, Assistant Vice President
Leland L. Hobbs, Assistant Vice President
Orton W. Bartlett, Assistant Vice President

December 21, 19--

Mr. John Jones,
Chicago, Illinois.

Dear Mr. Jones:

On January and July 1 of each year, this bank makes a practice of dividing its profits with its savings depositors. We divide these profits in the form of 3% Compound Interest on Savings.

Some time ago we were mighty glad to have you open a Savings Account with us, but in going over our books, I notice that you have not been visiting us very often, of late.

We do not have any doubt that circumstances have interfered with your Systematic Savings Plan, but I just thought that I would write you this little letter and suggest that now, the beginning of a new interest period, is a good time to get started.

Why not make up your mind that you are going to spend a little less than you earn during the next six months and that you are going to deposit that difference in your Savings Account?

Don't you think that if you did this, the balance on your savings pass book next July, plus the 3% interest we will add, would give you something to be proud of?

Think it over and then come in and see us.

Yours very truly,

Cashier

\$1,500 IN SALES IN ONE WEEK

Think a moment about this letter – it is about a book, but it is not from a book-store owner – it is from the sales promotion manager of a large department store. It sold an order of their books any book-store owner would have been glad to have – but the promotion manager of the department store thought of something a good many book-store dealers did not think of – that a good list of names would respond to an opportunity to assure the possession of something most thoughtful men would want. Hence this letter illustrates the importance of being wide-awake to opportunities to use sales letters to appropriate lists. Out of the 4,000 members of the Board of Commerce who received this letter, 500 bought the book – a return of over 12%. Orders that came in totalled \$1,500, all in one week, and that before any newspaper, or other, advertising had appeared.

GETTING THE RIGHT OFFER TO THE RIGHT LIST

THE J. L. HUDSON CO.
DETROIT

March 12, 19—

J. Adam Peters,
1102 Astor Street,
Detroit, Mich.

Dear Sir:

Here is an opportunity for you to read the most intimate history of the Wilson administration.

“The Peace Negotiations,” a personal narrative by Robert Lansing, the real story of the Peace Conference told for the first time by one of the actual commissioners, together with Mr. Lansing’s frank story of the dramatic events leading up to his resignation, will be told in this book which will be published on March 25.

The price is \$3.00, but the information and historical interest it contains is almost priceless to any man who is interested in the history of our Government during the Great World War period.

We anticipate so many advance orders on this book, that we earnestly request you to fill out the enclosed postal card and return to us as soon as possible, as orders will be filled in the rotation in which they are received.

Yours very truly,

The J. L. Hudson Company

CK:D

Charles Koethen
Sales Promotion Manager

Enclosure

IT COST \$82.50 TO GET 300 ORDERS

“What size hat do you wear?” admittedly a crisp and out-of-the-ordinary starter for a letter – and that’s why it stopped the recipient’s attention; that’s why he’s curious and reads the letter – and it doesn’t take him long to find out what it’s all about, either, for the proposition is stated quickly and concisely. Two good points there to keep in mind: a starter that gets attention, and then a rapid telling of the entire “story.” The Paris Candy Company used this letter on 3,000 prospects, and 300 sent in orders. The mailing cost was \$82.50. This letter was sent to the retail trade, and a similar one went to jobbers and jobbers’ salesmen. All pulled with unusual effectiveness.

PARIS CANDY COMPANY

May 17, 19—

Charles Richardson and Co.,
Paris, Texas

Gentlemen:

What size hat do you wear? No doubt you think this is a funny question for a candy manufacturer to ask; and it is. We do not sell hats. We sell candy – and – give away hats. Do you want yours now? All right, send us an order for the five cases of candy named below – all for \$25.50, and we will send you a West India Panama Hat free.

1 case (40 lb)	Dixie Wrapped Stick
1 " (100's)	" Barber Pole
1 " (1600)	" Kisses
1 " (20 lb)	" Fudge
1 " (30 lb)	" Coco Fruit Pillows

Five cases of seasonable candies, guaranteed to stand up – and a seasonable hat – all for \$25.00.

West India Panama Hats are genuine hand woven, light weight, comfortable, good looking, and long wearing. They are hats that are worth from \$4.00 to \$5.00 at retail.

See circular enclosed for the style you prefer.

Yours very truly,

PARIS CANDY COMPANY

WHPA/NG

Of course, it is sometimes difficult to select a Big Idea around which to weave your letter. But with patience, it can always be brought to the surface.

Sometimes it is easier to search out the Big Idea by this method of analysis: first decide upon the object of your letter – that surely will not be difficult to “catch.” Next decide upon something to which to gear up your letter which will appear to the reader’s self-interest, if your prospects will not naturally feel a self-interest in your proposition. Naturally, if there is already self-interest among your prospects in your proposition, you have only to draw your Big Idea from the feeling or idea which you want them to get.

But in most cases the prospect is not going to admit any keen self-interest in your proposition. It is up to you to put your finger on something in which he is interested, and then link up your proposition with that.

Then you can develop against that background the feeling or Big Idea you want him to get.

But have a Big Idea you must. You will find it worth while to plan your letters as outlined above, and to refuse to risk money on any letter which you do not feel sure carries to the reader a reasonably effective Big Idea.

To be sure, a Big Idea and nothing else will not give a letter effective pulling power. The Big Idea must get to the reader's attention facts which will convince him it is his advantage to act as you wish him to. Notice how the "Farmer Bader letter" quoted above keeps busily at work piling up strong sales arguments all the while it is using the Big Idea to hold the reader's interest.

Now the important factor in assembling these arguments is to remember to put yourself in the average reader's shoes, and to use only facts which appeal to you while standing in those shoes. That is easier said than done. What interests you may not interest the reader at all, and it is not easy to shake ourselves free from what interests us.

RENTED 125 SAFETY DEPOSIT BOXES

Four thousand copies of the letter on page 27 rented 125 boxes, ranging in price from \$4 to \$20, for the Boulevard Bridge Bank. The names on the list were taken from general sources, except that a number of good prospects were suggested by friends of the bank. Directness of approach, conciseness and clearness are among the qualities that made this letter pull. No wonder its returns – over 3.15% in actual sales – were so good. Very adroitly the writer presents the question in the first paragraph – and uses only a few words. That enables him to lay all the more stress on the advisability, if not the necessity, of making an early selection. And that is his Big Idea. How many letters would be made real business-getting letters if a Big Idea were put into their "foundations," and carefully built up!

BOULEVARD BRIDGE BANK OF CHICAGO

WRIGLEY BUILDING 400 MICHIGAN BOULEVARD NORTH

CABLE ADDRESS "BOUBRIBANK"

CHICAGO

Directors
John F Hadey
Chairman of Board

Wm. Wrigley, Jnr
Robert W. Stewart
R. H. Hitchcock
James C. Cox
G.M.T. Beatty

Directors
Frederic W. Upham
John D. Black
John A. Stevenson
James R. Offield
William Farrell
Roy D. Keehn
Lawrence H. White

August 16, 19—

Mr. Richard Young,
790 Rose Terrace,
Chicago, Ill.

Dear Mr. Young:

Your name has been given us as one who will be interested in renting one of our Safe Deposit Boxes.

The number of reservations that we are now making indicates that there is apt to be a shortage of boxes on account of the demand which will come with the opening of the London Guarantee & Accident Building, the new Wrigley Building, and others in this vicinity. Therefore, we will appreciate your advising us as early as possible.

We wish to call your attention to the enclosed card and trust you will avail yourself of this offer. We will be pleased to have you stop in and make your selection when it is convenient.

Very truly yours,

KWD-M

BOULEVARD BRIDGE SAFE DEPOT COMPANY

Boxes - \$4.00per year and up

Take the case of Farmer Bader and the Farmogerm again. Perhaps the most interesting thing about the product to its originator was the process by which it was discovered. But would “The Story of the Discovery of Farmogerm” interest Farmer Bader in singing an order for a bottle? Hardly. How Farmogerm was discovered could not mean more beef on his cattle. But an increased yield of so many pounds of clover and alfalfa very likely would – and he is interested in more beef, not more commercial history of Farmogerm.

That may appear at first glance a bit far fetched. But analyze some of the letters that come to your desk, and you will find some startling examples of this “I” – talking about that interests “I”, not “you” (the prospect) - fault which in reality perhaps ruins more business letters than any other single fault.

Here is one of these “I” letters:

“You believe in buying the best and cheapest hosiery you can possibly buy, don’t you?

“But how about the goods you’ve been buying, were they satisfactory?

“When we started in business we were thoroughly convinced the public cares as much for quality as for price. With that belief behind us we selected as our motto ‘Quality First,’ and we think we are right – the public does want quality: you want quality in whatever you buy.

“We handle two grades of 200-N. half hose, made from selected combed yarns, and one grade of 144-N. hose with looped or sewed toes. In either grades sizes run from 9 to 11½. Also we handle one grade of Misses Ribbed Hose made from a frame spun yarn – the sizes run from 5 to 9½, put up in bundles of 2½ dozen, or in dozen boxes, with the sizes in code or regular figures. Prices, terms and samples will be sent on request.

“Remember that the very life of our business depends on giving absolute satisfaction as to price, quality, promptness, safe delivery, close attention to details and the fair treatment of every customer. So we guarantee you satisfaction.

“Please write us. Whether you order now or not, you are sure to have some questions you’d like to ask – and we will be glad to answer them. Let us know exactly how we can serve you.

IT PULLED 10% IN REPLIES

This letter was sent by a magazine – not the original organ – to the real estate boards of the country which were not subscribers. It is therefore of a type that will be of interest to those in the many lines of activity which are similar but not specially involved in real estate work. Moreover, since it is a carefully constructed sales letter with a known record back of it, it will repay study and analysis no matter what you happen to be endeavoring to accomplish with business letters. It was sent to 400 boards, pulled 10% in replies, and from the replies 5 orders were landed.

**NATIONAL
REAL ESTATE
JOURNAL**

=====
Issued Every Two Weeks
\$5.00 a Year
Single Copies 25 Cents
=====

=====
Porter-Bede-Langtry Corp.
PUBLISHERS
139 North Clark Street
Chicago
=====

November 15, 19—

It is a pertinent fact to call to your attention that an even hundred of the Real Estate Boards of the country are now 100% subscribers to the National Real Estate Journal. Every month during the past year new boards have added their names to the list and still others are planning similar action in the immediate future.

From the point of view of your own board – and that of awakening in your individual members a keener interest in board activities, as well as unity and cooperation – we suggest that the question of putting your board on the 100% basis be taken up at an early meeting.

As to the advantage of this action, we want you to give careful consideration to the following facts:

..those real estate boards whose members have subscribed 100% to the Journal are among the most successful boards.

.. officers and members of these boards find that their efforts meet with far greater interest and success than before going on the 100% basis.

.. in addition, the National Real Estate Journal is of immense value to individual realtors through the knowledge it gives them of the business practices of other successful realtors.

.. in presenting notes and details of the activities of other successful boards, the Journal will help you, as a board official, to solve your own problems and to increase the achievements of your administration.

For this reason, we ask you to read carefully the enclosed article, reprinted from the November 5 issue of the National Real Estate Journal, on 100% boards. Incidentally, you will be glad to learn that extensive plans are being made to increase the size and scope of the Journal so that it will be of even still more practical benefit to the individual realtor.

If you want us to send sample copies of the Journal to non-subscribing members of your board, we shall be glad to do so, or to co-operate with you in any other way possible.

A letter from you regarding the possibility of making your board 100% will be much appreciated.

NATIONAL REAL ESTATE JOURNAL

H/P

By

PULLED OVER 30%

Recently the Elmhurst Golf Club decided to add 35 members. Accordingly a list of 125 desirable prospects was made up from the names sent in by members. Then the above letter, written by Walker A. Wade, a director of the club, was sent to the 125. Although a circular letter, it was tuned to carry at least a flavor of personal invitation, and signed by the chairman of the membership committee. The very first paragraph-beginning: "The other day I met a friend of yours" – does much to create an impression of direct interest. At all events, many of the prospects went to the trouble of writing a personal letter in reply. Another letter (containing further details) went to those of the 125 who did not respond. Three weeks after the drive started, 38 new members signed up and the campaign closed. Several other clubs have used the same letter with equal success.

ELMHURST

The Chummy Golf Club

March 22, 19—

Mr. H. K. Goodall,
Elmhurst, Ill.

Dear Sir:

The other day I met a friend of yours, Mr. H. A. Roefer. He handed me your name and said, "There's a fellow, Davis, that I'd like to see join the Elmhurst Golf Club. Get in touch with him – tell him about the good times we have at Elmhurst during the summer season and I'll bet he will be interested."

So it is a pleasure indeed for me to write you and tell you about the many advantages of the Elmhurst Golf Club.

We feel that we have one of the most attractive courses in this vicinity. It covers 76 acres of land, situated on the edge of the village within easy walking distance of the N.W.R.R. or the Aurora & Elgin, with excellent transportation facilities on either. Our club house is one of the cozy, comfortable kind which fairly radiated that friendly feeling we all like. Our membership is not large, but like one big family – a "chummy" bunch of congenial folks who are always ready for a good time and know how to enjoy it.

Our Golf Calendar for the season is always interesting. There are handicap contests going on all the time, with special tournaments on the holidays – and our two-day, invitation tournament held each fall and called the Elmhurst "Blow-Out" is always a riot of good times and good golf.

The Social Calendar each season is also intensely interesting – especially to the womenfolks. From May to October there is always something doing socially at Elmhurst. Two beautiful dances each month with the best of music. Four big Family Dinner Parties during the season. Delightful Sunday Teas are served on the club house verandas and lawn twice a month. Mid-week Luncheons for the ladies, every other week or so, followed by cards or golf. And the youngsters, too, come in for their share at the Children's Parties in June and September.

Our aim has been to make Elmhurst a Golf Club that the entire family can enjoy. Our membership is limited. You never have to wait to play even on Sundays or Holidays. And it is one of the few Golf Clubs around Chicago where the ladies are permitted to play on Saturdays, Sundays, or anytime. Right now, we are making a very attractive offer to a few desirable parties who will make an application for membership before our season opens in May. I can say to you truthfully that this Special Offer will give you a membership with a share in the land holdings of the Club, at a cost that is just about half what its actual value is worth.

Because this Special Offer is so very reasonable, this opportunity will naturally not remain open long. So if you are interested in knowing more about the advantages, membership fees, dues, and personnel of the Elmhurst Golf Club, simply ask for complete information on the post-card enclosed for your convenience. Of course such a request will not obligate you in any way, and I will gladly give it my prompt attention.

Respectfully yours,

Chairman – Membership Committee

GETTING FIRM ORDERS BY MAIL

Rand McNally
Bankers Directory
RAND MCNALLY & COMPANY
---PUBLISHERS---
536 SOUTH CLARK STREET
CHICAGO

Turner-Dial-Burson Co.,
Carrollton, Ga.

June 29, 19 --

Gentlemen:

I am sending this letter to the users of the RAND MCNALLY BANKERS DIRECTORY so you can be assured of a copy by telling us to include your name when we go to press for the July issue.

We ran out of books in January and those who failed to "order before printing" were disappointed. You are one of our regular patrons and we do not want to disappoint you.

You certainly appreciate the value of the Blue Book. It renders a valuable service in many ways.

For example, when you want to certify a check signature, to make a collection at some distant point, to get the name of a bonded lawyer in some distant town, to refer to some map, to answer questions of customers, to settle any of scores of problems that pop up unexpectedly to annoy and baffle you – you can quickly and easily find the right answer in this remarkable book.

Just think of the immense number of facts and the valuable information this famous DIRECTORY contains:

First, you get the name of every bank and trust company in the United States and Canada showing capital, profits, deposits and resources, also accurate lists of all officials – presidents, vice-presidents, cashiers and assistant cashiers.

Second, the population of banking towns is given with accessible points for no-bank towns. Also a carefully selected list of foreign banks and bankers, with reliable information – a selected, recommended list of investment securities dealers and brokers – a bonded list of bank attorneys and a selected list of foreign lawyers.

Third, the DIRECTORY gives you a reliable synopsis of the commercial laws of every state, interest rates – up-to-date maps of all the states, of important cities, of foreign countries with revised boundaries – and much similar valuable data.

Our next issue will go to press in a short time. It will contain 3,000 pages and one hundred official maps. It will be beautifully and strongly bound. And the price is only \$15.00. You pay on delivery. But to get one of these DIRECTORIES, you must place your order now before we go to press.

Sincerely yours

PGB-JS

THE BANKERS BLUE BOOK

3,000 LETTERS – 300 ORDERS

The greater portion of the Rand McNally Bankers' Directory is sold to banks on a five-year contract, but many business houses buy it from year to year. Before each edition goes to press, a list of these firms is circularised. On page 33 is the letter which was mailed before a recent edition of the directory was printed. It is a long letter, but it is well planned: it carries the reader through step by step, building up arguments as it goes along, never allowing interest to wane, right up to the action-getting clincher: "you must place your order *now* before we go to press." It thus illustrates a number of sound business correspondence principles that can be profitably followed in preparing letters for any kind of business. There were about 3,000 names on this list, and, at a cost of \$30.00 a thousand, this letter pulled 300 orders – a total of \$4,500 in sales. That is a fine record.

"May we look for your letter in the return mail?"

It is not difficult to decide that the writer of that letter looked in a good many "return mails" before he found a satisfactory number of replies. He had talked practically entirely about himself – "I" – and said hardly a thing about the interest of the recipient of the letter – the "you" man.

Now compare that "I" letter about the hosiery with this letter:

"The piano that is going to grace your home for a good many years to come – that is going to be the evidence to your friends and visitors of your taste and musical discrimination – that is going to be the pride of your family and have a far-reaching effect on the cultivation of the family's musical ear – the purchase of that piano, we know, must be considered from more ways than the price you pay.

"But it must also be considered from more ways that the *mere name* on the front of it.

"You can *pay* more for a piano than you would pay for a Verdi. You can, by paying a higher price, secure a piano bearing a *more widely advertised name*. But will the fact that you selected for your piano the one with the most advertising back of the name and the biggest figures on the price, necessarily mean that you selected the *piano in best taste*?"

"Not always. The Verdi is essentially the piano of the music lover. Its presence in the home bespeaks the family's genuine taste for *music*. Its full, rich tone, its singing qualities, its truth, go right to the heart of the music lover. Its touch, its response, its splendid ability to rise to the highest demands of the artist, give it an immediate charm to the player.

"But, of course, to the uninitiated the Verdi has not the glamor of reputation.

"It is like the difference in tastes for restaurants. Here in New York there are many gilded, garish cafes where *everyone* goes – the out-of-town visitor and the diners who follow the crowd. While the *connoisseurs* – those who know – turn aside at some side street, to a small, dimly lit café – they go not for *name* but for quality.

OBTAINED 127 ORDERS

Rand McNally & Company get out two revised editions of the Bankers' Directory every year. In this directory it has been customary to include a list of bonded attorneys. In past years many of the attorneys in less important districts had been carried without charge. The year this master letter was used it was decided to ask payment for every name listed and a letter campaign was prepared.

The letter reproduced herewith, which was the "opening shot" of the campaign, was mailed without "fill in" and without any enclosure other than a simple contract blank. Under two-cent postage 1,550 letters were sent. There were 310 replies – of which 127 were signed contracts. Rates varied from \$5 to \$25 – averaging around \$15. Every name on the list had been solicited previously.

Notice the short paragraphs that make this two-page letter easy to read, also the use of underscores which catch attention.

MAKING SALES DIRECT BY MAIL

RAND McNALLY
Bankers Directory
RAND McNALLY & COMPANY
---PUBLISHERS---
536 SOUTH CLARK STREET
CHICAGO

November 19 –

Dear Sir:

There is a very important reason why this letter is written to you.

And, we are sure you will agree it is just as important for you to answer it immediately.

You know that in the last issue of the Rand McNally BANKERS DIRECTORY your name was carried in the list of bonded attorneys.

Every year this list of attorneys is made up with the greatest care. Every city (county, or district) is represented so that any bank or business firm anywhere in the United States can immediately find, by referring to the list in the DIRECTORY, the name of a responsible attorney to whom to send notes or other legal items.

We do not know, of course, how much business came to you through this listing. In many instances, however, notices are sent to us when claims are forwarded to attorneys on the list, and a check up shows that more than 5000 items ranging all the way from a few dollars to \$17,500 were placed in the hands of our bonded attorneys this year.

In addition, our salesmen tell us of case after case, of which we have no office record – so that we believe we are safe in assuming that there are thousands of other instances of which we have no record.

The list of bonded attorneys in the Bankers Directory, accordingly, is something that has a double-edged value – it is of great service to subscribers to our Directory – and exclusive representation means good business for practically every attorney listed.

Our investigations show that every year the use of this list of bonded attorneys by subscribers to the DIRECTORY is increasing – and obviously next year – 19-- -- will mean more business than ever.

Now, that is why we are writing you, and why we want your answer immediately.

Over 70% of all the bonded attorneys listed last year considered the listing of sufficient worth to them to apply for that listing. The contract terms naturally varied depending on the size of the town or city in question.

Now, in March, 19--, a new issue of the Bankers Directory will come out. Of course the list of bonded attorneys will be published.

We assume, of course, that you want to be included. And because you were in last issue – your standing and rating being entirely satisfactory – we are offering you this opportunity to have the first chance to reserve the exclusive representation for your locality, with the business that comes from it.

Will you do us the favor then to tell us by return mail that you want this listing? Naturally if you do not want it we shall thank you just the same and turn elsewhere.

THE BANKERS BLUE BOOK
Published in March and September

The enclosed blank, with stamped envelope, shows the cost of listing your name.

We shall greatly appreciate having your contract by return mail, as we are now preparing the forms for our next issue for the press.

With highest regards
RAND McNALLY & COMPANY

BGB/JC

11.9% RESPONDED TO THIS LETTER

The stability of a banking institution depends upon its investments, and when the banker buys securities he must be sure of their safety in order to protect himself and his depositors. He wants facts – clear, concise, and unvarnished facts: this letter from the Commerce Trust Company of Kansas City gives them to him in just that manner. That is the big reason why 179 banks out of 1,500 signified their willingness to hear more about the bonds. Just a banker is swayed by facts, so is any other business man, and the sales letter that gives them in the most interesting and forceful manner will always find its way to the top of the morning's mail.

SELLING THE LARGE UNITS

Commerce Trust Company

CAPITAL AND SURPLUS \$8,000,000.00

Kansas City, Missouri

BOND DEPARTMENT
H. R Bailey, Mgr of Sales

July 13, 19 –

Commercial Savings Bank,
Richmond, Mo.

Gentlemen:

Sentiment of the best informed and most conservative bank executives of the Southwest is rapidly developing in favor of investment of a certain percentage of bank resources in high-grade general market bonds. Eastern bankers have for many years realized the numerous benefits resulting from such a policy, and past experiences are now causing western bankers to be of the same opinion.

A few of the many reasons why this is a sound financial policy are

1. It avoids the tendency of overexpanding loans to local borrowers.
2. It supplies assets the security and marketability of which are not directly affected by conditions in your immediate locality.
3. It affords greater diversification of investments.
4. It supplies the banker with excellent securities for sale to his depositors and clients for the investment of their surplus funds. Such sales will produce a reasonable but worth-while profit.

We are enclosing one of our current lists of corporation securities desirable for the above purposes and will be pleased to submit complete descriptive circulars of any of the issues included on this list in which you may be interested.

We particularly recommend the Illinois Bell Telephone 5's, Kansas Gas and Electric 6's and the Staley Mfg.Co.6½'s. For your convenience, we enclose a blank form on which your orders may be entered with us.

Yours very truly

HRB W

Manager of Sales

“But that gives an exaggerated idea of our claims – the Verdi is not the *best* piano. It is only *one of the good pianos*. It is a piano modestly advertised, moderately priced, but *nobly* built – a piano for the discriminating but not at all for the showy.

“It may be just the piano for your taste – if not now, then later when your musical taste has become more difficult to please. If so, you will be disappointed indeed if you permit yourself to be led away from it now.

“Why not let us place one in your home for trial? We again extend our liberal offer. Consider it – can you afford to judge rashly? Our local dealer is ready – let him send a Verdi to you now.”

Is not the difference between these two letters unmistakable? Is not the one an “I” letter, pure and simple, and the other a “you” letter – or, what is better still – a “you and I” letter? And is there any doubt about which will prove the most successful?

After you have matched your proposition against all the principles and suggestions so far advanced in this report, you will find it worth your while to do this when you set about writing a sales letter: jot down all the important ideas, facts and data about your proposition that have been brought to mind. These are the news items for the “story” you are going to tell – the “features” you are going to write them about. And the newsier they are, the closer they reflect your proposition as it would be viewed from one standing in the average prospect’s shoes, so much better will be your letter’s chances of success.

These “features” are of the utmost importance. You may have struck upon an excellent Big Idea, you may have put your finger on exactly the motive which lies closest to the prospect’s heart in connection with your proposition. You may have found an all but perfect opener, you may have bought an excellent letterhead, you may have secured the best of paragraphing, and you may have selected an effective closer – but, all will combine into but a lifeless skeleton of a really effective sales letter unless you have assembled good “features.” For it is with the “features” that you breathe life, action, pulling power and vigor into the Big Idea, the appropriate motive, the fitting opener, the logical closer.

\$4,000 FROM ONE MAILING

Here is a letter that takes on the biggest load any sales letter can undertake, for it goes after direct orders in large units. That it brought back “the bacon” proves that sales letters can do the hardest sort of sales work. Notice that it puts somewhat unusual setting around its direct bid for customers, however: the enclosure is a complete order. Bird & Son, Incorporated, sent this letter and its enclosure to 50 dealers in one state. Seventeen of these dealers sent back orders totalling \$2,000, and one good inquiry netted \$2,000 when followed up by a salesman. Hence, \$4,000 for one mailing.

ACTUALLY GETTING THE DEALER'S ORDERS

ESTABLISHED 1795

BIRD & SON
INCORPORATED

ROLL ROOFINGS
WATERPROOF PAPERS
SHIPPING CASES
WALL BOARD
ASPHALT SHINGLES
PAPERS

FLOOR COVERINGS
FIBRE

PAPER BOXES
SPECIAL

MILLS AND GENERAL OFFICES
EAST WALPOLE, MASS.

July 15, 19 –

Compton-Rogers Co.,
East Walpole, Mass.

Gentlemen:

If our representative instead of this letter should come into your place of business and should show you an order all made out and should say to you: "I have been calling upon you for years. I know your requirements. This is the order I believe will take care of your business for the present," wouldn't you listen to his suggestion?

We have made out the attached order. We have made it out after a study of the orders you have placed with us in the past. You will notice the order is a comparatively small one, but it is just big enough to give you some special quantity prices.

We want you to secure our very lowest prices, and we want you to have a stock of our products on hand best adapted to your particular trade. You can change this order as you see fit. If you reduce the quantity the prices will advance according to the price list attached. If you increase the quantity by adding 25 rolls, the price will be reduced somewhat.

Your profits are those you make through judicious buying. It is just as much to our interest as it is to yours that you buy judiciously. Therefore, we are suggesting the attached order. All you have to do is to sign it, change it if you see fit, and return it to us.

Yours very truly,

BIRD & SON, Inc.

PHB:RC

Sales Manager

SALES OFFICES: East Walpole, New York, Chicago, Hamilton, Ont.
MILLS: East Walpole and Norwood, Mass, Phillipsdale, R.I., Hamilton, Ont., Pont Bodge, Que. Canada.

Again let us take some specific examples. Read this letter first:

“I want every one of my personal acquaintances and customers to know about the special sale of suits from Kleinberg’s wholesale surplus. The prices are so low, and the values so extraordinary, that I feel sure you’ll want some of the good things I can show you.

“These are new goods – just made up: surplus yardage of fine foreign and domestic weaves; beautiful stuff; fancy weaves and blues.

“\$15 now for \$20 and \$22.50 suits

“\$20 now for \$25 and \$30 suits

“\$25 now for \$35 and \$40 suits

“And at \$30 the very choicest, finest goods made.

“I can also show you at \$13.50 some soft weave blues with chalk-line stripes that are \$20 values.

“Come in and see me; and I’ll find the best thing we have for you.”

Now turn to the Kirtland Company letter on page 63. See the difference?

This Kirtland letter is a real master letter. The one just quoted is at the other extreme of the scale.

Study how the Kirtland letter – after using two opening lines that grasp, with the rapidity of a cougar’s lunge, at the prospect’s interest in gain – picks up the story of Dad, used to carry over its Big Idea, carries it forward in words that mean dollars and cents to the reader, draws from it a conclusion that will strike the prospect as logical, piles by means of it newsy “feature” upon newsy “feature,” and does not leave it until the two-line closer is before the recipient’s eyes. That’s real business letter writing.

PULLED OVER 10% IN ORDERS

Reproduced on page 36 is one of the most successful letters sent out by R. M. Rose, manager, El Vandoma, Brooklyn, to re-sell former customers who had not bought for some time and were considered lost. The “exclusiveness” of the offer was not lost on them, as the results show: nearly 15% of the list sent in orders. The letters, signed by Mr. Rose, were typed – note that the prospect’s name appears twice in the body of the letter. That personal touch, together with the “something special” offer, undoubtedly was responsible for much of the letter’s success.

WINNING OLD CUSTOMERS BACK

"If a man can write a better book, preach a better sermon, or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beat a path to his door"

El Vandoma

MANUFACTURERS OF
REALLY EXCELLENT CIGARS

311 PULTON STREET
BROOKLYN, NEW YORK

July 25, 19 –

Mr. James T. Madison,
478 7th Ave.,
Holley, N.Y.

Dear Mr. Madison:

The writer prefers a Panatela shape cigar – long, full HAVANA filler with a very fine imported Sumatra wrapper. In his judgment, this makes a remarkably good combination for a most enjoyable smoke.

Here in the factory, a few of these cigars are made for my personal use and are called "R.M.R. Special." Every now and then, I hand one to a customer and he invariably comes back to buy a box – his future orders always specifying, "R.M.R. Special."

Therefore, Mr. Madison, it occurred to that if others were so well pleased, you would be also – it being our very earnest desire to number you among our many thoroughly satisfied customers.

You will find this cigar illustrated on the enclosed handy order blank. Price \$8.00 a hundred, \$4.00 for fifty – post paid. Won't you let me ship you a box, Mr. Madison, strictly on YOUR approval?

Yes, sir! – you will be simply delighted with them, I'm sure.

T h a n k y o u.

Yours for real smoke enjoyment,

R/R

R. M. ROSE
Manager

PRINTED – BUT IT PULLED

Here is another letter used by R.M. Rose. This one goes to doctors and is printed in two colors on buff enamelled stock. A touch of the personal is supplied by the postscript – another of the many ways by which you can add individuality to your letters. It is touches like this that make letters pull – this one has always brought very satisfactory returns. By simply removing the salutation (“Good Morning Doctor!”) the letter has served equally well in circulating miscellaneous lists. Obviously this letter was written by a man who knew how to sell- and how to put “selling” on paper – but that is all the more reason that it should be studied, no matter what you sell or how easy it is for you to write sales letters.

SECURING PROFESSIONAL BUSINESS

EL VANDOMA

MAKERS OF CIGARS OF RARE EXCELLENCE
311 FULTON STREET
BROOKLYN, NEW YORK

*GOOD MORNING DOCTOR!
You Smoke for Pleasure, Don't You?*

Why not add to your enjoyment by smoking the EL VANDOMA ARISTOCRAT – a cigar that you will thoroughly enjoy?

When entertaining your friends, wouldn't you like to offer them an exclusive cigar – different and superior in quality than ordinarily sold in a regular cigar store

- a cigar of superb quality at a reasonable price?

You will be delighted with the rich, mellow taste of the EL VANDOMA Aristocrat. Hand made by master workmen of smooth, rich tobaccos – excellent quality, excellently cured

Perfectly blended, strictly long full HAVANA filler – the best procurable and the very finest wrapper – a combination rich in flavor, but mild – incomparable for the appreciative connoisseur and the cigar you will enjoy these hot days.

Cut your cigar bills in half by buying direct from our factory – saving jobbers' and retailers' profit.

Price \$10.00 a hundred - \$5.00 for fifty post paid – illustrated in the upper right hand corner.

The following unusual guarantee fully proves their superiority:

Smoke half a dozen. If thoroughly satisfied, mail check or money order for the amount. If not – return balance carefully packed within 7 days and you will owe nothing.

COULD ANYTHING BE FAIRER?

Send your order TODAY – NOW on the handy post-card enclosed – your credit is good. You will receive prompt shipment and get some genuine smoking pleasure.

THANK YOU.

Yours sincerely,

R. M. ROSE

Manager

“ONE OF HIS BEST PRODUCERS”

Mr. Rose considers this one of his best producers, although the percentage of replies it pulled is not quite so large as those the two preceding letters obtained – but he feels that is due to the fact that it was mailed to miscellaneous lists of prospects. These lists are certain to include non-smokers and some who smoke only cigarettes or a pipe, and, lastly, cigar smokers who do not purchase by the box, but at frequent intervals at stores or clubs. A “personal” fill-in, both in the salutation and the body of the letter, adds much to its pulling power.

SELLING “AT RETAIL” BY MAIL

EL VANDOMA

MAKERS OF REALLY EXCELLENT

CIGARS

311 FULTON STREET
BROOKLYN, NEW YORK

July 25, 19 –

Mr. A. C. Brown,
460 Grove St.,
Albany, N.Y.

Dear Mr. Brown:

When entertaining your business associates or friends, wouldn't you like to offer them an exclusive cigar – different and superior in quality than ordinarily sold in a regular cigar store?

- one that you will thoroughly enjoy.
- a cigar of superb quality at a reasonable price.

You will find this in EL VANDOMA AMBASSADOR. Hand made by master workmen of smooth, rich tobacco – excellent quality, excellently cured.

- perfectly blended, strictly long, full HAVANA filler – the best procurable, and the very finest imported Sumatra wrapper – a combination rich in flavor, but mild. You will be delighted with them.

EL VANDOMA AMBASSADOR is five-and-three-quarter inches long – each cigar wrapped in tissue and silver foil to preserve the exquisite flavor and aroma – also sanitary and prevents breaking in your pocket.

Price \$14.00 a hundred - \$7.00 for fifty – post paid.

You don't know how much smoking pleasure you're missing, Mr. Brown, until you try the AMBASSADOR – shipped entirely on your approval.

- remember – you must be pleased.

May I have your order now on the enclosed handy post-card?

T h a n k y o u .

Cordially yours,

R. M. ROSE

Turn to the letter which sold advertising space (page 14), for example. Notice the definiteness and directness with which it states its proposition – so pointedly, in fact, that the proposition naturally becomes the Big Idea. Consider also the short paragraphs and the discriminating use of emphasis (in this case obtained with capital letters). Note how it pushes home its strongest point in the seven lines above the closing question. These are all characteristics which you will find in a number of the 72 master letters.

Then turn to the letters by Mr. Rose (pages 36 to 39). See how they use the “You and I” principle.

Those are the principal causes which you will find underneath the successes of the letters in this section. Study each letter carefully, if you wish to get the most out of this book, picking out the sentences which put these causes to work pulling results.

When you have done that, you will find it interesting to analyze all the business letters that come to you through the mails. For you will not be able to tell almost to a certainty whether or not they have proved effective – and if you are patient you may run across a real master letter which you can adapt to your own uses.

“IT PRODUCED RESULTS”

The more successful among the organisations and institutions in this country are operated on a thoroughly business-like basis. Many of them use “sales” letters as a help in obtaining funds. Here is such a “sales” letter. Of course, actual results on a letter of this kind cannot be disclosed, but it is enough to say that it produced results – very good results. Those who can afford to give toward the support of institutions and organizations want to know just where their money is going and just what it will do. The letter unfolds before the reader an exceptionally interesting word picture of what will be done with his contribution, and therein lies its success. And the idea of what period of time he can “buy” is somewhat novel.

THE MOODY BIBLE INSTITUTE
OF CHICAGO

153-163 INSTITUTE PLACE

EXTENSION DEPARTMENT
BUREAU OF MAINTENANCE

September 5, 19—

Mr. John Ferguson,
West Liberty, Iowa.

Dear Friend:

As you are reading this letter hundreds of young people are pouring into The Moody Bible Institute for the opening of the Fall term. Approximately 1,800 have enrolled or will enrol in our Day and Evening Classes this year. The fact that so many are volunteering for the Lord's service is a challenge to all Christian people to see that they receive the training offered them here without charge for tuition. We do not think you would want us to disappoint them. Therefore, the Institute has accepted them in faith, believing that you and other friends will contribute the amount necessary to train them. The dearth of Christian workers today is not so much due to a lack of volunteers as it is to a lack of funds to train those who would enter that field.

Would it not give you a great deal of satisfaction to know that for one day you were training 1,800 young people for Christian work! The Institute offers you this opportunity. The faculty, the buildings and the equipment are all here, but the necessary funds are lacking. \$1,000 will care for the operating expenses of the Institute for one day. If you desire to meet the challenge by contributing this amount, the Institute will set aside the day of your choice (for instance, your birthday) and call it by your name. If you cannot meet this amount individually, perhaps you can interest a group of persons, your church, or your city to care for a day and have it appropriately named.

If \$1,000 is too large an amount, we would remind you that \$500 will care for half a day \$50 for about an hour, and smaller amounts in proportion. Whatever period of time you choose, you may know that through your gift you are training approximately 1,800 young people for that length of time. Or approaching it from a different angle you will see that it costs about 50 cents to train one student for a day. Those who cannot give the larger amounts as suggested might like to care for one student for a few days.

May we not ask you to give this serious consideration, for the religious condition of the world is becoming acute. False teaching of all kinds is springing up and flourishing. Liberalism is becoming so prevalent that there is danger of even the very elect being deceived. On all sides the enemy is active, and the need of the hour is for ministers armed with the Word of God to stem the tide. Will you help us equip this regiment of 1,800 volunteers!

We hope to receive your answer to this challenge on the enclosed coupon at an early date.

Yours very truly,

Chapter II

The Next to the Hardest Job for a Letter

Next to going after practically positive orders or commitments of one sort or another, the hardest task a business letter can face – perhaps excepting the making of collections – is to secure inquiries under reasonably difficult circumstances. Many specializing in the preparation of business letters feel that if a positive order letter pulls half as effectively as an inquiry letter it is doing well, and grade the two tasks accordingly.

But there are conditions under which inquiries in an advantageous proportion to positive orders are more profitable than the number of definite commitments which even a master letter could pull. And there are also propositions which can only be handled satisfactorily by first obtaining inquiries.

All that has been outlined in the preceding section in connection with letters seeking a rather definite type of commitment of course applies to the inquiry-seeking letter. And, conversely, what is to be advanced in this section applies as well to the letters reproduced in the first section. For the difference between the two types of letters is found not in the principles underlying them, but in the degrees of commitment sought.

For example, it is of the utmost importance that both of these two types of business letters appeal definitely to the motive that will most likely move the recipient toward the desired action. Therefore, before selecting the business letter you are to use, analyze the proposition it offers against the six prime motives. Naturally every possible business letter can not be advantageously fitted to one or another of these motives, but the majority can be.

The six motives are of course love, gain, duty, pride, self-indulgence and self-preservation. Depending upon which of these your proposition links most closely with, your letter may advantageously be molded into the form among the following that appears most appropriate.

If the love motive is to be used: friendship, patriotism, jealousy, welfare of family or friends, or the higher aspects of religion. If the gain motive fits best; acquirement or saving of money, saving of time or labor, opportunity, position. If it is the duty motive: loyalty, courtesy, justice, honesty, public spirit. If the pride motive: personal honor, vanity, appearance, reputation, prestige, self-respect. If the self-indulgence motive gears up most effectively: gratification of appetite or passion, desire for comfort or pleasure, curiosity, or the satisfaction of any personal feeling or desire – even that of hatred. And, lastly, if the self-preservation appears the most appropriate: fear, caution,

hunger, forehandedness, business or occupational interest, or some aspects of religion.

\$9,400 IN BUSINESS FROM 1,500 LETTERS

Did you ever see a letter like this before? No? Even though it looks unusual here, at least half of its "out-of-the-ordinariness" is lost in reproduction. Each of the headings, "Steel Screw Machine Parts," "Brush Holder Springs," and so on, is written directly over a water-mark showing, in outline, the part mentioned, which is easily seen in the original, but which can not be reproduced in this illustration. Strictly speaking, however, its purpose was not that of a sales letter, but was simply "as information," for many on the list were old customers. Nevertheless, a total business of \$4,400 resulted. "May be figure on your needs?" is an effective action-compelling clincher.

SELLING MORE TO OLD CUSTOMERS

The Wallace Barnes Company

MANUFACTURERS OF
"BARNES-MADE" SPRINGS, SCREW MACHINE PRODUCTS, WIRE AND STEEL

BRISTOL, CONN., U.S.A.

SEPT.10, 19—

Not only will these watermarks show you what we make – but, come to think of it, they symbolize the indelibility of the quality Of "Barnes-Made" Products.

*If you use - Springs -
and we are sure you do!*

*Steel
Machine Parts*

*Brush Holder
Springs*

*Spiral
Springs*

*Flat
Springs*

*Odd Shaped
Springs*

*Torsion
Springs*

May we figure on your needs?

*Automotive
Springs*

*Clock
Springs*

Yours very truly,
THE WALLACE BARNES COMPANY

General Sales Manager

MADE A \$600.00 SALE

Here is a letter that undertook selling a relatively expensive piece of equipment. And it made good. It was sent to banks with deposits of \$5,000,000.00 or more. It brought back, at a cost of around \$50.00, one absolute order (\$600.00) and nine live inquiries. At the time the figures on this master letter were made available to the Bureau of Business Standards of the Shaw Publications, one of the nine inquiries was reported as already practically developed into an order. Nine hundred and sixty copies of the letter established this record. The words "The American Perforator Company," and "Many papers marked at one operation" are actually perforated in the letterhead, giving the prospect a sample of the work the machine does.

SELLING THE MORE EXPENSIVE LINES

THE AMERICAN PERFORATOR CO
INCORPORATED 1910
MANUFACTURERS OF **AMERICAN** PERFORATING MACHINES
FOR
DATING, NUMBERING, CANCELING, RECEIPTING, ETC.

MAIN OFFICE & WORKS
617-631 W. JACKSON BOULEVARD

CHICAGO

County Trust Co.,
Attention: Auditor
Westchester, N.Y.

November 23, 19—

Gentlemen:

Your employees – cancelling your checks and other papers – are they responsible for the efficiency with which this is done?

Hardly. Then if there is waste of time and money because of slow-speed machines, or delays because of breakdowns, it's up to you to remedy matters.

Take your watch and check up the speed of your machines – or ask how often in the past month or year there has been delay and expense for adjustment or repairs – then compare your results with the work of the new AMERICAN #71-90.

Here is a perforating machine that will cancel checks (or other papers) at the rate of 1,000 per minute – about 25 checks at one time. Automatic operation – just insert the papers. And never a minute's trouble year after year from a machine out of order or in need of factory repairs.

The number of banks using the AMERICAN #71-90 – and the universal approval expressed by users – is our justification for claiming superiority for this machine and your guarantee that the AMERICAN #71-90 will save you time, money and annoyance.

Note in the enclosed folder the many points of superiority of the AMERICAN #71-90 – punches, drive, dies, cleanliness, safety, finish and automatic operation, (see folder enclosed).

It is fair to say that the AMERICAN #71-90 is the most efficient machine. It gives the most perfect service, and will last years longer than any other perforator on the market.

With an AMERICAN #71-90 you should have no further cancellation problems for at least 20 to 30 years.

Fill out the handy form enclosed, include sample perforation, and mail to us today.

Yours very truly,
THE AMERICAN PERFORATOR COMPANY

You will find it interesting as well as useful to analyze the master letters in this report against these motives. Notice, for instance, how the Wurlitzer letter (page 55), which pulled such remarkable results, plays on the gain motive, while the Verdi letter quoted in the preceding section went about the selling of exactly the same kind of product by appealing to not only that motive, but another. See, too, how the Rice letter (page 73) strikes out toward the fear motive.

Here is a little letter that uses the pride motive in a masterly way:

“We want to be neighbourly, so have opened a charge account for your convenience at our downtown store.

“The enclosed card of introduction to Mr. Magee, the manager of that store, will not only identify you, but will assure you of the friendliest welcome.

“We should add, however, that all four of our stores are at your service and that your account is available at any of them.”

Now here is a particularly interesting example. The following letter is weak because it fails to make use of the six motives – the fear motive is the one most appropriate to the proposition it offers :

“There is no doubt what a Duplex will do. You will be satisfied to reflect that the increased land value alone pays for your time and the cost of the machine. The crops are pure velvet – clear profit, and every year sees these profits increasing. Your new land in the next four years will return bigger yields than your best old land.

“Don’t tell me it’s too expensive when acres of your land are lying idle – actually depreciating in value right at this time – when in the next two years the price of all farm products will break every known record, owing to the great European war.

“Why, it’s enough to arouse every drop of aggressive blood in a business farmer’s veins when he thinks of the immeasurable demands, the immense opportunity to feed and clothe the world, and acres and acres of his stump land, the richest on his farm, actually losing more money now if not cleared than for ten years heretofore.

“Every day some energetic man picks up a pocket-book over which the crowd has walked for hours.

PULLED 1,500 COUPONS

This master letter was sent out to its customers by the Illinois Power and Light Corporation. It was sent into each locality over the local manager’s signature. About 135,000 were mailed under 2-cent postage. No names were filled in. A circular was

enclosed. The purpose was to get inquiries and to get the booklet mentioned in the postscript into prospect's hands. All the booklets were put into circulation as a result of this letter, 1,500 coupons being returned from the enclosed circulars alone. Thirty per cent of the resulting inquiries were sold on the first solicitation and 75% ultimately. The average sale was 10 shares (\$2,000 par value). This letter was written by Merrill G Weaver.

SELLING STOCK TO INVESTORS

ILLINOIS POWER AND LIGHT CORPORATION

ILLINOIS MERCHANTS BANK BUILDING

CHICAGO

Mr. James West,
617 Harvard Ave.,
Chicago, Ill.

October 30, 19--

Dear Friend:

If I could come right into your home and sit down for a heart to heart talk with you, I for one, would enjoy it. But it would be a physical impossibility for me to visit, personally, every customer served by this company. That is why I am writing this letter.

As you know, a few weeks ago, the employees of the Illinois Power and Light Corporation were given an opportunity to invest in its 7% Cumulative Preferred Stock.

OVER 61% OF OUR EMPLOYEES BECAME STOCKHOLDERS AT ONCE

because they recognized the value of this opportunity to invest their savings a home. Why! Because these employees are in a better position than any one else to know and realize the opportunity this investment offers. And I ask, is not that a sufficient reason why you, too, will be more than satisfied when you invest your savings with those of your friends!

This company serves you with necessities of your daily life – why not let it serve you through an investment paying a regular and liberal income that is as safe and as reliable as your cautious nature demands?

You do not have to invest a lot of money at once. You have your choice of two plans – either cash with application or the Cumulative Monthly Savings Plan.

At the present price of \$95, (par value \$100) this 7% preferred stock yields 7.37% on the money you invest. When you subscribe for this preferred stock on the Cumulative Monthly Savings Plan, you receive 7% interest on all payments you make. This is one of the biggest reasons why so many investors are taking advantage of this opportunity: they want to get 7% on their monthly savings.

Personally, I am glad to recommend this investment to you, because I know it is safe and because I believe that you will be more than satisfied.

I want you to feel that you will be welcome any time you come in to our office to find out more about this savings and investment opportunity. It places you under no obligation and I am sure you will say, as have so many others in this community, "Thank you for bringing such an attractive investment opportunity to me."

Cordially yours,

P.S. Does 19 years of uninterrupted dividends interest you! Then read the enclosed circular and send for, or come to our office for, a copy of the new, illustrated "tells all" booklet – it is FREE.

MADE SALES OF \$30,000

This master letter goes with thoroughness and care – notice the two-page length, the long paragraphs and the more or less formal type of expression – about a serious sales task: the selling of land. It succeeded, and did what many experienced salesmen would be proud to add to their accomplishments. For it sold \$30,000 worth of the land, and brought prospects from as far away as 2,000 miles to see what it offered – and to buy.

SELLING REAL ESTATE BY MAIL

I.L. Ackley & Company Chicago

Mr. Herman G. Bass,
1642 South St.,
Peoria, Illinois

April 17, 19--

Dear Sir:

You have been referred to us as one who would probably be interested in a strictly high class real estate investment in the west, if after a full investigation you found the investment all that was claimed for it, and the price and terms of payment right.

We call your attention to the White Salmon Valley, Washington, and for your information we herewith briefly state a few of the leading features of this Valley. Scenery of unsurpassed grandeur; a climate equable and moderate; cool summers and mild winters; rainfall about the same as in Iowa, with plenty of sub-irrigation from the melting snows of the mountains; good shipping facilities that will be of the best as the many orchards now planted come into bearing; good roads; springs of the coldest and purest water bubbling out everywhere; soil of wonderful fertility and of just the right properties to give that richness of flavor to the apple and sunshine to give it the deep coloring to class it as the highest grade of apple grown. No destructive frosts have ever been known in the Valley, and no artificial means of keeping frost away has ever been used. All this, together with many other points of advantage that could be named and the fact that a highly cultured and earnest class of people are locating in this Valley and developing orchard homes, makes it one of the most ideal and healthful places to live and prosper to be found anywhere.

A certain company that is developing a 1,000-acre commercial orchard in the Valley and which now has nearly 500 acres set out to the leading varieties of apples, offers, through us, a small acreage of this growing orchard in 10-acre tracts to provide funds for continued development work without further stock assessment. This orchard has been developed with the utmost care under the supervision of one of the best orchardists in the West. It was never intended to sell a single acre of this big orchard but to develop the entire tract to hold as a permanent income investment. Consequently the orchard is far superior to any set out simply to sell. The trees are all grown from root graft and are as perfect as trees can be. Most of the trees are now about 1½ years old and will begin to bear profitably in another 3 to 4 years. This orchard is set 50 apple trees to the acre, with an equal number of pear trees between the rows as fillers.

A five-year-old orchard in this Valley, if it has been properly cared for, brings from \$1,000 to \$1,500 an acre, and will sell readily at these figures. We are offering these developed orchard tracts and continuing to care for them until they are five years old, for from \$500 to \$550 an acre, on terms of 20% down payment and 1% each month for 2½ years, or until one-half of the purchase price has been

paid without interest. We then give you a deed to your property and take a mortgage back, running at 6% interest with on or before privileges. This gives you 7½ years to pay for your orchard, during which time you will receive four crops which should far exceed the total amount of your investment. A ten-acre apple orchard in the White Salmon Valley, after it is six years old should produce steadily, if properly cared for, a net annual income of from \$2,500 to \$5,000 per year, for a lifetime or longer.

This offer we are making you is a most exceptional one from every point of view, and we trust you will consider it most seriously. We assure you that, if after a full investigation you decide to invest in these lands, your interest will be held identical with the company's and every care will be taken to make that investment an exceedingly profitable one for you. Any further information you desire will be gladly and promptly furnished.

If after reading this letter you are not interested will you kindly refer the matter to someone you think might be! We beg to assure you that this investment offer warrants your fullest confidence and we urge upon you to investigate fully.

Kindly let us hear from you at your earliest convenience and we will send you, without cost or obligation to you, our new prospectus descriptive of this wonderful Valley and the opportunities for successful and profitable fruit growing to be found there, also our pamphlet on "How to Select an Orchard." Written by one of the leading Orchardists of the West.

Yours very truly,

I.L. ACKLEY & CO.

per

P.S. The apples of the White Salmon-Hood River Valley command the highest price in the markets of the world, never seeking a market but eagerly sought by the buyer. **QUALITY IS WHAT COUNTS NO MATTER WHAT YOU RAISE.**

10 DEALERS GOT EXCELLENT RESULTS

To stimulate their local sales the Detroit Vapor Stove Company worked up this letter to be used by 10 of their dealers in Detroit. Each dealer carefully selected a list of 200 names, had this letter multigraphed and filled in on his own stationery, and sent out under his signature. About 22% - or 44 out of each group of 200 prospects addressed - came to the dealer's store to be "shown." Often the small dealer has not had an opportunity to become an expert in sales letter writing, and because of this inexperience his sales letters frequently fall flat. Nor can he afford an expert's time. Therefore plans like this one - under which manufacturers and jobbers give dealers letter ideas - have done much to help many a business.

BESINGER FURNITURE AND CARPET CO.

INCORPORATED
LARGEST HOME FURNISHERS
IN SOUTHERN INDIANA

NEW ALBANY, IND.

September 15, 19 –

Mrs. John Dennison,
127 Gunther Street,
Detroit, Michigan

Dear Madam:

You have been greatly inconvenienced in heating water for some time.

We are anxious to solve your water heating problem and we can do it with the Red Star water heater described in the enclosed booklet.

This heater will give you plenty of steaming hot water for bathing, laundry, and cleaning in the quick time of a gas heater from kerosene or gasoline.

It will not only heat water in the quick time of a gas heater, but do it more cheaply. You can use this heater for ten hours with one gallon of kerosene or gasoline – a cost of about two pennies per hour.

After you have a Red Star water heater installed in your home, the fuel cost is the only cost. There is no wear out to the big iron burners and the copper coil will last through many years of ordinary use.

This is a cordial invitation for you to visit our store and see this heater demonstrated without obligation. It will be a revelation to you.

May we expect you in a day or two?

Yours very truly,

OPPORTUNITY KNOCKS ONLY ONCE AT EACH MAN'S DOOR

"It is knocking now at your door.

"If you don't want to spare the full price now, then send a deposit and order for one at the low price for fall or winter delivery. Pay the balance when you have it shipped later."

Below you have the same letter rewritten, with effective use made of the fear motive:

LAST CHANCE

"Now's your last chance to get a Duplex Stump Puller at the low price. There is no doubt what a Duplex will do. You will be satisfied to reflect that the increased land value along pays for your time and the cost of the machine. The crops are pure velvet – clear profit, and every year sees these profits increasing. Your new land in the next four years will return bigger yields than your best old land.

"Don't tell me it's too expensive when acres of your land are lying idle, actually depreciating in value right at this time, when in the next two years the price of all farm products will break every known record, owing to the great European war.

"Don't you know that all of Europe will have to come to the American Farmer for food and clothing? In spite of that fact we Americans are neglecting the greatest opportunity of centuries by wasting our stumpy land, letting it grow up in weeds, brush, sprouts, and second growth.

"Why it's enough to arouse every drop of aggressive blood in a business farmer's veins when he thinks of the immeasurable demands, the immense opportunity to feed and clothe the world, and acres and acres of this stump land, the richest on his farm, actually losing more money now if not cleared than for 10 years heretofore.

TEST MAILING PULLED 12½% IN A WEEK

It is not enough that a letter be written in a clear, clean-cut, businesslike style if it is to produce the very best results possible. Great care should be given to the planning of certain of its features – the "opener," for instance. A good "opener" is one that grips him to read on. "Would you be interested in a proposition to take care of?" is just the kind of "opener" that arouses curiosity, if not interest, and gets the letter read. Then a real master letter will usually be found to contain some "news," a story – the "Reserve System" illustrates this in the letter on page 50. Within one

week from the time 1,000 shoe retailers received this test mailing, 12½% were interested enough to return the card.

INTERESTING NEW DEALERS BY LETTER

W.L. DOUGLAS SHOE CO.

INCORPORATED UNDER THE LAWS OF MASSACHUSETTS

THE LARGEST FACTORY IN THE WORLD UNDER ONE ROOF PRODUCING MEN'S FINE SHOES

Dictated

BROCKTON, MASS

January 19, 19—

Brown Shoe Store,
Clayton, Mo.

Gentlemen:

Would you be interested in a proposition to take care of the W.L. Douglas trade in your vicinity? We do not have a dealer in your town at present and we know that there are people there who want W. L. Douglas shoes.

W.L. Douglas shoes are easier to sell to the average person than any shoe made – our advertising in every well-known magazine, every month, keeps demand up everywhere.

On July 1 last year we inaugurated our Retailers' Reserve System, a plan whereby we keep a \$1,000,000 stock of our shoes on hand at all times. Every show which we manufacture is ready for 24-hour delivery all through the year.

Our dealers in every section of the country say that our new method of merchandising has done more to help them make more sales and more money than anything any manufacturer has ever done before.

Through our plan you can supply every need for good shoes in your town with a very moderate investment, which can be turned over very frequently. Everything which has made the retail shoe business unprofitable and uncertain is eliminated.

We would like to tell you more about the Retailers' Reserve System and will send full information and our new spring and summer catalog if you will mail the card. You have our assurance that we will not write any other dealer in your town until you have had ample time to consider our proposition.

Very truly yours,
W.L. DOUGLAS SHOW CO.

GBH:CB

General Sales Manager



2,000 LETTERS – 11 LOTS SOLD IN 4 DAYS

Shortly before this letter was mailed, MacLean and Company, real estate dealers of Toledo, opened a new sub-division. To interest prospective buyers in this new “Baywood” tract was their problem. It was fully met when this letter went to a carefully selected list of 2,000 prospects. Four days after the tract was opened for inspection one salesman had sold 11 of the 103 lots. That, however, was just a starter, for returns kept coming in for several weeks. The letter exhibits a resultful combination of “exclusiveness” and something-for-nothing (the ticket) that preserves the “tone” that goes with the former, and the “punch” characteristic of the latter. Mr. H. B. Kirtland prepared both the letter and the return post-card

MAKING A REAL ESTATE LETTER PULL INQUIRIES

HOME MAIN 1058

MacLean & Company

SUBURBAN REAL ESTATE
1553 NICHOLAS BUILDING
TOLEDO, OHIO

J.S. MacLean
Manager

August 3, 19—

Mr. Platt T. Stuart,
207 Elm Street,
Toledo, Ohio

Dear Mr. Stuart:

Beginning Sunday, August 5, we open for private inspection only, our BAYWOOD tract, as beautiful a bit of Maumee Bay shore as modern engineers have ever developed into a high-grade suburban residence district.

On the Bay Shore Drive, one mile east of Dyer’s Bay Shore Inn, shaded almost to the water’s edge with first growth timber, with provision for bathing and protected by a full length breakwater which affords safe mooring for small boats, it is a delightful place to visit with your wife and children.

It will not be opened to the public until later, and we extend your family and yourself a cordial invitation, as our guests, to call at BAYWOOD an afternoon or evening before August 15, enjoying its bathing facilities, if you wish, while there.

We have waived, for the occasion, our rule forbidding picnic luncheons, and you are welcome to bring your luncheon baskets.

The enclosed card will admit you, and if mailed back to us, in case you cannot accept this invitation, will bring you a full description of the property, illustrated with original photographs.

Sincerely yours,

MacLean and Company,

“Every day some energetic man picks up a pocket-book over which the crowd has walked for hours.

**OPPORTUNITY KNOCKS ONLY ONCE
AT EVERY MAN’S DOOR**

“It is knocking now at your door. The low price for the Duplex Puller, the only machine with power enough to do all your work, is about to be withdrawn. Higher prices are inevitable after June 30.

“If you don’t want to spare the full price now, then send a deposit and order for one at the low price for fall or winter delivery.

“The enclosed sheet with order blank will show the amount of deposit if you want us to hold one of the offers at the low price. Pay the balance when you have it shipped later, but whatever you do, don’t miss this chance. Don’t fail to send before June 30 next.”

That is another exceptionally good example of the importance of giving your letter the punch that appealing to the right motive can supply – you see how this letter makes use of the gain motive.

While hitching up the letters in this report with the motives which helped make them score as master letters, do not fail to analyze them also against the basically important principles put forward in the preceding section. For instance, notice how the Big Idea – the letter’s “story” – stands out in the Douglas letter (page 50) – it is the reserve stick system, the advantages of which quickly leap forward to grasp a merchant’s attention.

See how the Pawling & Harnischfeger Company letter (page 62) and the Buckley, Dement & Company letter (page 57) use arguments and expressions which could only be obtained by studying the propositions they offer while standing in an average prospect’s shoes. Note how the One Minute Manufacturing Company letter (page 59) hooks up its Big Idea to the timely inventory problem of the dealers to whom it was sent.

Naturally when you have made sure that your letter has taken advantage of all these sound basic principles, there remain many minor points which, well handled, should help immensely, and which if disregarded may cause its failure. Perhaps a bit of novelty will give just the added attention-getting power needed – notice the Wallace Barnes Company letter (page 42) and the Arco Company letter (page 54).

OVER 10% RESPONDED

Inactive customers and new prospects are treated in much the same way by the Hinde & Dauch Paper Company. The same letter is sent out to both old customers and new prospects. It's purely the service type of letter and does not try to sell anything – rather it offers, free, an attractive booklet that will be of help to any shipper. If this awakens a spark of interest in the reader, it is safe to say that he will be willing to “talk boxes” later on. Over 10% of the list responded to the above letter and nearly all mentioned wants in addition to their request for the booklet.

LOCATING LEADS TO SALES

The Hinde & Dauch Paper Co.

CORRUGATED
FIBRE BOXES

AND PACKING
MATERIALS

SANDUSKY. O.

August 28, 19—

Mr. Robert Graham,
The Forbes Co.,
Sandusky, Ohio

Dear Sir:

It took us six months to gather and condense into a twenty-eight page pocket-size booklet all the information the shipper needs for the selection, packing, sealing and shipping of corrugated fibre shipping boxes.

Hundreds of pages of complicated packing regulations, and years of practical experience were first carefully reviewed. Then this mass of information was boiled down, illustrated with cuts and diagrams and indexed for convenient reference.

This book shows how to seal every sort of corrugated box, how to pack various commodities conformably to transportation regulations, how to select the proper style of box construction and how to specify just what you require when you are ordering boxes or packing materials.

We shall be glad to mail you a copy of this useful little book with our compliments and to supply any further information you may desire, without cost or obligation. Just check and mail the enclosed card now, while you have it in hand.

Yours very truly,

THE HINDE & DAUCH PAPER COMPANY

HHS:KZ

P.S. Our consultation and package designing service is also free as the card indicates. It has made important improvements and savings for hundreds of shippers. Why not make use of it? Where you buy your packing room supplies makes no difference – you are welcome to the service.

ALMOST DOUBLED THE SALES

The “personal note” in this letter is a real one, and it should suggest many an idea to any man who employs salesmen and writes sales letters. Tom Bradley, one of The Arco Company salesmen, turned in a selected list of prospects and to each of the letters sent them he attached a personally written note. The prospects all knew Mr. Bradley, and, of course, the hint in his note had pretty much the effect of a strong recommendation of the product. Direct returns were over 15%, and the mill white business was almost doubled. Previously, the same letter had been used over a large territory and the salesmen sent copies so that they could follow it up with a call. The letters were written on an automatic typewriter and they cost approximately eight cents each, inclusive of the stamped return card.

INQUIRIES THAT HELP THE SALESMEN

ARCO PAINTS VARNISHES ENAMELS

MANUFACTURED BY

THE ARCO COMPANY
CLEVELAND OHIO

Belle Vernon Co.,
Bank Building
Cleveland, Ohio

June 1, 19--

Attention Mr. R. H. McGadden, please

Gentlemen.

You are more interested in what an interior light diffusing coating will do on the walls and ceilings of your own building than in all the testimonials, theories, and advertisements about what it should do. You want to be satisfied that Arco Rays is the most serviceable and economical interior coating being sold today.

The service value of light diffusing coatings depends upon their ability to stay white and stay put. The economic value depends upon their ability to diffuse light better and at a lower cost per square foot per year.

Under many actual comparative tests, Arco Rays has proved all we claim for it. No matter what you have used before, you will be pleased in seeing just how efficient a white coating can be.

We prefer that you buy Arco Rays on your own judgment. Arco Rays will prove its own worth. Make us prove our claims. Others have done so and more are doing it every day. Exacting requirements demand and analytical buyers chose Arco Rays. Architects specify it. We can tell you of one institution that devoted a whole year to service tests. Arco Rays was the sole survivor of twenty-six entrants.

The enclosed post-card returned to us will bring additional information regarding Arco Rays. Please mail it today.

Yours very truly,

THE ARCO COMPANY

Director of Sales

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

INQUIRIES THAT TURN INTO SALES

WURLITZER

REG US PAT OFF

THE RUDOLPH WURLITZER CO.

MANUFACTURERS, IMPORTS, WHOLESALE AND RETAIL DEALERS IN

EVERYTHING MUSICAL
CINCINNATI, OHIO.

June 9, 19—

Dear Friend:

BRING THIS LETTER WITH YOU. It entitles you to first choice of any Upright, Player, Grand or Reproducing Piano included in the next great Wurlitzer 2-day Piano Sale which takes place on Thursday and Friday of next week, June 15 and 16. You May come in any day BEFORE THE SALE STARTS and make your selection Before the public in general is advised of this great sale through the advertisements in the local newspapers.

During our recent Piano Sales, the values offered were so great that most of them were sold before our good friends and customers could come in to see them. feeling that they are entitled to more consideration than the average prospective buyer, we are giving them the opportunity to come in and make their selection before the sale starts.

Your name is on this preferred list and we are accordingly sending you herewith an exact copy of the advertisement which will appear in the Times Star, Post and Commercial Tribune next week. Please note carefully the wonderful values offered. And these are not all.

MUSIC
BRINGS
HAPPINESS
INTO
YOUR
HOME

There are many other exceptional values in slightly used instruments in our warehouses, too numerous to mention in this Advertisement. All of them are in first class condition, having been completely overhauled in our own factories, and backed by the strong Wurlitzer guarantee. Many of them look like new, having been accepted as part payment when new purchase of Wurlitzer Grand Pianos were made. Any instrument purchased by you during this sale will be accepted at its full value toward the purchase of a new piano within one year.

If you are contemplating the purchase of a piano or player piano, NOW IS THE TIME TO BUY IT. Never before have such values been offered. Every home can now have music. Longfellow said "Show me the home Wherein music dwells, and I shall show you a happy, peaceful and contented Home."

Come in any day you wish before the sale begins. Don't forget to bring this letter with you. If you cannot come, then give it to one of your friends or relatives. This is an opportunity that comes once in a lifetime. To take advantage of it NOW it to bring that added happiness into your home. Our suggestion – COME IN AS SOON AS YOU CAN.

Yours very truly,

THE RUDOLPH WURLITZER COMPANY

RAS:LD
Encl.

ADVERTISING MANAGER

SOLD THE ENTIRE STOCK

A combination of three elements made this letter pull almost unbelievable results for E. A. Schirmer, advertising manager, the Rudolph Wurlitzer Company. The three are: first, a striking and unusual appearance that got the reader's attention and curiosity; second, a masterful sales letter from the attention-getter, "Bring this letter with you" to the action-impelling close, "Come in as soon as you can;" third, a carefully selected list of prospects. This list was prepared in an unusual way. A young man called up every residence number in the telephone directory and asked if there was any musical instrument in the home. On completion of this work, which was putting in good foundations for the letter, it was found that nearly 6,000 people among those called had no musical instruments. They were the ones who received the letter. Results passed all expectations. Before the advertisement, a copy of which was enclosed with the letter, was to appear in the local papers, every upright player, and grand piano mentioned was sold. The advertisement was run merely to keep faith. If a combination of these three essentials can sell pianos, can they not sell anything?

HELPED PRODUCE \$100,000 IN SALES

This letter, the final one of a series of seven, did its share in placing on the books of Buckley, Dement & Company accounts which will aggregate \$100,000 before a year is out, and that at the cost of approximately 10 cents for each letter. The value of clearness and precision, backed up by a definite selling plan, is here again shown. It is true that the letter is a bit long, but as it is broken up into short, concise paragraphs, it makes easy reading. Notice how it is centred on a problem that is really worrying the prospects – and is, therefore, appealing to them – the tendency toward smaller orders. The prospects – there were 2,500 of them at the opening of the campaign – were large firms – (in the states of New York, Pennsylvania, Ohio, Michigan, Missouri, Indiana and Illinois) known to be consistent advertisers.

BUCKLEY, DEMENT & CO.

**Direct Mail Advertising
Planned-Printed-Mailed**

1300 Jackson Boulevard

CHICAGO

Telephone

Monroe 6130

The American Manufacturing Co.,
Lansing,
Michigan.

Gentleman:

You have three kinds of customers –

Good Customers

Fair Customers

Poor Customers

and each is buying more cautiously than every before.

Going after them with a direct mail campaign will lift the poor customers into the fair customer class – the fair customers into the good customer class and will get additional reorders from your good customers.

Nearly every manufacturer is turning his attention to this promotion work now because his men cannot call on each customer as often as they should, to get these smaller but more frequent reorders.

Real letters every week or two with proper enclosures and order blanks are just as effective – and in many cases more so – because merchants like them better than too frequent visits from salesmen.

We have worked out real business-getting plans for a number of our customers, and would like to explain this idea to you.

They are usually divided into three campaigns, one every two weeks to good customers asking them for reorders on the styles they carry.

One every two weeks to fair customers calling their attention to styles they are not buying, and also asking them for reorders on those they are.

~And one every two weeks to poor customers, somewhat similar to the fair customer campaign, but carrying more enthusiasm.

Very often we suggest a fourth campaign being sent to prospects that will add many new customers – a campaign that should be carried on the year around – year in and year out.

We have mentioned here the campaigns we think you agree should be wages – but their success depends upon what is said in each and how you say it.

That is where we come in because we are specialists in just these kinds of campaigns – we know what to say in each letter, we know how to say it and we know how to do both in an appealing but economical way.

Won't you read this letter to the others in your organization at your next Sales Conference – and then write or wire us to come over and lay the whole plan before you?

Cordially yours,

Buckley, Dement & Co.

Study the usual paragraph arrangements used in the American Mutual Liability Insurance Company letter (page 75), the postscript to the Benjamin Electric Manufacturing Company letter on page 93, and the novel left-hand indentations in the Wurlitzer letter already mentioned (page 55). Observe how the paragraphing and the underscoring help the Rice letter, already selected for special comment (page 73).

It goes without saying that incisive closing liens and attention-getting opening lines are helpful. Notice the effectiveness of the final two lines of the second letter in the Benjamin Electric Manufacturing Company series (page 94). Consider the corresponding two lines, and as well the opening line, of the Homestead Valve Manufacturing Company letter (page 60). As a matter of fact, practically every one of the 72 master letters will repay handsomely study from these angles.

Now before turning to the more detailed, but really hardly less important, uses to which effective business letters can be put, a short summing of the fundamentals already covered will prove useful to you. To say that a good business letter is one that “pulls” the desired results, is an accurate statement, but as a definition, it conveys very little to the man who is looking for something tangible on which to base his letter-writing efforts. However, there is a broader definition for the good business letter. It is drawn from the requirements, rather than the results, side of the problem. Results following along, as a matter of course, when the message is constructed from a clean-cut understanding of basic requirements of a truly good letter.

And just what are the general requirements of every good business letter? A summary of these requirements isn't at all complicated. A good business letter appeals to the reader in two ways: first, through its mechanical make-up, and, second, through the presentation of the subject-matter. The first involves correct arrangement, punctuation, paragraphing, margins, balance, and suitable stationery. All these are essentials to the not-to-be-slighted “first impression” which the reader gets from your letter.

The successful handling of the subject-matter requires a good command of English. A smattering will not suffice. Words, phrases, clauses – all must be carefully chosen, clear, convincing, and adapted to the recipient. As has already been pointed out more in detail in the preceding section, the letter must carry a message of importance to the reader. That reader must feel that his “yes” or “no” to the letter's proposal is of large consequence to him. Your written message must ring true. It must possess an individuality that is sincerely human. The appeal employed must overcome indifference. And the power of that appeal must be both attractive and compelling. It must be hard to resist.

10% REPLIES FROM THIS ONE

“After inventory – then what?” tells the story. This letter was sent out just after the first the year – when most dealers take inventory – and reached them just as they were planning sales for the coming year. About 3,000 letters were mailed, and 300 dealers were interested enough to respond, with the result that a good proportion of them were turned into steady buyers. Why this letter pulled as it did is best told by C. Basset, the division sales manger. “It reached the retailer at a time when he was not impressed – usually – with the year’s showing, intensifying the welcome he had for suggestions that would increase his volume.” Every business has similar opportunities to use letters to approach prospects when they are in receptive moods.

INCREASING THE SALES OF A NATIONALLY DISTRIBUTED PRODUCT

ONE MINUTE MANUFACTURING CO.

HAND AND ELECTRIC

ONE MINUTE WASHERS

BELT POWER

NEWTON, IOWA

January 6, 19 –

Mr. Tom Smith,
Newton, Iowa

Dear Sir:

AFTER INVENTORY, THEN WHAT!

You’ve taken inventory, probably. The 19—record is written. It is history. Planning your 19—policy – how to make sales this coming year – is the important job before you right now.

For the New Year, make a “Leader” of something that has recognized QUALITY – for it is the result of that thing bought that determines economy. Where quality is forfeited to “Lower Price” it is the equivalent of rash extravagance! The value of your “Leader” must be figured in terms of its earning power. So cultivate the good-will of your customers by having a “Leader” of quality – make a good profit.

The dealer who has made a “Leader” of ONE MINUTE WASHERS has had an unquestionable advantage over his competitor during the last year.

You will be interested in hearing our sales plans for 19 – and in seeing our new catalog. Write us.

A hearty welcome will be given to all communications from you regarding your washing machine sales problems – you can profit by our twenty-three years’ experience by writing us today.

Yours very truly,

ONE MINUTE MANUFACTURING COMPANY

CB:KMD

Division Sales Manager

2.59% OF THE LIST RESPONDED

This letter helped the Homestead Valve Manufacturing Company search out really interested prospects. The features played up in the letter, together with the illustrations and descriptions on the inside – the letter was a four-page folder – brought requests for the catalog from 2.59% of the prospects. “That’s right! Thank you! It shall have our prompt attention,” is an especially lively, pleasant “action starter.” Perhaps you don’t sell valves, but that is the last reason in the world why you can’t use the sound principles that underlie this letter’s success. Notice the short, snappy paragraphing.

BRINGING IN THE INQUIRIES

DIPLOMA OF HONORABLE MENTION, CLASS 65, PARIS EXPOSITION 1900.

HOMESTEAD VALVE MANUFACTURING CO.
INCORPORATED
HOMESTEAD, PA., U.S.A.

April 15, 19—

Mr. R. L. Madison,
Frank and Sands Co.,
Harrisburg, Pa.

Dear Sir:

We agree with you thoroughly!

Experimenting is both troublesome and expensive.

Why, then, not profit from the fortunate experiences of thousands of satisfied Homestead customers, who use the HOMESTEAD VALVE on their steam, gas, air, water, and gasoline lines, and in all places where “service” is the main consideration.

HOMESTEAD VALVES are rapidly displacing all others in places where the service is severe and where a quick-acting and dependable valve is essential.

There is no secret about it.

HOMESTEAD VALVES save their initial cost shortly after their installation by eliminating fuel and power wastes, and then continue to add to their valance of credit as time goes on.

Get all the information about this exceptional valve by writing for our new 19—catalog. You will want it for your files, as it contains new list prices, a description of the much-talked-of “HOVALCO,” and many other items of interest.

Write for it now, when you can do so with the minimum expenditure of time, by mailing our return card with your name on it.

That’s right! Thank you! It shall have our prompt attention.

Very truly yours,

HOMESTEAD VALVE MANUFACTURING COMPANY

SIF/EGM

To be genuinely effective, the business letter must do more than merely carry a message. It must deliver that message promptly, forcibly. A partial delivery will not register. The letter is effective only to the extent to which it prompts the reader to do immediately that which the letter asks him to do. This can be accomplished only by making the physical appearance of the letter so impressive, its contents so plain, interesting and compact, that the reader is prompted to act in the easiest way possible, and in the shortest time. To put it the other way about, making it difficult for the reader not to reply favourably and at once, is one of the accomplishments of the really good business letter and one of the things you must learn to do if your letters are to bring business.

What the business letter can do for your business is too elemental to warrant any long discussion here. And still, executives not infrequently overlook the potentialities of sales letters as an aid to the collection necessities. The same applies to the collection executive in reference to the sales activities; in fact, only too often, this condition exists all the way down through the entire business. Lack of vision of that sort is not only extremely dangerous from an organization standpoint, but it also causes actual cash losses. This point constitutes not the least of the many peculiarly timely subjects reflected by the 72 letters in this book. Just how to gear up to the sum total of the letter efforts, for the best interest of the business as a whole, cannot but result from knowledge of the points made vivid by these master letters.

It is apparent that a good letter has fundamental qualities. These principles remain the same whether used in collection, adjustment, or sales letters. When going through the book, study the letters from this angle. The captions accompanying each letter have been so written that they will be of special aid to the man who follows this line of approach.

The objections may be advanced that these letters are not for your particular line or type of business. That's really the trouble with too many letter writers. They fail absolutely to realize that the writing of letters is like a game of football. In football no two situations are ever exactly alike. Yet, what every other football team ever did is of intense interest to the alert coach. The trainer studies every move made, every shift of strategy used by an opposing team both before, and during, the game in which his team goes out to fight. Scouts are sent out to observe, and their reports come up for minute study and consideration.

REMARKABLE RESULTS AT A LOW COST

This letter happens to deal with cranes and buckets – but that's of course not the reason it is included in this book. It is included because it illustrates a principle

important in the writing of effective sales letters about any specialized product. This principle is that such a letter should tell a complete story in technical terms the prospect will understand. For the prospect, being of course in the line of business involved, wants to know what the product will do, how it will do it, and, above all, he wants a good reason why he should buy it. This letter from Pawling & Harnischfeger Company covers all those points. That is why 4% of the prospects who received it answered. Steel and grey iron foundries rated above \$50,000 – 1,500 in all – made up the list. Many of the inquiries were turned into sales, which, according to H. S. Strause, the advertising manager, is remarkable, considering the class of equipment. The cost of these letters was quite low – only four cents each, including postage. Could more be asked at such a cost?

TELLING THE SPECIALIZED PRODUCTS COMPLETE “STORY”

PAWLING & HARNISCHFEGER CO.

ELECTRIC CRANES & HOISTS

MILWAUKEE. WIS.

May 4, 19—

Bevington Foundry Company,
Janesville, Wisconsin

Gentlemen:

MAKE YOUR CRANE INTO A GRAB BUCKET CRANE IN A JIFFY.

Just hook the P&H Single Line Bucket onto your crane hook and you have a regular Grab Bucket Crane in less than a minute. Unhook the bucket and your crane is a standard hook-crane again.

No one appreciates better than a foundryman how much this little bucket can save in labor costs. Unloading and mixing sand, digging foundry pits, filling flasks, cleaning foundry floors, and handling various loose materials, the single line bucket will easily do the work of from two to ten men and do it faster and better.

The bucket is of rugged construction and has no delicate parts to get out of order. There is no complicated reeving, the bucket being entirely self-contained.

Made in sizes of from ½ yd. To 2-½ yds., this inexpensive bucket is helping to cut costs and solve the labor shortage problem in hundreds of foundries. Beyond a doubt it can help you solve your problem also.

A return card, which will bring full details, is enclosed for your convenience. Please be sure your name and address are correctly given before you return it.

Yours very truly,

PAWLING & HARNISCHFEGER CO.

By

GHM:BD

G. H. Mueller,
General Sales Manager

\$43,121.17 WORTH OF BUSINESS FOR \$204.90

Read this letter carefully – is it not obvious that it is written by a man who not only knows what he is writing about, but also how to sell? That is a strong combination, and the results of this letter so demonstrate: it brought in over \$43,000 worth of business in three days, and at a total cost of \$204.90. Of the 4,216 corporations which received it, 78 sent the return card back. In addition to the direct returns, 200 new customers' names were put on the books, which resulted in an average monthly sales increase of \$993 during seven months. This letter has been used by several concerns in different cities and always with marked success.

A LETTER THAT SECURED INQUIRIES FOR AN AGENCY SERVICE

THE KIRTLAND COMPANY

**MAIL ADVERTISING
MULTIGRAPHING, MAILING**

1819 ADAMS STREET **TOLEDO, OHIO**

Mr. Adam Dodge, President,
Dodge Company,
Toledo, Ohio

Dear Sir:

With your establishment and your opportunities you ought, right now, to be doing more business and making more money than ever.

Let me tell you a story.

For fifty years my Dad ran a country dry-goods store in Plymouth, Ohio. He was honest and industrious. His store was a good one. On these assets he depended for business, and because the country was developing, because the United States had more fat years than lean ones, on the whole he prospered, supported his family, and acquired a competence.

When times were good, he took what came and thanked God. When times were "hard" and trade was dull, he ascribed those calamities to the mysterious workings of the same inscrutable Providence.

I do not think it ever occurred to him to develop or control his own sales. His advertising bill for fifty years was less than fifty dollars. In his day, a slump was a slump, and men regarded it with the same patience and helplessness with which their fathers, a generation before, had viewed an epidemic of smallpox or the cholera – something to be borne with resignation and prayer, but incapable of prevention or cure.

We know better nowadays. No man who has had the gumption to build his own business, or the ability to manage the sales department of another man's business, is going to lie helpless. If he does, he has only himself to blame. The business is THERE, and the man who goes after it can get it.

Our business is to SELL, and to help other men sell. If you are puzzled over your sales problems, if you sales are less than they were, less than they ought to be now, we can probably help you, whether you run a little store or the biggest factory in town. It will cost you nothing to find out.

Without the slightest obligation, fill out the enclosed card and place it in your outgoing mail.

Sincerely yours,

The same is true of the successful writer of really good letters. He runs the football coach a close second in investigating, studying and applying the fundamentals found in the other fellow's resultful letters. He avails himself of, familiarizes himself with, and uses all the theories, principles, and practices recommended by the recognized business correspondence authorities. He goes still further by securing all the known result-pulling letters he can, and rarely fails to get something worth while for his own letters from them.

In listing the essentials that every letter-writer should know, the plan behind the letter recommends itself for first consideration. That there must first be a soundly practical plan behind the letter is recognized by all. Letters which spring from hunches seldom mesh in with the merchandising methods of the house. Good ideas are not uncommon, but best results depend upon ideas that will bring action on the prospect's part. This demands both direct-mail skill and merchandising knowledge.

Then, too, the best plan avails little unless there is a real idea on which to base the mail message. Looking for this idea, through the eyes of your customers, will prove to you that it is always to be found in the product itself. The successful letters illustrated in this section of this book won't permit you to forget this. Expressing the idea, when located, in attention-arresting, action-impelling style is another essential not to be neglected. Words are just words – and are worthless, as will be pointed out in greater detail in a succeeding section, until they are understood and recreated into the things and actions for which they stand.

So much for the principal fundamentals underlying the writing of effective business letters and the two hardest jobs business letters can undertake. But having gone so far, the beginning, rather than the end, of the subject is reached. For there are many other important tasks for the letter to perform – other than bringing back practically definite commitments from prospects, and securing inquiries – and many other principles involved in business letter writing. It is to these that the following sections of this report turn.

30.4% OF THE INQUIRY CARDS RETURNED

This letter is direct and to the point – simple, unvarnished and plain spoken. All of which goes well with the great motive which underlies its appeal: the motive of parental love. The really great sales letters, like the really great plays and stories, are plain spoken, direct and supported by a great human motive. In this instance, for example notice the final argument "... perhaps the one who calls you 'Dad' may have cause to be grateful because you investigated." This letter has been used the country over and has been pulling consistently 30.4% in replies. Such a return is exceptionally good.

USING A “MAJOR MOTIVE” TO PULL INSURANCE INQUIRIES

PHOENIX MUTUAL LIFE INSURANCE CO.
OF MANTFORD, CONN.
JOHN M. HOLCOMBE, PRESIDENT

October 5, 19—

Mr. John M. Blair,
Hartford, Conn.

Dear Sir:

Probably you have the same ambitions that most fathers have. One of your real pleasures in life consists of picturing your youngster graduating from high school and then college.

Occasionally you are troubled a bit as to where all the money is coming from. You would feel better if there was a little fund piling up somewhere that would be all ready when it is wanted.

This is just exactly what we can help you accomplish under our new plan. Briefly, it consists of a nicely adjusted arrangement of compound interest and savings combined in such a way that there will be a fund for education when the time comes, whether you are alive or not.

We will send you a statement at regular intervals of the amount to set aside and arrange it so that at whatever age you name, the amount needed will be ready. If extended illness or serious accident should prevent you from carrying out your plan, there are certain provisions under which we guarantee to complete the fund for you.

Full particulars can be furnished if you will send us your date of birth on the enclosed card. You will not be obligated to us in the slightest, and perhaps the one who calls you “Dad” may have cause to be grateful because you investigated.

Very truly yours,

SHC/B

Vice-President

FIGHTING THE SUMMER SLUMP

It so happens that this letter has to do with fur storage and fur coat making – and you may be interested in neither. But – and it’s a big “but” – it also has to do with overcoming a summer slump. And surely you have a summer slump to contend with, as have most business men – or if it isn’t a summer slump it’s a winter slump. Now the way – which has nothing to do with furs and coat making at all, surely – in which this letter was used to help slow sales upward may well suggest a way in which you can use a similar letter to accomplish as much. This letter holds the attention of the

reader from the very start; adds to his interest by creating desire through the Pride Motive in the second paragraph, and then gets action through the Gain Motive in the closing paragraph: “ ... there is a special price concession on all summer work ..” The success of any letter depends upon arousing the most appropriate motive for action.

USING LETTERS TO GET LIVE INQUIRIES IN SLACK PERIODS

ABRAHAM & STRAUS INC
BROOKLYN, N.Y.

June 24, 19—

Mrs. A.M. Jackson,
210 Langton Avenue,
Brooklyn, New York

Dear Madam:

On examining your fur coat left with us for storage, we find that it would particularly lend itself to remodelling which would increase its attractiveness and beauty.

We have in mind a new wrap, a garment carefully conforming to the edicts of fashion for the coming season.

May we have the privilege of discussing this with you personally? We are enclosing herewith an addressed postal card and shall hold your garment aside in our storage vaults, until we hear from you.

Should you desire to anticipate the season's needs and avail yourself of the opportunity, there is a special price concession on all summer work prior to August 15.

Very truly yours,

ABRAHAM & STRAUS, INC.

CDR:MM

Chapter III

Letters That Open Doors

Next in rank – that is, in point of obstacles to overcome – to the letters that go into the mails to bring back either positive commitments or live inquiries, probably come the letters that pave the way for flesh-and-blood salesmen. Possibly, collection letters deserve the same rank – you will find them thoroughly discussed separately in the last section of the report.

All the suggestions and principles that have been advanced in the first two sections of this report apply, naturally, to this third type of business letter, as does the following point, which in turn is of value in preparing letters of the first two types: the words into which every bit of your preparatory work on your business letters must finally be translated deserve – and will repay – careful study and selection.

Again endeavor to stand in the average prospect's shoes. Use words that he will accept as natural.

There is just the right word for each situation in your letter. Search until you find it.

You will probably find it wisest in the long run to keep to good old Anglo-Saxon words.

Think of a word as an individual. If you are going to entrust an important share of the work of one of your business letters to it, look up its "family tree" in a good dictionary, to make sure that it is the word you want.

Furthermore, read every now and then this excerpt from an article in SYSTEM, the Magazine of Business, by W. C. Holman:

"Words are almost living things. There are weak words and strong words, pallid words and red-blooded words, words that are dull and words that smart and burn like vitriol. There are words as splendid as precious gems, words as smoldering beautiful as the eyes of a sullen harem favorite. There are words as scorching as fire, words almost incandescent with heat and light – words that seem to have dropped hissing upon the page that holds them. There are words as dreadful as murders, words that boil and swirl with meaning as dark as the black broth of a witch's caldron.

"And so in business there are all varieties of words for ... choosing. There are words as shallow as a pie pan and as meaningless as an idiot's

chatter – words packed as tight with meaning as a machine-pressed cotton bale – words as incisive as eels – words as plain as old dog Tray – words as sweet and simple as a May morning.

HAS A \$1,151,100 SALES RECORD

Reproduced on this page is another successful letter used by the Phoenix Mutual Life Insurance Company. It is sent to prospects who have been carefully selected by salesmen, and it has proved most successful. Much of its worth lies in the second paragraph: “Frankly, we are taking this means ... “ For the prospect’s “suspicions” are thereby allayed in a friendly sort of way. During a recent year 10,125 of these letters were mailed, and 2,015 prospects – 20.1% - returned the card. Later, 263 of these interested prospects took out life insurance policies amounting to \$1,151,100.

DEVELOPING LEADS FOR SALESMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
OF HARTFORD, CONN.
JOHN M. HOLCOMBE, PRESIDENT

July 2, 19 –

Mr. John M. Carlton,
116 Vine Street,
Hartford, Conn.

Dear Sir:

As you will see from the enclosed card, we are reserving for you a high-grade desk memorandum pad in bronze-brocade leather and with renewable filler. It will be forwarded immediately upon receipt of the card completed.

Frankly, we are taking this means of bringing to your attention a plan which will create immediately a material addition to your estate. It solves a problem which confronts most of us at some period of our lives.

There are some very unique features in it of special interest to those who desire to provide for dependents and at the same time enjoy financial security against advancing years.

We can supply you with the particulars as they apply to you personally if you will return the card with your date of birth.

Very truly yours,

SHC:B

Vice-President

INCOME \$857.83 – OUTGO \$15

This letter went to such a small list that the total amount of business it brought is not very impressive. But if the proportionate cost of the letter is considered, then the results are most satisfactory, indeed! Think of the income it would bring on a large list. Only 348 letters were mailed – 14 orders resulted. “Our sales amounted to \$857.83, at a cost to us of approximately \$14,” says Charles W. Hawkes, manager of the list and letter service department of Sampson & Murdock Co. Here is a good example of how a brief, concise letter can be made forceful and action-compelling.

PAVING THE WAY FOR SELLING A SERVICE

SAMPSON & MURDOCH

MAIL ADVERTISING

BOSTON

246 SUMMER STREET PHONE MAIN 1831

August 23, 19—

Mr. John Smith.
18 Tremont St.,
Boston, Mass.

Dear Sir:

Until recently the one part of our success letters which has made them look like “circular letters” has been the signature. This letter is signed by a wet ink method. Doesn’t it look better than those with which you are familiar?

The signature is a most important detail. Why not let us handle your next order?

You can have a real personal letter for the price of the familiar “form letter.”

May we prove this?

Very truly yours,

SAMPSON & MURDOCK COMPANY
List & Letter Service Dept.

By

CWH:BC

MANAGER

“No matter what product you wish to describe, there are image-making words that will make the product fairly live in the imagination. There are words for use in describing food that will make the mouth water. There are words as dainty and filmy as the lace on a woman’s dress. There are words for every product – every idea.”

Now to specific examples, again. First turn back to the Farmer Bader letter quoted on page 10. Notice how the words a farmer would naturally expect are woven into the text. The letter that follows is perhaps not quite as effective an example, but nevertheless it is a good one:

“Your interests and ours are identical – ever think of that?”

“It is to our interest that you should make bigger crops with better tillage and thus make more money. The most successful farmers are the biggest buyers of Harrison tillage implements – not because they are cheap, but because they are the best.

“There is a Harrison implement for every kind of tillage and a size to fit every possible requirement. Whether you are interested in a light one-horse harrow for garden work, or an implement for disking stubble, or a tool for orchard cultivation, or a disk harrow which will do the highest grade of work with a tractor, there is a Harrison made for that particular purpose.

“The important features of Harrison disk harrows and plows were pointed out to you in our previous letter and in the catalog. Remember the importance of the Harrison forged-edge disks of cutlery steel which stay sharp. Remember the dust-proof, oil-soaked hardwood bearings, the split lock bolts, the rigid main frame of the Double Action Harrow and other patented features which are essential for the best and most economical tillage and yet can be found only in the Harrison line.

“Now won’t you let us help you?”

“If you have not already sent us the return postcard giving complete information as to your requirements, do so at once. It puts you under no obligation and it may mean dollars to you. Thousands of satisfied users through a period of 35 years prove the value of our tools. We want to satisfy you also and cannot afford to do otherwise.

“Do not forget that Harrison disk harrows and plows will, in nearly every case, save horses, and at times a man, while at the same time doing superior work. Do not delay, therefore, in deciding on the tool which will fit your needs, and send your order.”

HAS PULLED 20% REPLIES REGULARLY

Looking over its sales records, the Rand Company, Incorporated, found that the number of visible records used in the purchasing departments of prospects was small in comparison with other departments. As a result, the letter shown on this page has been very successfully used. The cause of its success is best explained in the words of C. H. Weber, the man who wrote it: "It enables the prospect to visualise us here at the office." If you can make your letters carry a picture of you and your business, inquiries or sales are sure to increase.

This letter, separately typed and not filled in, has been used several times within a year and has always pulled between 20% and 25% replies from all territories. Inquiries are sent to the proper branch and a salesman personally delivers the booklet requested. A letter with such a consistent record is worth study.

SECURING AN INTRODUCTION FOR SALESMEN

RAND COMPANY, INC.

ORIGINATORS OF
VISIBLE CARD RECORDS

SALES OFFICES IN ALL PRINCIPAL CITIES

MAIN OFFICE AND FACTORY
NORTH TONAWANDA N. Y.

IN REPLY REFER TO CHW 10 5 23 MIB

American Engineering Company,
1480 Broadway,
Milwaukee, Wisconsin

September 27, 19--

Attention: Purchasing Agent

Gentlemen:

American Engineering Company should have a copy
Of our "Visible Purchase Control" booklet. Their sales
Record card shows that although they are using RAND
Visible Card Records in other departments, one of their
Most important departments – the Purchasing Department –
Has been overlooked.

That's what our General Sales Manager has just handed me, straight from the shoulder.

The booklet, "Visible Purchase Control," that he wants you to read has been carefully prepared, and tells in an interesting, concise way of the methods that simplify and multiply the usefulness of the vital records that are so essential to the success of a progressive Purchasing Department.

This booklet is not being promiscuously distributed. So if you want a copy free of charge, without obligating you in any way – just make a note on lower margin of this letter, and toss it in your outgoing mail-basket. The rest is up to us.

Earnestly,

RAND COMPANY, Inc.

BROUGHT IN 100 INQUIRIES FOR THE SALESMEN

This letter undertook a task that would test the capabilities of a salesman of the highest order – it sought live leads for a service of the most fundamental sort: just a few of these leads might mean thousands of dollars worth of business, for the needs of each buyer are different and call for careful and detailed surveys. Nevertheless, the letter made good, and the explanation is that the writer of it put himself in the prospect's shoes, and fitted it to both those shoes and the dignity of the proposition. Also be used frankness – notice the unusual postscript – adroitly to win a cheerful reading for it. The letter went to 11,000 heads of manufacturing concerns. It pulled, within three weeks of the mailing date, over 100 inquiries. And from these 100 inquiries, 7 live "leads" developed.

DOING A STAR SALESMAN'S JOB BY LETTER

LOCKWOOD, GREENE & Co. ENGINEERS

24 FEDERAL STREET

BOSTON

EXECUTIVE OFFICE

SUBJECT: Engineering Services

August 21, 19—

D.D. Norton, President,
Norton and Rall Co.,
Lima, Ohio

Dear Sir:

Once a manufacturing plant is built, certain factors affecting its utility are settled for all time. Others are not, and it is of them that we speak for the moment.

We have in mind such problems as peaks in power demand; problems of power transmission, electrical and mechanical; problems of the production, distribution and application of hot water and steam in the manufacturing process, or for heating, and problems entailed in plant expansion or machinery rearrangements.

In any plant, no matter how well designed and built originally, such questions are almost sure to come up for consideration. It then becomes an economy to obtain the best possible engineering advice which, as a rule, is not available within the plant organization.

Each of our offices is fully equipped to deal with these and similar problems. A letter to the nearest of our offices, all of which are listed above, will receive prompt attention. A preliminary discussion with one of our engineers involves no obligation to accept the services we have to offer.

Truly yours,

LOCKWOOD, GREEN & CO., ENGINEERS

By:

FWR:ahc

President

P.S. This is a "circular letter," and so the courtesy of an acknowledgement is not expected, although it would be appreciated.

90% OF INQUIRIES SOLD

The W. W. Rice Company has for several years used letters in getting new business, and this is just one of many that have successfully sold automobile liability insurance. The list is made up of prospects whose automobile insurance the firm does not carry. Within two weeks a 2% return was received, and it is judged from past experience with letters of this kind that the final returns will be about 5%, of which 90% will most likely be turned into sales. Notice the short paragraphing – making it easy for the prospect to read – the snappy opening sentence – the definite, concise closing paragraph. All in all, it is a well constructed, lively, and effective letter.

FINDING LIVE PROSPECTS FOR THE SALESMEN

THE W.W. RICE CO
INSURANCE YOU CAN DEPEND ON
184 SOUTH LA SALLE STREET
CHICAGO

Mr. B.A. Gray,
714 Elmwood Ave.,
Chicago, Ill.

October 8, 19--

Dear Sir:

Before you drive a foot – while the speedometer still shows zero – check up.

Your car is full equipped. You are proud of it. You are eager to drive it.

But ---- ?

Have you forgotten the most essential parts of that equipment?

Suppose some careless driver should run into your car and damage it severely, or your car should ruin the property of someone else, or some heedless pedestrian should get in your path and be killed or maimed.

These are suppositions – but they are ever present possibilities.

Are you protected against such dangers?

Your car deserves protection. So do you and your family. Protection you can get for a nominal fee.

Drive with a free mind. Be relieved of responsibility and loss and troubles of all kinds. It's worth many times what it costs.

Fill out and mail the enclosed card today; the risks of an automobile are very great and life is too short for you to assume them.

Very truly yours,

THE W. W. RICE COMPANY.

By

And notice how the following letter builds up in well-chosen words just the “picture” its writer wanted to obtain in the first paragraph:

“Important as the color scheme is, it is not the most important consideration in painting a house. Durability of the paint is of first importance, for, no matter how attractively a house is decorated, its charm vanishes if the paint on it cracks, scales, and falls off in ugly splotches.

“How to make sure of long-lasting, non-cracking, non-scaling paint which retains its good looks is easy when one knows the facts about paint and painting. It is to our advantage as manufacturers of Mancel Clark white lead, the basis of a long-lasting, good-looking paint, to put you in possession of these facts.

Our experience has been that, once an owner or a prospective builder knows the truth, we are so much surer of another satisfied user of our product.

“The truth about paint and painting is told in simple, understandable language in a booklet we publish, entitled ‘Painting – The Old Way and the New.’ This booklet makes clear what is and what is not paint. It also compares costs and illustrates inside and outside color treatments.

“A copy of the booklet is being reserved for you. We shall mail it immediately upon receipt of the enclosed card indicating that you are interested in avoiding the common and costly paint pitfalls.”

Naturally there are situations in which “snappy” sentences and an absolute concentration on short words may be entirely inappropriate. Take for example the Lockwood, Greene & Company letter on page 72. It makes a “professional call” and quite appropriately uses the type of words a professional man would use under the circumstances.

And whatever you do, do not be tempted into “fine writing.” Above all be natural – and being “high-faluting” is not being natural. You may succeed in awakening the prospect’s admiration at your rounded phrases; you may make him chuckle at your wit – and chuck your letter in the waste-basket when his smile has passed. Prospects who read your letters with any intention of buying want business-like facts about your proposition, not “pretty writing” and pat phrases.

As a study of the letters accompanying this section will show you, letters can be used to open up new sales territories, to march ahead of the salesman’s coming to even open doors for him in the new sales areas – provided they are really master letters, built around the underlying principles described in this report and exemplified in the letters gathered for it by the Bureau of Business Standards. What better proof that they can do so, and do

so handsomely, is needed than that supplied by one of these letters alone – the Albert Pick & Company letter on the opposite page?

For it has already opened the doors to over a million dollars worth of sales by representatives of the company. And it is opening more doors to sales as you read this line.

\$88,000 IN THREE MONTHS

And the letters cost only \$5.02 a hundred. The American Mutual Liability Insurance Company calls this letter its “expiration letter,” for it is mailed to prospects for Workmen’s Compensation Insurance a few weeks prior to the expiration of their current policy. During a period of three months, 4,552 firms, the names of which were originally obtained by solicitors or from miscellaneous lists and from Dun’s, received this letter. Of that number 165 were sold. The total premiums paid by these firms during this short period of time amounted to over \$88,000. Letters like this, which pave the way for the salesman, can be used profitably in almost any kind of business.

GETTING THE SALESMAN IN

American Mutual Liability Insurance Co.
Of Boston

EXECUTIVE OFFICES
245 STATE ST. BOSTON

CHARLES E. HODGES, President

American Refining Company,
94 Parkway,
Bayonne, New Jersey

September 27, 19--

Attention of Treasurer

Gentlemen:

Do you buy your compensation insurance on a price basis?

We furnish protection at cost.

Are you receiving protection with service?

This company has developed into the largest and strongest of its kind
In America by rendering service with protection.

Does a company which has demonstrated its strength and ability to serve a large number of
policyholders over a long period of years inspire your confidence?

The first policy written by this company, October 1, 1887, was the first
Liability policy written by any American casualty company stock or
Mutual, and it now has more than 20,000 policy holders.

Protection under the Workmen’s Compensation Act with service at cost furnished by the oldest, largest
and strongest mutual casualty company in America which has paid never less than 30% dividends –
that is what we offer you.

Our representatives will call at your convenience and answer any questions you have in mind. Let us
know on the enclosed card a convenient time for you to see him.

Cordially,

Vice-President

\$1,021,707.08 FROM ONE LETTER

When one million dollars' worth of business within a period of 12 months can be directly traced to a single letter, there must be in that letter something more than mere "selling talk." That's what this letter from Albert Pick & Company accomplished and the "why" of it can be explained in a few words: evidence of a desire to see the prospect succeed as well as of a spirit of friendliness and helpfulness. Such appeals are almost sure to attract a prospect and this letter illustrated still another basic principle that can also be used in applying the elements behind its success to other lines of business than the hotel and restaurant field: notice how it confidently asks for trade on "the record of the house," and how it endeavors to convince of sincerity.

GETTING THE PROSPECT TO ASK FOR A SALESMAN

ALBERT PICK & COMPANY

Established 1857

September, 2, 19—

Mr. John McArthur,
Elmdale,
Illinois

In Re: New Restaurant,
Elmdale, Illinois

Dear Sir:

If there is any organization qualified to act as your adviser and friend, that organization is surely Albert Pick & Company. Our policy of the best service and the finest quality of merchandise for the most reasonable price, places us in a position where we believe we deserve your business.

Our organization could not exist on new installations only. We know that China will break, linens will wear out and equipment become inadequate. We also know that if the China we supply you is better, if our linens last longer and if our equipment is designed with your future needs, as well as your present ones, in mind, then, when the matters of replacement and supplies come up, you will naturally consult that "old friend" of yours, Albert Pick & Company.

In other words, our business demands that we aid you in every way possible to make a success of your venture. We have the resources, the experience and, a sincere desire to do so. Our representative in your territory is anxious to confer with you. Of course, this service will not place you under any obligation.

Advise us how your proposition is progressing. We will look for your reply with the greatest of interest.

Yours very truly,

ALBERT PICK & COMPANY,

Dict.by

A.S. Callaway
MG

A.S. Callaway,
Mgr. Sales Promotion Dept.

P.S. We are sending you a small envelope of literature which, we believe, will interest you and we will be glad to furnish more upon request.

Chapter IV

Lining Up The Dealer With Letters

Securing really sincere dealer cooperation depends very largely upon the plan behind the letter series used. And "letter series" is used advisedly in connection with this classification, because while a single letter is sometimes used for putting over dealer help ideas, more often than otherwise a carefully planned follow-up is required.

The essential basis of a series of this type consists of very definitely getting on the prospect's "side of the fence" in the first letter. In short, this initial letter should be a simple conveying of the big idea, the emphasis being placed upon the "here's-how-we-can-help-you" angle. In the second letter, the natural hesitation people have to saying yes or no to a proposition should be recognized, and to overcome this feeling a more detailed or more forceful repetition of the positive "big idea" is essential.

For the third letter, conditions vary according to the proposition offered. Providing the proposition is but a single one, if a prospect has not responded after two letters it may be safely assumed that he is indifferent or opposed. To overcome these conditions, the third letter should approach him from the visionary or negative side. On more complicated propositions involving many consequences, indifference may not safely be attributed to the prospect even though he has received two letters without responding. The best third letter for handling a situation of this sort is a direct, positive-idea one so constructed that it gives the recipient a new light on the proposition.

All of the above applies alike to follow-ups of every type – the fundamentals are always the same.

Then, too, before pencil is put to paper, a finished plan must have been evolved if anything like best returns is to be expected. The "how" and "why" and goal of the series very naturally depend upon the problem in hand, but in any and all eventualities the "plan is the thing."

Note the two Fuller & Johnson Manufacturing Company letters on page 80, 81 and 82. Even a casual reading of these letters reveals the plan behind them. That's the big thing. Now, see how the sub-head on the second page of the first letter (page 80) – "Here's how we can help you" – claims the reader's attention. In the next letter, the prospect is specifically told how the Fuller and Johnson Manufacturing Company is going to help him (the dealer) make more money. Wouldn't that approach appeal to you?

And planning the letter applies as well to single letters. Study over the several types of proved results-pulling, direct-mail pieces – look for the plan behind each letter. Learn to reconstruct them. Then, apply these same plans in your own letters.

GETTING DEALERS TO COOPERATE

GEORGE RICHARDS & COMPANY

557 West Monroe Street

CHICAGO

**HEMCO
PRODUCTS**

August 13, 19—

Mr Dealer: Here's a plan that will start more people talking more about your store.

Dear Sir:

When you sit down at your desk – sharpen your pencil and your wits to figure out a plan for bigger fall sales – you realise the need not only of increasing sales to old customers, but of bringing in new customers.

You can easily interest from 100 to 200 or more people in this plan.

And that is exactly what our BIG \$1,000 NATIONAL HEMCO SLOGAN CONTEST will do for you.

Here's the idea in a nutshell.

This fall we will give away \$1,000 in free merchandise to customers of our dealers who send us the best HEMCO Slogans. This merchandise will be delivered directly from the stores whose customers prove winners and will be paid for immediately, in full, by George Richards & Company.

For this contest, we furnish, free, a Special Counter Stand, illustrated on an inside page of this folder. This stand carries 100 post-cards to be torn off, filled in and returned to us by your customers. This stand also carries its own sales talk. All you have to do it to give it a place on your counter. In addition, we furnish a Special Hanger for your window, two special window strips, if you care to use them and other display material.

Customers will be immediately and keenly interested.

This HEMCO contest, accordingly, will give you two big advantages. First: It will stimulate your sales of HEMCO and other products. Second: It will give your store much valuable word-of-mouth advertising and bring you new customers.

Send the enclosed card – NOW!

Very truly yours,

P.S. Full instructions given in our Standard Package of Display Material.

GEORGE RICHARDS & COMPANY.



IT PULLED 2%

Here is another master letter which illustrates the basic point that a letter which tells a real story – uses a lively “plot” – stands the best chances of making good. This letter has been used for several years now – it practically always pulls 2%. And that’s some record, too, we think.

IT PUT THE CAMPAIGN OVER

This is the first of a series of letters sent out by the Fuller & Johnson Manufacturing Company to get their dealers interested in a campaign for more business. “It certainly served its purpose,” says E. J. Smythe, “for it engendered a great deal of enthusiasm among the dealers.” Just how much enthusiasm it aroused can be judged from the letter reproduced on page 82. The story is fully told and then on the second page of the letter comes the basic point – “Here’s how we help you” – touching the self-interest motive.

SECURING THE DEALER'S COOPERATION

ESTABLISHED 1840
FULLER & JOHNSON MFG.CO.
MANUFACTURERS OF
KEROSENE - GASOLINE - DISTILLATE
- ENGINES -
MADISON, WIS., U.S.A.

March 29, 19 –

TO OUR DEALERS:

Heretofore it has been our practice to set aside the month of April each year as “New Dealer’s Month.” During that month all our effort and energy was directed toward getting new accounts.

This year, we have decided to make the month of April a “New Business Month,” and not only go after new dealer accounts – but, in addition, our plan is to help our good dealers get new customers on their books. Our interests are mutual and by cooperating in this way the results are sure to be of benefit to both of us.

Inasmuch as most of us enjoy a little friendly rivalry, don’t you think it would be a good idea to have a little contest during the month of April among all Fuller & Johnson dealers?

Here’s our plan. To become eligible for the contest each dealer must secure at least 25 points. In other words, this will be an “entry fee.” All Fuller & Johnson Engines sold will count in points as follows :

- | | |
|--|-----------|
| (1) Each new customer sold | 10 points |
| (2) Each horse-power sold new F&J customer | 5 points |
| (3) Each horse-power sold old F&J customer | 3 points |
| (4) Each F & J Farm Pump Engine sold | 10 points |
| (5) Each new dealer you are instrumental in getting
to handle Fuller & Johnson Line | 25 points |

As to rules, each dealer will be expected to report as soon as he has sold an engine, giving the factory number, horse-power, and the name and address of the customer sold, using the enclosed card.

We will appreciate it, if you will send us the names and addresses of friends or acquaintances in other localities, who you believe could handle the Fuller & Johnson

Line profitably, and at the same time drop them a few lines as to your experience in handling Fuller & Johnson Engines.

If you know the hardware or implement dealer in a nearby town, you could give us a great deal of assistance in convincing him as to the advisability of handling our line. We feel sure you appreciate the fact that it would mean much more business for you in the long run to have a dealer in a neighboring town selling Fuller & Johnson Engines instead of a competitive line. Every Fuller & Johnson Engine sold in the vicinity surrounding your territory is an advertisement for the Fuller & Johnson Line. Business, you know, breeds business, thus the more Fuller & Johnson Engines sold in your section of the state the easier it will be for you to sell Fuller & Johnson Engines in your territory.

Here's how we help you.

(1) Make up a list of your prospective engine customers and send it in at once. We'll write them a series of real sales letters, emphasizing the merits of the Fuller & Johnson line and urge them to place their orders with you.

(2) Let us know which of the electrotypes and lantern slides you want for your local advertising. We'll send them to you FREE. These electrotypes are exact reproductions of those used in our general advertising. The farmer reads our advertisement in his farm paper, his interest is awakened in a Fuller & Johnson Engine – then in his local paper he sees the same advertisement in connection with your name. That sends him right to your store for a demonstration, and nine times out of ten you'll close the sale.

(3) Don't you feel that a demonstration is one of the most effective ways to convince your customers? If you have put on a Fuller & Johnson Demonstration Day or a Spring Opening, tell us how you did it. If you plan to have one, let us know the day and date, and we'll gladly help you by giving you the benefit of the experience of those who have made it a success.

All these things tend to stimulate New Business for you. As our business relations have always been most pleasant, we feel confident that we can count on your full cooperation in making April the biggest and best Fuller & Johnson month.

Remember the drive starts Saturday morning, April 1. Lay out your plans now and arrange to get away with a whirlwind start. In the meantime please let us hear from you outlining your plans and any suggestions or recommendations. We'll be glad to get them.

Yours for a Bigger Engine Business.

FULLER & JOHNSON MFG. Co.

FACTS THAT PROVE THE SERIES PULLED

Here's another letter that illustrates an effective use of the same basic motive that underlies the letter shown on page 80. It also, by the way, proves that the letter pulled. Notice how it offers to do something for the prospect that will help him to make more money. Analyze any outstanding salesman's work and you will find that he gets himself on the prospect's "side of the fence." And most good sales letters do exactly the same thing.

TO PROVE THAT DEALER COOPERATION PAYS

ESTABLISHED 1840

FULLER & JOHNSON MFG.CO.

MANUFACTURERS OF

KEROSENE - GASOLINE - DISTILLATE

- ENGINES -

MADISON, WIS., U.S.A.

April 15, 19 -

TO ALL FULLER & JOHNSON DEALERS:

The spirit of the "New Business Drive" is certainly gratifying. It shows that Fuller & Johnson dealers are loyal, and many of you are Go-Getters of the first degree - alert to seize every opportunity offered to increase your business and your profits.

Here's the comparative standing of the sales so far reported.

Minnesota leads with 125 points!

<u>Name</u>	<u>Address</u>	<u>Points</u>
Walter Hanson	Sherburn, Minn.	45
Farmers Co-op. Ass'n	Albany, Minn.	45
Knowlan Machine & Supply Co.	Victoria, Texas	20
P. A. Genin Hardware Co.	Belleville, Wis.	17½
Geo. C. Voss	Middleton, Wis.	17½
A. J. Edminster Co.	Cornell, Wis.	17½
Carter Hardware Co.	Audubon, Iowa	17½
F. H. Retzlaff	New Ulm, Minn.	17½
Geo. Galle	Sanborn, Minn.	17½
C. B. Wright	Waterloo, Wis.	4½

This week we are enclosing a bulletin which has been especially prepared to help you. It contains just what the name implies, "Opportunities for Real Engine Dealers." It tells of sales opportunities that you never thought of before - real, practical leads to New Business. After you have read it - keep it - read it again in a day or two. Every time you read it you will get new ideas - ideas that mean business and profits for you. Give us the names of your canvassers and clerks and we'll gladly mail each one a copy for their own use.

This week a great many of our dealers mailed in their lists of prospective engine customers. Fine! If you haven't sent yours in - do it. It will pay you, because we keep right after your prospects until you land the sale.

The New Business Drive is sure a winner - keep the good work going! It means more business and larger profits for you. If we can assist you further write us.

Chapter V

Odd Jobs That Letters Can Do

DOLLAR-RETURN results for dollar-expended costs in selling by mail depend upon good mailing lists. And best mailing lists hinge upon just three things:

First, where you get the names; second, how you compile them; and, third, the methods used to keep them up-to-date. One of the most useful odd jobs business letters undertake is to aid in obtaining lists of prospects as the letters in this section demonstrate.

The first thought of the man faced with the problem of building a mailing list should be devoted to the source or sources from which the names are to be secured. These may be classified as follows: 1, Directors; 2, rating books; 3, mailing list companies; 4, customers and prospects; 5, press clippings; 6, salesmen; 7, governmental records; 8, postmen; 9, publishers; and 10, organization secretaries.

With the various sources from which names may be secured in mind, the next essential is carefully to consider the five general rules that govern the compilation of productive lists.

The proper view-point comes first. Find out exactly what sort of people are using your product. Then make sure that you look at your proposition through the eyes of the logical user. Second, choose only those names which fall within your trade zone.

Next, at least a double check is necessary before you can depend on the list.

Finally, even mailing the best of lists should be safeguarded by a small, try-out mailing to insure that the appeal is being made at the right time, and that the prospects are logical ones.

Consistently maximum results from all lists require that they constantly be kept up-to-date.

The only way to be certain that returns are not being cut down by "dead timber" in the list, is to check all the names at least twice a year. This checking may be carried out in either one of two ways: first, by resorting to one or the other of the sources from which mailing lists can be compiled, or, second, by a mailing for the same purpose. Mailing lists so compiled and

handled from the very best of success-insurance for productive mail campaigns.

30% FROM AN UNUSUAL LETTER

Getting information by letter is a difficult task. If the letter does not immediately gain the reader's attention it runs great risks of finding itself placed where many "circular" letters go – in the waste-basket. Possibly that very thing has happened to your letter – if so, something suggested by this letter might prevent it from happening again. C. B. Mills, the man who wrote this letter, wanted the names of Greens' Chairmen and to obtain them he produced something that bears no marks of the ordinary letter. "Can't give it away," sets the reader's curiosity to work; the Big Idea is not revealed until the end. Approximately 30% filled in the blanks and returned the letter, in spite of the fact that two previous requests for the same information had been sent out and had obtained very unsatisfactory results.

SECURING PROSPECTS' NAMES BY LETTER

O.M. SCOTT & SONS COMPANY

LAWN AND GOLF COURSE SEED
MARYSVILLE, OHIO

April 6, 19—

CAN'T GIVE IT AWAY

- a truly valuable book – of which a state Agricultural Official says this –

Yours is the most complete and compact book of its
Kind it has ever been my pleasure to read. There is
More practical information contained in this small
Volume than in any I have ever read of six or eight
Times its size.

We refer to our book "The Seeding and Care of Golf Courses." Three-fourths of the Greens' Chairmen of the country have it in their libraries. YOURS HAS NOT BECAUSE WE HAVEN'T HIS NAME.

All we need is the information requested below. Your Greens' Chairman should be as appreciative as we'll be if you will supply it.

O. M. SCOTT & SONS CO.

Name of Club

Address

The Greens' Chairman is

His Address is

Remarks:

PULLED 4,246 NAMES

In connection with the letter shown on the two following pages, in order to create a bigger market for its products, The Lowe Brothers Company first undertook to sell the painters, since investigation indicated that they are the deciding factors. The letter shown, the first of two, was mailed out to a list of 5,384 painters and it did its share in persuading 286 of them to send in 4,246 householders' names. "The object of this letter is to help you to make more money," is the kind of opener that is sure to interest the prospect and lead him to read the rest of the letter. The service appeal has here been well used and is presented in a manner that is convincing. It offers constructive help, and that is what most of us – like the painters who got it – are looking for. Notice the illustrations, and that neither a salutation nor a complimentary closing is used.

GETTING DIRECTLY TO THE CONSUMER

THE LOWE BROTHERS COMPANY

ESTABLISHED 1873
PAINTMAKERS-VARNISHMAKERS
DAYTON, OHIO, U.S.A.

BOSTON NEW YORK JERSEY CITY ATLANTA
CHICAGO MINEAPOLIS KANSAS CITY TORONTO

June 12, 19 –

The object of this letter is to help you make money.

Not to get more work for you, because you probably have more work right now than you can take care of.

But to help you get the cream of the business in your neighborhood; the big jobs, the profitable jobs, the jobs you've always wanted to do, the jobs where competition is keen, the jobs you'd be proud to point to as your work.

You know – only too well, perhaps – that it takes TIME to get these jobs, and spare time is always the hardest thing to find in the painting business.

It takes time just to see these prospects.

It takes time to plan color-schemes and distinctive decorative treatments.

We Are Going To Do These Things For You

First, we will take the time necessary to write your prospects and sell them on the idea of painting and painting now.

Second, we will secure full details on what painting they are thinking of doing and our experienced Home Decorative

Department will furnish them, through you, with distinctive and attractive color schemes.

THE ONLY THING WE ASK YOU TO DO IS TO LET US KNOW WHO THESE PROSPECTS ARE.

What This Service Means To You

It means that we are going to save your time – and time is your most valuable asset.

It means that we are enabling you to secure, without cost, the services of expert interior decorators and authorities on color-harmony.

It means that you are going to be able to pick and choose the painting jobs you want in your territory.

It means that you will be able to lift your painting business to even a higher level of excellence than it now enjoys.

By Helping You This Way, We Help Ourselves.

Quite naturally, we are in business to sell Paint and Varnish.

We know that we make a line of paints and varnishes designed to meet the requirements of the most exacting painter.

We know our line is complete – a specific pain or varnish for each kind of job.

We know that our products are well known and that they are everywhere considered reliable.

And we know that if we work with reliable painters, we will be doing the very best thing we could do to further our good reputation, and our business – just as we know it will help you to have your name connected with that of Lowe Brothers.

In other words, both you and The Lowe Brothers Company are working toward the same end – Better Painting and Bigger Painting Business.

Let's Work Together, and let's start RIGHT NOW.

What do you say? Get your pencil.

Use it on the next sheet to write the names of those prospects you'd like to land.

There ought to be at least a dozen right at the pencil point.

THE LOWE BROTHERS COMPANY

Sales Promotion

Chapter VI

Letters That Open The Way For Greater Sales

A PROSPECTIVE customer may walk into a store with a firm intention of buying a needed article, but because of any one of a dozen things – inattention perhaps, or lack of tact on the part of the salesperson – he may end up by purchasing from your competitor even though you have the article he wants.

In selling by mail this is more likely to be the case. Even after you have captured the prospect's interest and he's in the mood to reply, the chances are that he won't unless you make it easy for him to do so. His interest is apt to cool off quickly. To get him to act you must persuade him to fill in the return card on the spot before he picks up the next letter. Just the physical effort of hunting up pen and paper may keep a new customer from you. The experienced overcome this inertia by making it so simple for the recipient to comply with their request that he is led, almost without conscious effort, to act. This they do by creating the right mental attitude, following argument and reason for a "do-it-now" appeal that the reader finds it hard to pass over.

The cost is kept in the background, the attention being centered rather on the goods, the guarantee, and the trial offer. The whole effort is wasted if there is lacking that final appeal that convinces a man he must act immediately. Your opening may attract his attention; your arguments may convince him that he ought to have your goods; reason may be backed by persuasion that actually creates in him a desire to buy, unless there is a "do-it-this-very-minute" hook and an "easy-to-accept" offer the prospect is very often lost. It is obvious that the sooner the action is started, the more certain it is. If in the first sentence or paragraph you can give the prospect a noticeable shove toward doing what you want him to do, and at the same time, arouse his curiosity and interest in what follows, you've written a good opener. Then lead on from that through the body of the letter to your clincher or inducement.

Some of the familiar forms of inducement are a special price for a limited period, the last chance to buy, low prices during dull seasons, the special "introductory price," special terms to preferred customers, holding goods in reserve, the "your-money-back" offer, the discount for cash, the first instalment as a deposit, and sending goods for inspection.

This section is concerned with the trial offer. In such letters an absolute guarantee is emphasized – "your money back if not satisfactory."

A manufacturer of certain machines for shop use wastes little time in describing the machine or telling all it will do. The broad assertion is made

that after a month's use it would be sold at the price paid for it, and instead of arguing the case and endeavoring to prove the statement, the company strives to make it easy to place a trial order. Here are two of the three paragraphs that make up one of its letters:

25 NEW CUSTOMERS A WEEK

Here novelty – the story and the illustration – is used to secure that always valuable “a little bit different” flavor. And then – as is always necessary – there follows a clear cut, direct letter using the “tried and found good” idea of an absolute guarantee – notice that no salutation is used, furthermore. The result is a mighty effective mixture. About 3,000 of these letters are mailed each week to lists of farmers secured from customers, list houses, and rural telephone directories, and each mailing, which costs about \$50, brings an average of 25 new customers. Surely such results indicate an idea that you can use profitably, for the idea of a trial order is widely adaptable.

BEING “A LITTLE DIFFERENT” OFTEN PAYS

“No,” said the creamery manager, “we don’t need a man to wash cane, but I hear that they want an experienced man over at the Eagle Laundry.”

“Well boss,” replied the Negro applicant, “Ise afraid Ah won’t do, cause Ah ain’t had no experience washing eagles.”

MY JOB IS TO GET NEW CUSTOMERS –

and I confess to you that if it wasn’t for the long list of old customers that are sending their cream to us week after week my company could not run on the new ones I lead in.

If I can get you to try us with your first shipment I am sure that you will like the service rendered. Here is a tag-all addressed and ready to tie on. Notice the stuff for you to detach so that you can easily keep track of every can. This is purely for our customers’ convenience.

We are so sure that you will be pleased with the check that we send you that we will let you be your own judge. If it is not what you are expecting in every way we will make it so.

If your can arrives today your check will be in the mail tonight and your can all thoroughly washed and sterilized will be given to the express company in the morning early. We guarantee its safe return to your station.

Give me the pleasure of acknowledging your shipment this week. Thanks in advance.

Very truly yours,

“To prove it, all you have to do is fill in, sign and mail this card. After 30 days you MAY return the machine if you want to.

“Try it out. Never mind what we might SAY about the uses your shop men would be getting out of it – FIND OUT. It is easy. Just send the card.”

On page 88 is a letter which the Climax Company successfully used for persuading farmers to send their cream to them. By enclosing an addressed tag the act which would make the prospect a customer was made easy. Also, a check for the product and the guarantee of the return of the can, helped things along.

Guarantees, definite proposals, and suggestions to use “the enclosed order blank” are important factors in effective closing paragraphs. Don't put too much stress on the fact that you want to give more information. Try to get the order – not a lot of new questions. Some very successful correspondents close in the direct-command style: “Don't delay; send your order now.” “It isn't necessary to write a letter; just write across the face of this letter, ‘I accept this trial offer,’ sign your name and send the sheet back to us in the enclosed envelope.”

A publishing house started a successful letter in this way. “Will you *examine* a copy of the unusual book, ‘How to Finance a Business’ if I send it at my own expense?” and ended it, “No expense; no risk; simply mail this card. But you should act today.” That's the kind of action-impelling copy that brings in maximum results.

Other correspondents instead of utilizing the direct command style make use of a more subtle, but equally effective, suggestion closer. This is what the writer of The Bassick Company letter on page 91 did. He tells the prospect “... let us send you a trial set of Bassick office chair casters,” and backs it up with a hard-to-ignore try-out appeal. This letter was the second of a two-letter series; the first one is reproduced on page 90. A slight variation of the free trial offer was employed in this campaign. The casters were billed to the customer when shipment was made. He could, of course, return the order, but once the casters were on his chair, it was highly probable that he would keep them.

Both letters come right to the point at once and argue so convincingly that the card is filled out in a large percentage of cases. The first letter commands: “... fill out the enclosed postal,” yet it doesn't seem like a command because the writer has worked up to the close so easily that the prospect doesn't feel he is obeying another's will.

The follow-up letter is even more delicate in its suggestion of action – but it achieves its end because it brings the prospect to feel the need of good

casters. This letter is an admirable example of action-getting copy because it moves the reader so unobtrusively.

BROUGHT BACK 16% OF THE RETURN CARDS

The Bassick Company believes in making its letters produce trial orders on an almost firm order – practically just as a salesman would get them. Each of the two letters in a two-letter series (see page 91) of which this is one, is that it operates as a positive order carries a return card which is unusual when returned – the goods being regularly billed at the time of shipment. Of course prospects can return goods if dissatisfied – but they would be allowed to do that ordinarily, anyway. Not a new idea, for it has been used with telling effect by many different kinds of businesses, but one worth keeping in mind nevertheless. In this case prospects showed that they liked this way of buying – they returned almost 16% of the cards.

LANDING TRIAL ORDERS

PLEASE ADDRESS ALL COMMUNICATIONS TO THE COMPANY

THE BASSICK COMPANY

Manufacturers of Furniture, Metallic Bedstead, Piano and Truck Castors.
Furniture and Automobile Hardware
Brass, Bronze and Grey Iron Castings
Sole Manufacturers of "Feltoid" Castors

Executive Offices

BRIDGEPORT, CONN. U.S.A.

July 11, 19 –

The Novelty Manufacturing Co.,
Utica, N.Y.

Gentlemen: Attention: Office Manager

Office Casters, what are their functions?

They determine to a large degree the efficiency of every piece of equipment on which they are used. Their rolling qualities decide the life of floors and floor coverings and even furniture itself. Used on office chairs they cause or eliminate constant effort in the thousand and one shiftings back and forth, this way and that, which fill a busy day at the desk.

Bassick Casters for office use are the best that can be made. They like punishment, standing up for years under the most severe usage. They roll and swivel with perfect ease, taking the strain from furniture joints and giving real mobility to the furniture on which they are used. Equipped with the proper wheels, they protect the floors and floor coverings over which they move.

To satisfy yourself, fill out the enclosed postal order for a trial set of Bassick Office Chair Casters. Once on your chair they will demonstrate caster service as you have never known it before.

Very truly yours,

THE BASSICK COMPANY

By

H.C.Bennett-vd

Advertising Manager

STILL MORE ORDERS – 12% THIS TIME

This is the second letter in the Bassick Company's successful two-letter series (see page 90 for the first one). It takes up the "story" where the other one left off, using more arguments and giving more information. The fact that it pulled 12% replies from concerns which did not answer the first letter is proof enough of its effectiveness. In commenting on the results, H. C. Bennett, the advertising manager, says: "It was not until several months after these letters were mailed that we began to feel the real effects of them. People were so well pleased with them that we received many testimonial letters, and in a great number of cases additional orders."

MAKING THE TRIAL ORDER FOLLOW-UP GET RESULTS

PLEASE ADDRESS ALL COMMUNICATIONS TO THE COMPANY

THE BASSICK COMPANY

=====

Manufacturers of Furniture, Metallic Bedstead, Piano and Truck Casters
Furniture and Automobile Hardware
Brass, Bronze and Grey Iron Castings
Sole Manufacturers of "Feltoid" Casters

Executive Offices

BRIDGEPORT, CONN. U.S.A.

September 25, 19 –

General Underwriting Co.,
Davenport, Iowa

Gentlemen:

ATTENTION: OFFICE MANAGER

Have you noticed the casters on the furniture in your office lately?

If you have, the chances are you found them busy marring the floors and floor coverings over which they moved. Most likely it has been a long time since any of them swivelled or rolled freely and smoothly. Probably your own chair is equipped with a set that never turn when they ought to, drop out at inopportune times, and are good for nothing except tearing up the floor in front of your desk.

Casters are an important item in the equipment of every office. Upon their swivelling and rolling qualities depends the life of floors, rugs and linoleum. They determine in a large degree the efficiency of the furniture on which they are used.

Bassick Office Casters are built to give furniture real mobility. They turn into line at the slightest pressure and roll smoothly, quietly and without damage to the floor. They protect the joinings of furniture from the constant racking which makes even the strongest pieces old and rickety before their day. Used on office chairs, they give a new freedom to the thousand and one shiftings – back and forth, this way and that – which fill a busy day at the desk.

If you have never known the luxury and economy of an office chair which moves about with perfect freedom without damage to floors or floor coverings, let s send you a trial set of Bassick office chair casters. Their cost is insignificant as compared to the satisfaction they give.

Very truly yours,
THE BASSICK COMPANY

Two letters which got inquiries which led into trial orders are reproduced on pages 93 and 94. They are the first and last of a series.

The great advantage of the letter which induces the recipient to express his interest in the form of an inquiry, is that letters of this type not only put the prospect unconsciously under obligation to read further details, but they allow time for the thoughts started in the initial letter to get in their work. The fact that a man has decided to ask for more information, and has put that decision in writing, is of no small psychological value. The one thing the salesman hopes to find, and the one thing the letter writer strives to create, is a receptive mood on the part of his prospect. When a man answers the inquiry letter he has put himself into a frame of mind where he waits for and welcomes subsequent sales talks.

The alert hold to the idea that it is a mistake to tell a great deal in an inquiry-bringing letter. An appeal to curiosity must be made. Arouse interest and leave it unsatisfied. The prospect who is just the least bit interested will fill in and mail the return card.

Don't you see how the first Benjamin Electric Manufacturing Company letter does just that? Three short paragraphs make a prospect willing to write a line for the interesting book on signals. Again we see action simplified – he just merely puts his name at the bottom of the letter. For the writer knew that the effort involved in writing might lose him customers. Because it was easy, 5% or 5.3% replied.

To close the series the letter on page 94 was used. It, too, made prospects act.

After all, it isn't so hard to find a clincher, to find some inducement which will turn the prospect's interest into action. Almost any letter you write can be made a certain result-getter if the right inducement is used and properly played up.

57 REPLIES FROM 1,070 LETTERS

This letter is a good example of the right way to lead off a series used to obtain inquiries: it goes straight to the point with a single argument and makes it easy – notice the postscript – for the prospect to inquire. In order words, it leaves something for the other letters in the series to do. The series went to a list of 1,070 industrial plants in all parts of the country. The first letter cost, including two-cent postage on it and the return envelope, \$57.20. It pulled 57 replies – 5.3%. That made the cost of each inquiry about \$1 – not at all bad in the case of an installation at costly and specialized as that involved. The idea here illustrated of withholding some of the story from the first letter so that the ones to follow will have a separate mission will prove its value in results. The final letter in the series follows.

BENJAMIN ELECTRIC MFG. CO.

CHICAGO - NEW YORK - SAN FRANCISCO - TORONTO - LONDON

647 WEST JACKSON BOULEVARD
CHICAGO

August 19, 19—

Mr. Evan Tone,
Bird and Kemp Manufacturing Co.,
Chicago, Ill.

Dear Sir:

You've got to hear the signal on a calling system, even in the noisiest places. That's the real objection to using ordinary bells, gongs or whistles where there is the constant noise of machinery. Ever have any trouble along that line?

A real improvement is the Benjamin Industrial Signal. It has a tone that is unmistakable and compelling, yet not raucous or annoying. It is just a peculiar pitch that isn't absorbed by the necessary noises of the plant.

These signals may be operated in conjunction with factory calling, fire alarm, or with your regular telephone system.

We shall be glad to send you an interesting book on them if you will write us a line.

Very truly yours,

BENJAMIN ELECTRIC MFG. CO.

Advertising Department

P.S. Maybe it would save you trouble simply to check below and return this letter.

Send book to Mr. _____

HOW THE NEGATIVE APPEAL SHOT SALES REPLIES UP TO 13.2%

The preceding two letters of this series used positive arguments – told of the product's advantages and of the many ways in which it could be used. In this letter closing the series, however, the opposite style of attach is used – the negative argument. An effort is made to picture to the prospect the disadvantages of not having the product, and, by putting a question in the beginning of the letter, to recall to his mind instances indicating that possession of the product would have proved profitable. Instances are given: a delayed telephone call angering a customer, and perhaps even causing the loss of his business. Only those prospects who are hard to sell being left on the list, the returns from this letter dropped to 1.7%. However, as a whole, the series pulled 143 replies, at a cost of \$1.47 per inquiry.

CLOSING AN INQUIRY – GETTING TRIAL ORDER SALES SERIES

BENJAMIN ELECTRIC MFG. CO.

=====

647 WEST JACKSON BOULEVARD
CHICAGO

August 31, 19 –

Mr. Phillip Fair,
Fair and Brown Co.,
Kansas City, Kansas

Dear Sir:

When an important customer calls at your plant, in person or by 'phone, are you able to locate the right man to take care of him at once – satisfactorily and immediately?

You will be able to give your customer this necessary service only when your plant is equipped with dependable, effective signals – signals that can be heard in the noisiest places. Such signals should not be so powerful as to be annoying under constant usage; yet their effectiveness depends upon a tone pitch that cannot be absorbed by any necessary machinery noises.

Benjamin Industrial Signals fulfil the above conditions exactly, and may be operated in conjunction with factory calling, fire alarm and telephone systems.

Complete information about these signals and other signalling equipment is contained in a handy booklet. That booklet is yours if you want it.

For your convenience, we enclose an addressed post-card. You are under no obligation if you sign this card and mail it, but you get the book.

Yours very truly,

Chapter VII

Giving The Product A Chance To Sell Itself

ONLY too often a proposition has so many ramifications that even though the big idea is remarkably well staged, and although the features breath life into it, and the letter appeals through its mechanical make-up and the presentation of the subject-matter, an added urge is needed to make the reader act.

A clever sales letter may create a favorable first impression, it may contain all of the usual elements considered necessary for closing a sale, and still it may fail to "bring home the bacon." The average prospect requires more than he finds in the average letter before he is willing to spend his money. However, if the same letter is backed up by an enclosure which takes things up where the letter leaves off, answers the prospect's mental inquiries and piles up proof, the proposition is usually much more likely to receive favorable consideration.

One very effective way to help the prospect visualize your description is to send along with your letter a sample of your product. That's giving him concrete proof. It demonstrates your faith in the article. It evidences your readiness to let him judge your proposition solely on its merits. A two-by-three-inch square of cloth, a bit of wood to show the finish speaks a whole sight more eloquently than paper or ink. Take for example the irresistible appeal used by one varnish manufacturer.

He encloses in his letters a small varnished piece of wood on the back of which is printed:

"This maple panel has been finished with two coats of '61' Floor Varnish. Hit it with a hammer. Stamp on it. You may dent the wood, but you can't crack the varnish. This is *one* point where '61' varnish excels." Do you think that anything you could say in a letter – or a whole series of them – could be as effective? Not in a thousand years!

Another company, which manufactures tape coupler, enclosed a strip with its letter. The sample, of course, gained the reader's attention. A try-out, using the sample, got the prospect's order nine times out of ten.

Unique samples, because of their very novelty, create additional interest in a proposition. When those samples will stand up under test, a sale is assured where a need exists.

Take it from another angle. Possibly it is not physically possible to include a sample. Then, it has been found that a picture of the article, more often than not, will accomplish the identical purpose that a sample will.

USING GIANTS TO GET GIANT RESULTS

The reproduction of this letter does not do it justice. As you see it, its general appearance is no different from many letters in this book. In reality it is four times the size of the ordinary letter. It was enlarged from a typewritten copy and printed on a 17 by 22 inch sheet. These giant letters were mailed to 18,000 printers and 8,200 consumers – advertisers, advertising agencies, letter shops, and so forth – but because The Miami Paper Company sells through the wholesales, direct results are hard to trace. It did, however, create a great deal of interest, enough so, that they feel it more than repaid its cost of \$46 per thousand – postage included. Notice the use of three lines to simulate the recipient's name and the salutation.

PUTTING SAMPLES IN PROSPECTS HANDS

TRITON BOND

for Successful Letters

Wilart Mills

WEST GARROLLTON, OHIO

Make sure that your
Circular letter is read.

Compel Attention:

For an important announcement that you want to put over with a bang – for emphasis – for getting your circular letters out of the ordinary and therefore having them read, try using giant letters like these.

Mechanical perfection in processed letters and skilful “personalizing” by the fill-in method, have become so common that hardly anybody is fooled any longer by them. But circular letters are necessary to many businesses. Indifference to them must be overcome in some way.

This form of letter is unusual enough to compel a reading of its contents. That you have read this far, proves it.

These letters are not expensive. The cost of TRITON BOND for a sheet this size is less than one cent, and little more than the price of a sheet one-fourth the size, of one of the more expensive bonds. This big letter can be mailed, sealed, for two cents.

This sample is proof of the brightness of color, general attractiveness, and serviceability of TRITON BOND. You can't get better paper for the same price. Remember the name and identify the paper by its watermark. A list of agents is printed on the back of this letter.

Yours for successful letters,

THE MIAMI PAPER COMPANY (WILART MILLS).

P.S.

This 54-page book contains not only complete samples of TRITON BOND (White and 9 colors) but also a collection of circular Letters that the publisher of The Mailbag called “Splendid, the most

Informative and stimulating group of letters I have ever read.” It’s Free. Write for it.

THIS SHEET IS TRITON BOND 17x22-20

IT PULLED AS HIGH AS 2.3%

The figures that are available in connection with this master letter reflect an interesting fact: that the pulling power of letters must be judged according to the business conditions. During the prosperous months of 1918 and of 1919 this letter, on mailings exceeding 100,000, pulled 2.3%; but during the less active months of 1920 and 1921 its pulling record fell to one half of one per cent! With the return of more normal conditions, its pulling power started back toward the record previously made. This letter also illustrates the growing tendency to expand letters into multi-page leaflets: it consists of four pages, the first of which is shown, the remaining three carrying printed sales matter on the proposition offered.

BRINGING IN ORDERS BY MAIL

POWER PLANT ENGINEERING

PUBLISHED SEMI-MONTHLY
537 8. DEARBORN ST., CHICAGO, ILL

The
Power
Plant
Necessity

24
ISSUES
A YEAR

March 5, 19 –

Dear Sir:

This letter is intended only for the engineer or assistant engineer in charge of a power plant.

It is a short letter – but we have learned that the power plant men – who are really determined to get ahead and to make more money – don’t want long, wordy explanations of power plant methods – they want FACTS they can USE – and that is why the POWER PLANT ENGINEERING LIBRARY is perhaps the most remarkable opportunity we have ever presented to engineers.

You can pay upwards of \$10 to \$15 for power plant books. But if you take out of them all the “padding,” and the practically useless pages that contain nothing but what every engineer knows already – I frankly believe you will find more genuine, USABLE ideas and helps in the five handy volumes of this new POWER PLANT ENGINEERING LIBRARY than in large books – and we offer you this LIBRARY – FREE.

Here is a set of books that gets down to the real FACTS about power plant engineering – that tells you WHAT you want to KNOW – that treats practically every DIFFICULT POINT of Boiler and Engine Room Operation, Electricity, Heating and Ventilating, Practical Mathematics and Refrigeration – and all in the way that you will most appreciate when you read them.

We have only a few hundred LIBRARIES left. In a few weeks they will be gone.

But while they last they are free to engineers and assistant engineers with a two-year subscription to POWER PLANT ENGINEERING.

You run no risk – you pay no money unless you are satisfied, after you have seen the LIBRARY.

Read our Special Offer on the pages following and send your card TODAY.

Very truly yours,

ARTHUR L. RICE, Managing Editor.

Turn to the Triton Bond letter on page 96. The letter in itself is a sample – a gigantic reproduction of the product which the company sells. What could be a more potent appeal, a more sure-action getter than this placing of the thing to be sold right in the prospect's hands? Of course, very few products would lend themselves to such a complete sampling. If the product is too large to go with the letter, a card to be filled out will bring a sample. That's how The Whitehead & Hoag Company got orders with the letter which appears on page 101. Because a knife could not be enclosed with the letter, a card brought one to the prospect who felt enough interest to fill out the card.

The letter itself, making use as it does of the visionary idea, works the recipient up to the point of wanting to know more about the product. His action in filling out the card is, of course, preliminary, because when he gets the knife he must act again – order.

Perhaps there is no more powerful way of convincing a prospect that your product is what he needs, or that your service will benefit him, than the commendation of satisfied customers.

Testimonials have been used extensively to sell many things. They constitute proof. The fact that someone else in the same circumstances found himself benefited by the use of something which you have to sell is a strong argument in getting a prospect to come across with an order. That's a human trait – to wish to be satisfied by actual evidence of worth.

If one bottle of some magic potion eliminated several excess chins from Mrs. Jones out in Kansas, isn't it entirely logical to expect that Mrs. Burns up in Minnesota would hope to secure the same results and order a bottle?

Testimonials are often dry and uninteresting, yet rightly played up to emphasize specific points of merit they are of no uncertain value. Getting the right twist in presenting them is what counts.

To illustrate, an office appliance manufacturer sends each prospect letters of endorsement from others in his particular line of business. They serve to build up live prospects – and live prospects mean more orders.

A correspondence school strengthens its appeals by booklets of testimonials from students in various sections of the country. The inquirer gets a hundred or more letters from students near his own home. A variation of the testimonial enclosure is a list of satisfied users. All contribute to "selling" the prospect.

The strength of testimonials is demonstrated by the success of the adaptation of the plan used by the American Loose Leaf Manufacturing Company in the letter reproduced on page 99. Here testimony is given, not in an enclosure, but in the letter itself.

Directly quoted conversation between the writer and a satisfied customer rarely fails to gain the desired point. "Mail order sales jumped 25% since using Env-O-Banks." And if it did that for one customer, why not for another?

In this letter the writer has made an unusually strong appeal by adding to the testimonial argument the offer of free samples.

There is hardly a product or a proposition that does not afford opportunity for putting a scheme behind it. Plans of the kind just outlined rarely fail to double the strength of the original sales letter.

Perhaps you do not sell any of the articles which are put out by the firms whose letters appear in this section. Even though you may not have ever tried any of the plans suggested, that is no argument against the basic soundness of them. A little careful study of the several letters in this section plus intelligent adaptation and you can add to the power of your direct-by-mail sales efforts augmenting your appeal with samples, testimonials, and approval offers.

LANDED AN ORDER FOR 500,000

This letter was mailed to a 9,500 list. It brought 85 enquiries and 11 orders. And one of the orders was for 500,000 of the product the letter undertook to sell! Moreover, this letter was planned to serve as both a selling letter and a publicity letter. The salesmen selling the product state that it accomplished more in a publicity way than any other letter used by the firm. Ordinarily it is not effective to combine objects in a letter, and for that reason this letter is an exceptionally interesting master letter. It was printed on buff stock, and on the back three testimonials from users of the product were reproduced in miniature.

GOING AFTER DIRECT ORDERS

EXCLUSIVE MAKERS OF ENV-O-BLANKS - IN BOOKS OR LOOSE

**MANUFACTURERS OF
ACCOUNTING AND
BILLING SYSTEMS**

**LEDGER AND LOOSE
LEAF DEVICES ETC.**

=====

AMERICAN LOOSE LEAF MFG. CO.

CHICAGO

September 20, 19—
This Letter

For Attention of

Sales Manager ONLY.

Have you ever compared your way of going after orders by mail with the methods used by other firms!

.. the question I asked recently of the manager of a progressive firm in Ohio.

For years, the manager of this firm had been seeking to increase business by using mail in addition to his sales force. And he had been making some headway. But he was not satisfied with the results. Many times the number of orders received hardly paid the cost of goods and the advertising used.

"I know there are concerns, in the same line of business as we are, that are doing real work by mail" – he admitted – and he was determined to find out where his fault lay.

So he came to us. "Have you ever compared your way of going after orders by mail with the methods used by other firms!" I asked him.

"Why, no," he said, "I have no way to do that."

To his surprise, I told him that his experience with mail orders had been exactly the experience of some of the most successful manufacturers and wholesalers before they began to use ENV-O-BLANKS. And when I showed him that these blanks had been the means of decisively increasing orders for such firms as Marshall Field, Dennison, Endicott-Johnson, Swift, Whitman, Crane and many others, he himself decided to give this new order producer a definite trial.

As never was a sales manager more agreeably surprised. "Mail order sales have jumped 25% since using ENV-O-BLANKS," he wrote us. Then he added, "We consider this a remarkable percentage. ENV-O-BLANKS are the best stimulant to mail orders we have ever used."

Would YOU also like to know more about ENV-O-BLANKS and how they can bring in more mail orders for you!

Sign and mail the attached ENV-O-BLANK for FREE samples of our Combination Want and Order Book, also the Loose ENV-O-BLANK, and prices on desired quantities. No obligation, of course.

Yours very truly,

AMERICAN LOOSE LEAF MFG. CO.

“IT MADE GOOD”

The principle of the visionary or negative idea as applied to letters – that is, picturing to the reader the disadvantages of not accepting your proposition – is well illustrated in this letter. But to use the negative idea successfully you must provide a connecting link that will join the negative with the positive. The third paragraph of this letter, “Yes, you can lose ordinary knives, etc., etc.,” supplies that link, so that now the more direct, positive appeal can be resorted to: “If it strikes you as a good thing, etc., etc.,” Have you ever thought of that before? Try your hand at it in your next letter. Enclosed with the letter was a card (to be filled out and returned) which would bring complete details, a sample and prices. The Whitehead & Hoag Company kept no record of the actual returns from this letter, but it made good so positively that it has been used a number of times since on other lists.

SAMPLING THROUGH SALES LETTERS

WHITEHEAD & HOAG CO>

SPECIAL SERVICE DEPARTMENT
Leslie P. Huty, Manager
Fullerton Building
St. Louis, Mo

July 12, 19 –

John Jones & Company.
Chicago, Illinois.

Attention of
Mr. John Jones,
President.

Gentlemen:

How often have you wished for a new advertising specialty? Well, here it is! “THE KEY-RING KNIFE.”

Did you ever mislay your pocket knife? Perhaps you left it in the other trousers’ pocket when you changed your clothes. Perhaps you laid it on the table or loaned it to a friend who forgot to return it.

Yes, you can lose ordinary knives, but you will not lose “THE KEY-RING KNIFE.” Why? You keep close watch of your keys, and the “Key-Ring Knife” will stay with them.

If it strikes YOU as a good thing, wouldn’t it make an equally good impression on your customers and those you want to interest in your product?

Please look inside and see if the “Key-Ring Knife” isn’t the ONE NEW SPECIALTY you have been looking for, especially for Holiday distribution.

We shall be glad to have you fill out and return to us the enclosed card.

Very truly yours,

THE WHITEHEAD & HOAG COMPANY.
Special Service Department

Chapter VIII

Letters That Make Customers Friendlier

All efforts to secure sales of specific goods, whether carried out through letters or not, run the danger of stressing the desire for the prospect's business too continually. Pounding the prospect without intermission on his pocketbook may lead him to think of you only in terms of price, while of course you want him to think of you also in terms of reliability, stability, friendliness, and good-will.

Letters, when logically written, are a peculiarly effective means of interjecting a spirit of relaxed good-will into sales efforts. They can build confidence, stimulate friendliness, turn away irritation.

The master letters in this section are all illustrative of that fact. A study of them will show you more clearly than pages of words how to use letters of this type advantageously.

The preparation of letters of this nature includes all, and omits nothing, of what has been suggested in previous sections in connection with letters that undertake difficult tasks. And they, as well as those letters, should give heed to a reasonable consideration of still another point – that of length.

It is impossible to state arbitrarily that a long letter is a mistake. You will find among the 72 master letters in this report a number of two-page letters.

But it is obviously safe to state that, while long letters are necessary, appropriate and effective, under certain circumstances, over-long letters are never worth while. It is simply a question of deciding with common-sense reasoning, and by testing carefully with different letters when a letter is over-long.

And, in passing, just a word on this point of testing. Do not spend money in large mailings until you have tested several letters, and discovered by means of actual letters which one is the best puller. If you try out several letters at the same time, use a "key," or signal, in connection with the replies obtained, so that you can give each letter its proper credit. Even if you send out only small mailings, test similarly, in order that you may know before you leap. Usually a test mailing of 500 or so will give a fairly accurate index to the effectiveness of a letter. Do not put out your tests during holidays or at other times when the recipient's attention may be unduly distracted – and of course

avoid releasing your large mailings under similar circumstances. If something happens unexpectedly that might have disturbed the prospect's attention abnormally while a test is out, allow for the situation, and put out some tests under normal conditions.

Now getting back to our subject of length. Notice the Rudge & Guenzel Co. letter (page 107) and the Sampson & Murdock Co. letter (page 69). Short but successful. Of course both of them have the advantage of really Big Ideas – the former the idea of actually opening the charge account before writing to the prospect; the latter of making its own signature a sample of its proposition.

As a matter of fact, something besides its length is usually wrong with a letter that fails. Given the benefit of a reasonably effective use of the principles heretofore suggested, the chances are that a letter in thoughtful hands will adjust itself more or less to an appropriate length.

Here, for example, is a letter that did not go very well:

“A woman's crowning glory is her hair, but she can never look her best unless it is attractively arranged. Thin, untidy locks make even the prettiest face unattractive, but no matter how plain the face, if it is framed in a soft, well-dressed coiffure, it becomes instantly charming.

“We sent you our book ‘Hair and Beauty’ some time ago, and we hope that you have gone through it carefully and that you have found something in its pages that exactly suits your needs. There are very few women who do not find some sort of extra hair necessary, and we know that you, too, could dress your hair so much more becomingly if you had just the right additional hair piece. Perhaps you cannot quite decide on the particular number you need. If you write us we shall be glad to make suggestions.

“The transformation is becoming more and more popular. The enclosed leaflet will explain just what a transformation will do for you or for any woman who is conscious of thinning hair about the face, or who is too much occupied to be able to curl and properly arrange her hair every day.

“We shall be very glad to send you a sample of any of our goods, because we want you to be the sole judge of the quality, style, and price. All we ask is that a business or a bank reference accompany your first order.

“We would like to have your patronage and we hope that we shall hear from you very soon.”

At first glance it might be said that this letter suffered from undue length. But when the second sentence in the paragraph was first put in the paragraph, and the sentence used first above run as the second sentence of that paragraph, the letter pulled passably well!

That is to say, simply changing the second paragraph to read as follows, improved the letter:

“There are very few women who We sent you our book “Hair and Beauty” some Perhaps you cannot quite decide on

A “ROLL CALL LETTER” FOR OLD CUSTOMERS

Martin J. Hill takes this means of finding out whether his old customers are “all present or accounted for.” The “roll call letter” on this page was sent out the latter part of August to customers who had not yet been in during the season. “We believe,” says Mr. Hill, “that we are the only house in the country using this type of advertising for ladies’ ready-to-wear, and we have received favourable comment from several sources.” The letter offers many ideas for adaptation – it can be used in many other lines of business.

HOLDING OLD CUSTOMERS

MARTIN J. HILL
315/321 WEST ADAMS ST.
TELEPHONE – DEARBORN 7080
CHICAGO

Representing
JOS. ROSENBERG & Co
Makers of
“JOROCO” DRESSES
36-40 W. 32nd St.
New York

Representing
THE G.B.G. MFG. CO.
Inc.
Coats, Suits and Wraps
496 7th Avenue
New York

OH! HOW WE HAVE MISSED YOU!

The season is rapidly advancing and we
have not been favored by a VISIT from YOU.

Needless to REMIND you of the two peerless
lines indicated by the ARROWS above.

You KNOW the MERITS of BOTH.

If you cannot COME IN we would be pleased

To fill your Open Order Wants – BUT more
than anything we would PREFER to SEE you in
PERSON.

May we have that PLEASURE ?

Sincerely yours,

BROUGHT IN 937 OF THE STORE'S CUSTOMERS

This letter has a "story" – the "Fall Market Week." That fact, plus the fact that it tells the "story" simply and directly, accounts for its success. The "Story," by the way, was made possible by the joint action of all the business men of the community co-operating to hold the "Fall Market Week." This letter, used by Baumgardner & Company to invite their 1,500 non-resident customers in to talk things over, with the emphasis on the "human side of their relations," made good. "During the week," says J. F. Baumgardner, "we registered 937 customers at our front door. This was over 250 in excess of the general average, so from that point alone, to say nothing of the better and more friendly relations we were able to create, we consider that the letter pulled excellent results."

GETTING BUSINESS AND BUILDING GOOD-WILL

Baumgardner & Co.

WHOLESALE

Dry Goods Notions and Furnishing Goods.

COR JEFFERSON AVE AND ST CLAIR ST

Toledo, Ohio

August 20, 19—

Mrs. Martin Black,
Ironville, Ohio

Dear Madam:

One of the best things Theodore Roosevelt ever said was this: "There's a might human side to business when you really get acquainted with the men in it."

Our firm, like the others listed in the Toledo Fall Market Week circular you received a few weeks ago, has done a lot of work to make that week helpful to you, not only in collecting fall goods, but in moving them across your counters.

That, of course, is business – done with the idea of making a profit, both for you and for ourselves.

The Week will be a disappointment to us, however, if out of it we don't get something that isn't business at all, and that is the chance it offers, while you are in Toledo, to develop the human side of our relations with each other, to talk over our mutual problems, exchange our ideas, and leave each other broadened and bettered by the experience.

So when you come, come with the idea that we are looking forward to a might pleasant visit with you, when, as one of the founders of this business used to say: “We can forget tradin’ and just talk.”

Sincerely yours,

LHB:TS

On the other hand, here is a letter that of course could have been a lot longer, yet it pulled satisfactorily:

“Did you ever ask your form letter printer to guarantee results?”

“Would he?”

“We will.

“You write the copy – send us the order for processing, and if you don’t secure a larger percentage from our letters than you ever received from form letters, we will make no charge for the work.

“Our processing is not only better to look at, but it pays our customers in dollars and cents to use our letters.

“Write your copy and the contest is on.”

Then again turn to the Ackley letter on page 46.

It is long – and it is a master letter by the proof of actual results.

Next notice how the following letter, although longer, supplies all the “features” – selling points – which might most confidently be depended upon to interest the average prospect:

“Every year when the rush period of a busy selling season is over the big clothing manufacturers draw a deep, long breath and begin to straighten up stock and warehouses. And nearly always they find suits set to one side during the rush, for one reason or another – reserved, maybe, on some salesman’s request for a particularly good customer and then cancelled; or marked “hold” and the reason forgotten; or often just pushed out of sight by accident.

“These suits are generally the best of the stock. But they have to be disposed of quickly without regard for cost, to make room for the coming season’s stock; for space is more valuable than clothing. Usually the big city dealers snap them up like lightning. But this year Wild, Williams and Nolason’s salesmen for this territory picked out for me the very cream of these suits.

“A HARD PULLER”

There is nothing new to the idea of welcoming new arrivals in the community – and prospective customers – with a suitable letter, whether you run the local public utility plant or a drug store. Its admittedly a good idea, only far too many businesses that should use it somehow never get around to making up the necessary lists. Now here is a letter that adds to this idea so generally used – or, what might be more accurate, so generally known about, but not used as often as it might well be – another idea. That idea is to look up – if you do a charge business – the new prospect’s credit standing, and, if it is satisfactory, to actually open a credit account in his name, adding a paragraph so stating. The credit investigation is often made by an employee, who makes a friendly call. Local rating bureaus also contribute their share, and when this source fails, inquiries are made direct to at least one merchant and one bank in the city where the prospect last resided. The letter is simple, short, and friendly – but has the punch of two good ideas. It is reported “a hard puller.”

“SELLING” THE NEW PROSPECT GOOD-WILL FIRST

RUDGE & GUENZEL CO.
LINCOLN NEBRASKA

July 16, 19—

Mr. John Blake,
713 Jackson Ave.,
Lincoln, Nebr.

Dear Mr. Blake:

Kindly permit us to extend to you a hearty welcome to our city, and a cordial invitation to make this store your trading home.

We shall be glad to have you trade with us, at your pleasure, upon the monthly charge account which has been established for your convenience – with the assurance that our best efforts will be exerted at all times to serve you acceptably.

Very truly

Rudge & Guenzel Co.

EWN:B

E. W. Nelson, Treas.

BROUGHT OLD DEPOSITORS BACK

Former savings depositors whose accounts have been closed for six months receive this letter from The National City Bank of Indianapolis. The customer's pass-book is enclosed, for which purpose the bank holds it at the time the account is closed. By this novel method, the reader is reminded of the importance and the necessity of saving, and of the feeling of satisfaction that went with his account. Inactive accounts, in many other kinds of businesses, offer just as good opportunities for increased profits as they do in a bank. Are you giving them the attention you should?

REVIVING DORMANT ACCOUNTS

The NATIONAL CITY BANK

of
INDIANAPOLIS
INDIANA

Officers

J.F. Goodrich, President
Brandy C. Downey, Vice President
Frank N. Millikan, Vice President
John R. Welch, Vice President
C.A. James, Cashier
L.F. Elvin, Assistant Cashier
Josephine M. Henley, Assistant Cashier
C. Robinson, Assistant Cashier
Geo. Suding, Auditor

October 4, 19—

Mrs. Gerald Mars,
1202 Park Ave.,
Indianapolis, Ind.

Dear Friend:

No doubt some sacrifices and many efforts were made by you to deposit the various amounts shown on this savings book. Thinking you will value it as a pleasant reminder of what you have accomplished in the past, also that it may be a record of value, we are returning it.

Your patronage has been appreciated and we sincerely hope that you will find it convenient to re-open your account in the near future. We have several different styles of savings banks which we would be glad to furnish you when re-opening your account.

Please consider the officers and the various departments of this institution at your service at all times.

Very truly yours,

Assistant Cashier

IT MADE GOOD

Here is another letter that happens to have a creamery setting – but it illustrates a principle that can be used in every business: facts of the right sort help most in building good-will. Letters that build favor and confidence “sell” just as surely as do letters that offer a specific sales proposition. As a matter of fact, it is usually most important that they be included in every sales letter series, in order that permanently foundations may be sunk into the customer’s good-will. Such a letter is this. Notice how it uses real facts – gives the customer a real “reason why” for bestowing his confidence. Thus aimed it did what any reasonably well written letter would have done: made good. Notice how an illustration is used as an “eye catcher” – also that the formal salutation is dispensed with.

BUILDING GOOD-WILL THE RIGHT WAY

SAFEGUARDING OUR CUSTOMERS’ INTERESTS

DOUBLE CHECKING TESTS

You want a correct test, of course. We have installed a method which, we think, will safeguard you and make for accuracy. To make a correct test the cream must be thoroughly stirred and a correct sample taken. We do this and believe the chances for mistakes are very small.

Next the sample is carefully weighed, acid added, and whirled in a Babcock tester. Mistakes are not usually made on this part of the test.

READING THE TEST – Here is the place where mistakes are likely to happen. The new method that we are using takes hold here. One person reads the test and sends it to the office. In a few minutes another person reads it again and the two readings are compared. If there is a difference a third reading is taken to see which one is correct. Your test is then compared with your last week’s test and if there is a wide difference –

A NEW TEST IS IMMEDIATELY MADE.

All of this is done for one purpose, that we may be doubly sure –

THAT YOUR TEST IS CORRECT.

Of course tests will vary, but where your tests have been running along on about the same figure, and then drop ten or fifteen points and you know of no reason for it, you are safe in assuming that you did not get all that was yours.

This method will entirely remove the errors in reading and give you a double chance to get accurate tests on every can of cream you send to us.

Yours for accuracy,

Climax Creamery Co.

Shawnee, Okla.

Price today is thirty-three cents.

July 28, 19 –

“There are some wonderful dark, cloudy grays – soft as down, light in weight almost as a feather, but warm as fleece. Linings of sheeny, rustly, silk serge. They sold for \$40; I got them through my friend the salesman for \$19.50, and have marked them \$22.50 – fair enough, isn’t it? There are a few – not many – rich blue chevots, a blue that you won’t get next year – deep and lustrous and warm. Same price. Then quite a number of domestic weaves in brown, grays and blacks, beautifully made up and finished, and tailored with the taste of custom goods. These sold all season for \$25 and \$30 – what do you think I have marked them now? - \$18!

“Come in and look them over. It’s just like having a brand new fall stock to pick from – at end-of-the-season prices, only no end of a season ever before had values like these.

“Come tomorrow – Tuesday – for they’ll go quickly.”

All of which is but another way of saying that there is no yardstick with which to measure the length of letters with absolute finality. Some letters must just naturally be long – but watch out for disappointments from the letter that is unnaturally long.

And there are no hard or fast rules about writing letters which endeavor to make customers friendlier, either. Study the Climax Creamery Company letter on page 109. It gives facts, and plenty of them – facts of the sort that mean something to its recipients. Then it makes use of an illustration, omits the usual salutation, features lines in capital letters, ends with a variation of the customary “Yours truly,” puts the city and date line at the bottom, and adds an attention-getting line at the very bottom of the sheet.

But would business letter writing be as stimulating, would it hold the opportunities it does, if all its problems could be reduced to rigid rules? How much better to study letters that are known to have made good, and the sound principles underlying them, as well as almost all effective letters, and then to strike out independently for your own objective, testing your progress carefully by means of test mailings!

IT ALWAYS PULLS 18% TO 20%

About 30 letters like the one illustrated here are sent out daily by Yegan Brothers, bankers of Butte, Montana, to new residents. “These letters cost us

approximately \$11 a thousand, including cost of stationery, printing and lithographing,” explains Herbert W. Moses, the assistant cashier, “and we get the list through a concern that keeps in touch with new families moving to the city.” A similar letter – simply, frankly telling of the service offered – would undoubtedly help any business that goes to the slight amount of trouble involved in obtaining such a list. Notice how a postscript is used to “introduce” the enclosure, which is depended on to supply details.

MAKING MORE FRIENDS FOR A BANK

YEGEN BROS. BANKERS

— **CAPITAL \$100,000,000** —

C. YEGEN, PRESIDENT
P YEGEN, VICE PRESIDENT HERBERT W. MOSES, ASST. CASHIER
BARTON B. DAKIN, CASHIER C. L. DONEY, ASST. CASHIER

BUTTE, MONTANA.

July 7, 19 –

Mr. H. L. Brierly,
902 Cedar Street,
Butte, Montana

Dear Mr. Brierly:

Surprised – we’ll say so. Hope you like your new residence. Oh, yes, we are always on the job hunting up new ways to be of service to our customers.

Customers – we have a great many and we call them friends. They will tell you, if you ask them, that our assistance has been of the greatest value to them, a friend as it were.

This Bank prides itself on being a good friend and a friend in need to its customers. Our assistance has helped many of them to struggle through hard times and we have aided them to make the best of good times.

OUR QUARTERLY INTEREST SAVINGS PLAN is helping hundreds of people to increase their savings accounts and to a prosperous future. Let us show you today what can be done for you through a Savings Account under this plan with the Yegen Brothers, Bankers.

You are invited to come to this financial institution in the same matter-of-fact way that you enter a store to secure merchandise or service. You will find a welcoming interest in whatever matter invites attention, whether it be depositing money or any other banking service.

Besides, weren’t safety deposit vaults very reasonably – some for as low as a cent a day. Also, we handle foreign drafts to all countries at lowest rates.

Don’t forget that this is Your Bank – that it will be useful to you just to the extent that you make use of it – “Put us to the test.”

Cordially,

BBD:MOC

Cashier

P.S. Enclosed herewith find a good story. It is well worth the reading.

61% RETURN PROVES IT!

"There is a man in Boston who has a unique way of making a living." Who wouldn't be interested by that sentence? Most people are – and then they keep on reading to find out what it is all about. After they have read more than halfway through, the Big Idea is presented. Was the letter effective? It certainly was, for 2,571, or 51%, of the 4,216 Toledo executives who received it filled out and returned the card. This is of course a "gift" proposition – but those with the widest experience in sales letter writing know that it is not easy to even "give away" something unless a well constructed letter be used. It is very important that a good "opener" be planned for every sales letter – and the best opener is the one that awakens a bond of sympathy between the prospect's mental attitude and the Big Idea you are trying to convey. The results it "pulled" make this letter worth study.

MAKING TRADE FRIENDS FRIENDLIER

HARRY J. VORTRIEDE, PRESIDENT Wm. C. MANZENDACHER, 1ST VICE PRESIDENT Thos. A. WADE, 2ND VICE PRESIDENT

TOLEDO TYPOTHETAE

407-8 Meredith Building
Toledo, Ohio

EXECUTIVE COMMITTEE
OFFICERS AND
FRED W. HAIGH
CHAS. N. BALLMAN
FRED J. WENZEL
FRED C. RAUSCH
JOHN H. CROW,
SECRETARY:MANAGER

TELEPHONES:
HOME, MAIN 3354
BELL, ADAMS 2730

February 14, 19 –

Edward Rahl, President,
Rahl and Bennett,
Toledo, Ohio

Dear Sir:

There is a man in Boston who has a unique way of making a living.

His tools are a pencil and a pad of paper, and with these simple implements he has promulgated selling plans which have revolutionized the business of his clients. Most of them doubled, or more than doubled, the volume of their sales in 19 --.

His methods mean more profits for almost any business.

The American Writing Paper Company has employed this man, at a compensation exceeding \$150,000, to write a series of booklets describing these methods, and twelve of these are available for the use of every Toledo executive.

If you will fill out and mail immediately the enclosed postal card, these booklets will be sent without charge to every person whose name you list on the card.

Let us have for this purpose the name of every partner or proprietor in your firm, if unincorporated. If incorporated, the name of each of your officers. In either case, give also the name of your sales manager, advertising manager, purchasing agent, and department managers or buyers.

This offer, made without obligation of any kind on you, is the contribution of the Toledo Typothetae to the up-building of Toledo business in 19 --.

Please be prompt in forwarding your list.

THE TOLEDO TYPOTHETAE

JHC-ki

Secretary

Chapter IX

Keeping The Outstanding Accounts Liquid

ON no other class of direct-mail work does impulse, and the part it plays in making people act, exert a more important influence on results than in collecting. The need of an impulse to prompt action at the critical point in all other classes of letters is no less essential, but that the strength of the impulse which the collection letter must carry is of the utmost importance, none will dispute.

All letters that seek to persuade the reader to act must have weaved into them two things: first, the correct motive for impelling action, and second, an impulse to start that motive working. But even though your collection letter may contain both of these essentials – as well as the several other elements of good letters covered in the text of the previous sections – unless that letter starts off with an interest-attracting opener and a strong action-impelling clincher, its chances of full success are doubtful.

Perhaps you wonder why collection letters come last in this report. Well, for no other reason than that each and every result-pulling collection letter must contain more of the fundamentals of good letters than is required of any other type. And, at that, the influences which make for greatest success in all letter writing must be more carefully weighed before using in the collection letter than for any other type of letter.

For instance, the collection letter must be frank. It must get the money and, at the same time, retain the customer's good-will. And not infrequently, it must do this in the face of an in-hand order – in short, decline to ship a new order until an overdue account is cleaned up, and still not lose the new order or jeopardize future business. The selling letter has many hard jobs to perform, the other types must beat and solve a variety of difficult situations, but a collection letter which would successfully cope with the problem just outlined would tax the resources of the most expert letter writer.

That the job isn't by any means impossible is evidenced by the A. & B. Box Company letter on page 121. There is a letter that has "never failed to accomplish its purpose" – certainly a most remarkable record. The "your interest and mine" appeal so aptly summed up in the closing paragraph –

indisputably a fair view-point – accounts in large part for this letter’s phenomenal success.

IT HELPS COLLECT 90% OF SLOW ACCOUNTS

When a debtor doesn’t respond to the first two requests for settlement, the Indianapolis Chair and Furniture Company sends him this letter. It’s an appeal to his sense of fairness and still gives him an opportunity to report anything that is unsatisfactory, with the assurance that a prompt adjustment will be made to his satisfaction. But at the same time it contains a threat that the account will be placed for collection unless he’s heard from before a specified time. If he does not reply the telegram is sent as a “whip.” The combination has helped to hold collections up to 90%.

USING A TELEGRAPHIC COLLECTION “WHIP”

INDIANAPOLIS CHAIR & FURNITURE CO.

C.B. WILSON, PRESIDENT - W.L. HOSKINS, VICE PRESIDENT - W.J. NEUKOM, SECRETARY & TREASURER

Manufacturers

FANCY CHAIRS  DINERS ROCKERS
AURORA, INDIANA

Willis-Giles Co.,
Rockport, Ind.

August 29, 19--

Gentlemen:

We are just wondering why we have not received a reply to either of the two letters written you recently with reference to the enclosed account.

You understand from your own experience that in order for us to meet our obligations and remain in business, it is necessary for us to collect our accounts promptly. However, we wish to cooperate with you in every way possible, and would be glad to grant an extension of time whenever the circumstances warrant it, but we of course are unfamiliar with the condition of your business, and conditions generally in your locality, and we cannot know how to cooperate with you unless you will advise us.

We would therefore appreciate very much your remittance by return mail, or advice as to why the account should not or cannot be paid at this time; and as we are asking no more than the courtesy you would expect from your own customers, we trust that you will respond promptly to this request, and that we will hear from you without fail before September 1, and thus avoid the necessity for drastic action.

Yours very truly,
INDIANAPOLIS CHAIR & FURNITURE CO.

Credit Manager.

WESTERN UNION TELEGRAM

Form 1203

RECEIVED AT 103FY FND 38

Send the following message, subject to the terms Sept. 1, 19 –
on back hereof, which are hereby agreed to.

TO: _____
Street and No: _____ - No.4 - _____
Place _____
Have not yet received reply our letter August 20. Please wire
Immediately as definite action will be taken on this matter September 5.
_____ Indianapolis Chair & Furn.Co. _____
Sender's Address _____ Sender's Tele-
For Answer _____ phone Number _____

IT GETS THE MONEY

No one likes to receive dunning letters, and A.R. Wilson, secretary of the Auto Equipment Company, keeps that fact firmly in mind when he writes collection letters. Here is one that he uses to collect slightly overdue accounts. It is shaped in the form of a friendly request at which no one could reasonably take offense. "Whatever success I have had in the handling of credits and collections," says Mr. Wilson, "I feel is due to the fact that I am willing to view the debtor from his standpoint, and after once convincing myself that he is entitled to credit, I consider him upright and fair in his dealings until he has proved himself otherwise."

FOR THE SLIGHTLY OVERDUE ACCOUNT

THE AUTO EQUIPMENT CO.

**AUTOMOTIVE SUPPLIES
GARAGE EQUIPMENT
DENVER COLO.**

WHEN REPLYING TO THIS LETTER
WRITE ATTENTION
A.R.W.

June 17, 19 –

Mr. R.E. Rice,
610 Drake St.,
Denver, Colorado

Dear Mr. Rice:

In the majority of cases our customers pay us promptly, and when they do not, it is usually a matter of having overlooked or forgotten it.

We are sure this friendly little reminder will be accepted in the same Good spirit in which we are sending it and that remittance will be forwarded Promptly.

Thank you.

Yours truly,

THE AUTO EQUIPMENT COMPANY

ARM:v

It all goes right back to the same old fundamental: The nearer the close comes to actually starting the motive for action, the better it is. To further emphasize the point, take the following letter – successfully used, with slight variations to fit specific cases, for more than a year by a large wholesaler – and analyze the closer. In this letter, the customer’s motive – protecting his credit – is started on the task of bringing in the money. Study the close, the last paragraph of the letter, carefully, and you’ll see how easy it is to work the same clinchers into your letters:

“There are two invoices on your account which are overdue, as you will note from the enclosed statement.

“Feb. 5	\$131.26
“Feb. 22	<u>234.10</u>
“Total	\$365.36

“We realize that your purchases must be heavy at this season of the year and are glad to note a continuance of orders coming our way, but we must, both of us, see that we do not lose sight of the terms on which your trade can be profitably handled.

“Will you, therefore, look over the enclosed statement and see if you cannot send us a check for the overdue balance, or write us on what date we may draw on you.

“If you prefer not to send a check at once, shall we draw on you for both overdue invoices together at a convenient date – say April 10 – or for one invoice on that date and the other 10 days later?

“Yours very truly,”

Just to prove the effectiveness of letters built along these lines, examine the close of other letters quoted below.

“Thanking you in advance for your prompt attention to this matter, we are _____.”

What about that ending? Rather spineless, isn’t it, and not at all out of the ordinary? And the rest of that letter was really exceptionally strong – it went after the debtor in no unmistakable terms – but it fell flat, nevertheless.

Now look at the close which wrecked another collection letter, otherwise strong:

“We do a large volume of business at the very lowest possible margin of profit and we simply have to make close collections in order to buy goods of standard manufacturers and at the same time keep our large stock up to the standard at all times. We remain _____.”

HERE’S ONE THAT COLLECTED 90%

Why not try a collection letter that makes you wonder what it was all about as you began to read it? Here is one. Did it get the money? It certainly did, and this is the reason why it did: It is written from the debtor’s side of the fence. Altogether it is the kind of a letter that gets the check but causes no ill-will. Before this letter was used, The Challenge Machinery Company had on its books 40 accounts which totalled \$800, and some of the delinquents were hardened ones, too. But that made no difference, for within a few days \$718 of that \$800 had been collected!

COLLECTING WITHOUT LOSING THE CUSTOMER

THE CHALLENGE MACHINERY COMPANY

Profit-Producing Printing Machinery & Printers' Utilities

Cable Address
"Challco," Grand Haven

General Offices and Factory
GRAND HAVEN, MICH, U.S.A.

CHALLENGE CREATIONS

July 5, 19 –

Mr. John Platt,
Meadville, Pa.

My dear Mr. Platt:

Sounds good to you too – eh?

Vacation days are here – the gladdest of the year. After fifty
Weeks of "sticking at the desk," such a holiday is most keenly
Appreciated.

In order to derive the utmost enjoyment out of a vacation, one
Wants to have all the petty details of business cleaned up and banished
From mind.

We can do this with YOUR help and know upon reminding you
That you will be glad to let us have a check for \$20.50 to cover invoice
Of March 26, thereby removing one more of the little details and thus
Enabling us to better enjoy the holidays.

Statement is enclosed. May we be favored by return mail?

Yours very truly,

THE CHALLENGE MACHINERY CO.

Treas.

RGW-SHK

ADDRESS ALL COMMUNICATIONS TO THE COMPANY

GETS A REMITTANCE FROM 60%

Like other business houses which sell on credit, the Shipman-Ward Manufacturing Company has customers, who, nine times out of ten, pay their bills promptly, but who that tenth time, fail to meet their obligations when they fall due. What about this type of debtor? Should he be sent the regular collection letters? His past record entitles him to more consideration than the chronic "slow pay." How to show him that consideration and still get the money is the question, and this letter has answered it. At least that is what C.M. Peterson thinks about it, for with it he has collected 60% of the accounts to which it has been sent.

COLLECTING FROM "GOOD BUT SLOW" ACCOUNTS

SHIPMAN-WARD

TYPEWRITER EMPORIUM

CHICAGO

TELEPHONE RAV.6430

September 20, 19 –

Mr. John Roth,
Danville, Ill.

Dear Customer:

Those who arise regularly usually awaken on the dot. They don't need an Alarm clock except merely as a secondary reserve in those rare instances in which they fail to awake as usual.

It is just thus with those who regularly pay promptly. They don't need a Reminder except in those very rare instances when through an oversight or Error they fail to pay as usual.

This letter, then, comes as a secondary reserve to remind you that \$5.00 Payment is past due and ought to be paid now.

TODAY – before you forget.

Very truly yours,

SHIPMAN-WARD MFG. CO.

CMP:T

Collection Department

It isn't at all difficult to ferret out what is lacking in both of the closing paragraphs just cited – an impulse to start the reader's motive is not provided. The reader, instead of being stimulated to act, gets a real "let-down."

And so it goes. Otherwise strong collection letters either fail absolutely or fall far short of maximum results simply because the clincher doesn't clinch. And what's true of collection letters is true, also, of all other letters – the fundamentals of good letters are common to all classes.

The action-impelling part of a collection letter is, without doubt, its most important element. But there are a multitude of other points which cannot be overlooked if greatest returns are to be secured. The appeal to the reader's sense of fairness – an appeal which is very powerful – and the will to smooth out errors, as expressed in the Indianapolis Chair & Furniture Company's letter on page 114, are essentials of better collection methods.

Then too, in no other type of letter is a humorous approach more worth while. Look at the Charles Warner Company letter on page 123. There's a letter that doesn't tear down any of the good-will it has taken years and thousands to build up. And does it get the cash? It most surely does – in fact, this approach rarely ever fails.

Haven't you often gotten the idea that your collection letters were not receiving the attention you felt they should – to state it plainly, that they found their final resting place, in the waste-basket, very shortly after their receipt? You have. And in a large number of cases, that impression was a fact one. But that's to be expected when the letter is uninteresting – and on top of being uninteresting, unpleasant.

Just take a glance at the Challenge Machinery Company letter on page 118. He would be a hardened debtor indeed who wouldn't read that letter through to the end. The "what's-it-all-about" slant takes the curse off of the letter's mission. Further, approaching the problem from the customer's view-point, as it does, it is hard to conceive how the letter could arouse any ill will. For that matter, the records show that it didn't. Get the money? Most assuredly, yes; the caption on page 116 proves this.

Looking at the collection problem from another angle, perhaps one of the greatest curses of many collection managers is an inability or unwillingness to accord the delinquent the same consideration they'd expect under similar circumstances. The necessity of looking at the proposition through the eyes of the one who is going to read your letter has already been pointed out. Assuming that this is the view-point of the collection correspondent, the next step, in the logical development of the "dunning" letter, is to consider just what extent of consideration you'd expect did you find yourself in the shoes of the debtor. In many cases, the success or failure of the attempt to collect is settled when a decision on this point has been reached.

“NEVER FAILED TO ACCOMPLISH ITS PURPOSE”

How to collect the money without the loss of the account or the customer's friendliness for the house is a problem that must often be met by every firm, and one that is not always solved satisfactorily. When an order is received by the A. & B. Box Company from a dealer who owes a long overdue balance, the letter shown on this page is used to get the money. The writer goes about it frankly and preserves a nice balance between friendliness and business. By putting in your own collection letters this same “your interest and mine” appeal, you, too, should be able to say, as A.B. Lefkowitz does of this letter, that it “never failed to accomplish its purpose.”

COLLECTING PAST DUE MONEY AND HOLDING NEW ORDERS

The A & B BOX Company

MANUFACTURERS OF
WOOD BOXES. CRATES & SHOOKS.

1196 EAST 152ND STREET
CLEVELAND, OHIO

February 5, 19 –

Rogers-Bent Company.
Marietta, Ohio

Gentlemen:

We thank you for your order of January 29.

Before filling this order we thought it best that we write you about your account. Do you realize that your previous account for \$175 is now overdue nearly four months? It may have been overlooked, although your attention has been called to it several times.

We are pleased to grant our customers reasonable accommodations, but when we allow them to keep ordering more goods without settling for their old obligations, we feel that we are doing both ourselves and our customers an injustice.

Please understand that we appreciate your business very much, and try to merit it by the quality of the goods we sell and the service we render. We hope, therefore, that you will send us your check for this old amount by return mail, and upon its receipt we will give your new order prompt attention.

We hope you will look at this matter in the same light as we do and that you will give this your prompt attention.

Yours very truly,

A. B. Lefkowitz.

5% OF HARDENED DEBTORS SETTLED

It cost the American Security Credit Company \$28.17 to get out 1,000 of these letters, all to hardened debtors who had made no response to previous correspondence. Because it is personal in tone and written in a way that presents the situation clearly and forcefully, it has succeeded where other collection letters have failed. Approximately 25% sent replies to this letter, and of these one-fifth made payment of some sort. "In view of the class of claims these letters are sent on," says P.M. Gerwitz, Jr., "this is excellent."

FOR COLLECTING "DEAD" ACCOUNTS

AMERICAN SECURITY CREDIT COMPANY

AMERICAN SECURITY BUILDING – 117 N. BROADWAY
ST. LOUIS, MO., U.S.A.

INVESTIGATIONS
OF
CREDIT STANDING
SPECIAL CREDIT
REPORTS
TRACING SYSTEM

IN ANSWERING THIS LETTER
BE SURE AND MENTION
NUMBER
3115

September 15, 19—

Mr. John Smith,
219 S. La Salle St.,
Chicago, Ill.

Dear Sir:

On my desk is a request for a special investigation of your credit record. These matters never come to my attention until the debtor has refused to reply to our courteous request for information as to why a claim remains unpaid.

After going over the office records of your case, I find that you have received letter inquiring why you have not paid the claim noted below. This request was written to you with the intention of saving you embarrassment, annoyance, and expense of legal action.

In appealing to your good judgment and sense of fair play, I WANT YOU TO WRITE ME PERSONALLY just what the trouble is in your case. It is possible, of course, that you are not in a position to pay the claim in full, but can do so in instalments. Tell me when and how you will be able to pay.

I am unwilling to believe you will force us by silence to refer this to attorneys, which will become our duty, much to my regret. This case will be held for your reply, if attended to promptly.

\$28.00 due to
Standard Oil Co.,
Chicago, Ill.

Yours very truly,

P. M. Gerwitz, Jr.
Ass't to President

IT GETS THE MONEY – AND A SMILE

There are many ways of going after collections: not all of them good by any means. Some collection letters will “get the money” – but at a needless cost in lost good-will. Here is one that will certainly not offend any delinquent. Its writer has kept in mind that most people will rebel if driven. Although accounts are followed up vigorously by the Charles Warner Company, still they try to inject a little humor into all their collection letters. And their method has been very successful: in an off-season collections ran over a quarter of a million dollars.

HOLDING THE DEBTOR’S GOOD-WILL

EXECUTIVE OFFICES,
WILMINGTON, DELAWARE

PHILADELPHIA, PA
MORRIS BUILDING

NEW YORK,
18 EAST 41ST ST.

CHARLES WARNER COMPANY
MANUFACTURERS & DISTRIBUTORS
LIME - LIME PRODUCTS – SAND – GRAVEL – CEMENT – PLASTER – PIPE

Wilmington, Del.

EASTERN SALES AGENT
FOR
AMERICAN LINE AND STONE COMPANY
HIGH CALCIUM
LIME AND LIMESTONE PRODUCTS

July 12, 19 --

Smile, Please !

You are told when the photographer wants to get a cheerful, happy picture of you.

Smile, Please !

We are not about to take your picture, but instead, we are going ask you to send us your remittance, in settlement of account now due.

Smile Awhile – and life’s worth while because you smile.

Very truly,

CHARLES WARNER COMPANY

JS-AED

Manager Collection Dept.

P.S. When we receive your check – we’ll smile too.

Examine the Shipman-Ward Manufacturing Company letter on page 119. Did the writer take it for granted that all of those owing his company were “deadbeats”? Of course not; but that’s exactly the attitude of many houses. Instead, by evidencing a spirit of consideration, Mr. Peterson not only assured the success of his letter, but also, “did unto others as he would have them do unto him.” And not at all an unfruitful attitude either, as the results demonstrated.

That’s one side of the collection problem. There is another. While a certain class of debtors rate consideration in one degree or another – and the experienced find that it pays to go to the trouble of picking out and segregating this class – the “other” sort referred to above applies to the last classification of debtors – the hardened, “dead-beat” type. That brings us to the question, “What is the best way to handle accounts falling under this heading?”

Naturally, there are many ways to go after this type. To pick out any one and say, “This is the one best way,” might possibly be misleading. But to point out the manner in which the most successful have handled this phase of the problem will suffice for the alert. And that method comprehends the presentation of the final appeal in a personal tone, and states the situation clearly – in short, in an air-tight manner.

The American Security Credit Company letter on page 122 is an example of the very finest collection effort worked out along these lines. Go over it carefully. Note the clearness in every statement. Try and find a loop hole through which the clever debtor might slip. Of course, there are none such. See how a personal atmosphere is created. Don’t fail to note that the complete burden is placed where it should be. In short, the letter is air-tight. The reader can get no other impression but that it is a case of “come through now, or take the consequences.”

And that’s just the kind of letter that gets action from the slow-pay “dead-beat.”

Grasp this angle of letter writing – the successful prompting of immediate action – learn how to work it into your letters, and you will truly be on the way in developing yourself as a master letter writer. Then, step by step, arrive at a point until you can apply all the other fundamentals taken up in this report. There remains but one thing more – keep an eye on what the other fellow is doing. Collect his letters, study them, utilize the same methods others use for getting results. That’s the real purpose behind the letters in this report – to point out to you the “how” of adapting the other man’s ideas.