

PRINCIPLES
OF THE
MAIL ORDER
BUSINESS

BY ARTHUR E. SWETT

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Paul

MAIL ORDER
BUSINESS

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WEATHER IN CALIF.

to Paul
10/10/10

Preface

I present the sixth edition of Principles of the Mail Order Business with the hope that it will be found of interest to mail order men and those who desire to start in this business. The information this book contains is put in compact form.

Should you desire my services in any branch of mail order advertising, whether placing, designing, writing or illustrating, I should be pleased to hear from you, and will give your letter prompt and careful attention.

I can be of service to you, no matter what stage your business has reached. I have the capital and facilities to handle an appropriation in the mail order papers of any size and can put you in the right direction towards making money, as I do not work from theory, but practical experience.

The numerous advertisements shown in this book have been written and placed by me in various "mail order" papers throughout the country.

Respectfully yours,

Arthur E. Swett.

Principles of the Mail Order Business

CHAPTER I.

Introductory Remarks.

There is no doubt of the fact that the mail order business is the great money-making field of to-day for the bright man with a few dollars capital, who knows how to take advantage of his opportunities.

Here in the United States and Canada we have nearly 100,000,000 people, and you can reach them all through your advertisements and circulars. Even those who cannot read and write can be reached, for even though they cannot read your advertisements you can find agents who will reach them and transact your business for you. Out of this vast army of people, if you cannot succeed in doing enough business with them to make a living, there is probably no other business in which you could succeed.

CONDITIONS FAVORABLE.

Conditions are certainly favorable for starting a mail order business.

You do not come in personal contact with your customers, but influence them entirely through advertisements, printed circulars, catalogues, etc. There are many things that people will buy by mail that they cannot get at home. You can also sell your goods at wholesale to agents who will send cash with every order, so that you make an immense profit on every lot of goods that you sell.

You can put on the market through this method some article of your own invention or manufacture, or you can obtain such goods in quantities from other manufacturers and put them on the market in your own way. There are a number of firms who make a specialty of manufacturing goods suitable for the mail order trade, such as novel-

ties, useful household articles, medicinal specialties, etc., whose names are given in another part of this book.

Just what articles you will select and just what methods of cataloguing or describing to employ, which would involve other details, are, of course, matters to be considered in each specific case. It is useless to say that you must have enough business ability to work these out for yourself.

The aim should be to arrange for mail order sales either direct to the consumer or through agents who will be allowed a suitable commission.

STILL ROOM IN THE MAIL ORDER FIELD.

Some pessimists are inclined to think that the mail order business is being overdone, and that there is a reaction among the people at large against this form of trading.

Of course it is not so easy to succeed in the mail order business now as it was a few years ago, when there was much less competition. This is especially true in case the business is started and conducted along the same lines as followed by scores of other mail dealers. But the man with an original and meritorious selling scheme, or a novel and useful specialty, need not hold back because there has been some dullness in the mail order trade during the past few years. The concern with a reason for existing, that will advertise its goods persistently and well, is as sure of succeeding as ever.

The people are prosperous and have the money to buy. The scores who went into the mail order business on five dollars' capital during the past few years are being weeded out. The field

is being left open for those who have their own plan and their own literature.

The great mail order successes are in the future, not in the past—never doubt that fact. Desirable goods are still being sold in immense quantities by mail. Both new and old concerns are getting their share of this business.

The aggregate of the mail order business done is increasing steadily. Even the scheme of a fakey order, which offers much for little and gives little for much, is still drawing, where it is cleverly devised and convincingly written, but this is not the most profitable branch of the mail order business.

The mail order houses have done for country consumers what the department stores had already done for urban and suburban purchasers—established a fairer range of prices. Even where the country buyer does not patronize the mail order man, he is benefited by mail order methods. He gets the opportunity to buy a better grade of goods in a wider range of styles at a far smaller margin of profit than he would be obliged to pay if it were not for the mail dealer's competition.

"The old order changes, giving place to new," and the new order is a far better one for the great mass of the people. Of course, country middlemen who expect as large a profit for merely handling the article as the manufacturer gets for it after purchasing raw material and putting it out ready for the market, will not think much of the new way. But the fittest will survive and adapt themselves to the new order.

REQUIRES BRAINS AND TIME.

To get established in a paying mail order business requires brains and time. Of course, some money is needed, but if that is not plentiful, the business can be started on a very small scale and gradually developed.

If you have no idea as to what specialty or line of goods you will take up, write to the different manufacturers, etc., and make your selection; also read the advertising that appears in the papers, magazines, etc., that reach country people and see what others are advertising by mail. Do not copy anyone else's scheme, however, and as far as possible avoid imitation, but pick out all the good ideas you can.

Mail order firms come from every

conceivable source. There are many manufacturers of staple articles who want to do more business than their present method of doing business through jobbers will allow. These sometimes start a retail mail order business under a different name so as not to conflict with their regular line, and they find it a quick and easy method of building up a profitable business. An advertisement in a paper, offering some specialty at a lower price than it can be secured at the local store, has enabled many a manufacturer to get in money quickly to weather a financial storm.

GETS RETURNS QUICK.

There are many large general advertisers who, many imagine, must be making fortunes, simply because they are spending a great deal of money, who may not even be getting their money back and probably will not for many months to come. General advertising is simply an investment, and it requires a long time to realize on it. On the other hand, there are hundreds of small mail order advertisers who have large places of business and employ dozens of clerks, who are really making money from the results of small ads that these big announcements seem to overshadow. It is simply because the mail order advertiser gets his returns direct and quick and turns his appropriations over and over again, while the general advertiser is compelled to keep on spending more money or lose the results of everything he has put in it.

NOT INTERFERE WITH REGULAR TRADE.

The business that he does direct with the customer would not interfere with his regular trade. It would come from sections of the country where he would not be represented by stores. Should an order come from a section in which he was represented, the sale could be made by allowing the dealer in that section to handle it.

The business that is done by mail is all cash business. Mail order buyers do not expect, nor ask for credit.

The business is also done on a low margin of expense. There is no store rent or clerk hire—the only cost to be

added to the cost of the manufacture is that of advertising.

If you are already doing a successful business on a small scale, it is safe to assume that you have a meritorious article that could be sold far more widely if you would but tell the people about it. That's advertising—by its means you can reach practically the whole American public.

The cost of advertising in mail order publications is cheap and results are a certainty in the right mediums and with attractive announcements.

Many manufacturers have taken advantage of the opportunity presented to them, and no doubt many others will, too, when they become fully alive to the richness of the mail order field.

To give an idea of what it would cost to attractively advertise an article of merchandise in such a manner as to sell the goods direct from the advertisement, it is only necessary to state that the rate per line per thousand circulation, in the monthlies that circulate among mail order buyers, is, after deducting discounts, about one-third of a cent per line per thousand circulation. That would mean that by using a space of six inches, every thousand papers in which your announcement appears would cost you about 28 cents.

By using a six-inch space you have an advertisement so striking that every reader of the paper could not help but see it.

That would mean that for every twenty-eight cents you can have one thousand possible buyers read your advertisement. The number of readers that would respond to your advertisement would depend upon what the article was and the price at which it was offered.

THE MANUFACTURER'S OPPORTUNITY.

Economical distribution of a manufactured product is quite as important a consideration to the manufacturer as economical production. It is true, a large volume of business can be built up through the old channels of distributing through wholesalers, jobbers and retailers, maintaining an expensive corps of salesmen and depending largely upon the efforts of retailers to build up a demand for the product. The experience of scores of manufacturers in re-

cent years, however, proves that a much better way to quickly and effectively create a demand, and economically to supply it, is by the institution of a mail order system or department which serves as a direct medium between the manufacturer and the consumer.

The opportunity for doing a profitable mail order business is one which the manufacturer cannot afford to ignore in face of the tremendous amount of evidence that it is a practicable and profitable undertaking.

To market an article through mail order advertising means to quickly introduce it to the most responsive buying public on earth. There are, in the United States alone, millions of people who depend upon the advertisements in their favorite family papers to supply nearly all their wants. It must be clearly understood that mail order business does not consist entirely in catch-penny trade with boys and girls. True, this trade which superficially appears inconsequential and trifling, is an exceedingly and highly profitable branch of the mail order business. From the manufacturer's viewpoint, however, any article of merit, which can be sold at all, can be marketed through mail order channels, and this can be done far more cheaply and a great deal more quickly than through the usual chain of salesman, wholesaler, jobber and retailer.

There are two plans followed which are known to be successful and in which successful methods are, at this time, pretty well known. The first consists in establishing a mail order department, or in marketing the entire output of a factory by mail, by means of advertising in various publications, and following up with catalogues, circulars, price lists, form letters, etc. Many manufacturers establish such a system and maintain it to the end without attempting to work in connection with the retailer. The business becomes simply a mail order business, dealing directly with the consumer and filling orders directly from the factory. An example of this plan is the Kalamazoo Stove Co., whose advertisements, usually headed "A Kalamazoo, Direct to You," are familiar to the mail order buying public of the entire United States. The other plan is instanced by the Ostermoor Mattress Co. and the Regal Shoe Co. These concerns first built up a large demand for their product, soliciting direct mail or-

ders and filling these orders direct to the consumer. Later, however, after the demand was well established, they transferred the business to dealers, thus achieving their end of placing their products on sale everywhere with retail dealers without the intervention of either wholesaler, jobber or salesman.

By either of these plans a manufacturer is enabled to provide practically a limitless outlet for a product, and it is easily proven that the selling cost by this plan is ridiculously small, compared with the selling cost by the complicated method of marketing through middlemen. A given quantity of any product can be sold much quicker, credits and losses are entirely eliminated, because mail order business is a cash business, and a demand once created becomes an asset of the manufacturer and may not be transferred to some other manufacturer or product through the caprice of salesmen or retailers. Competition is no more keen in the mail order business than outside of it. Such a business is more satisfactory in many ways, requires a smaller organization for the handling of a given volume of business, and if rightly conducted, invariably shows a larger margin of profit accruing to the manufacturer than he could otherwise hope for.

Time after time, a manufacturer whose business might be said just barely to exist, has turned the tide in his favor and achieves a gratifying—even phenomenal—success, by inaugurating the mail order method of marketing his product.

The chief requisite in launching such an innovation is for the manufacturer to get in touch with some one capable of making an intelligent and searching analysis of the product, the field, etc., and of creating advertising and literature which will be effective, selecting mediums, which are adapted to the proposition and will produce results, and looking after the many details which necessarily arise, wholly apart and aside from the mere receiving, handling and filling of orders. It has been convincingly demonstrated that this part of the thing can best be done by a properly equipped advertising agency, which has a record of success with this particular class of business. The agency of which I am the executive head has been very suc-

cessful in placing the business of manufacturers at once upon a successful basis. Correspondence is solicited from any manufacturer who may be considering the advisability of instituting a mail order department, or of changing his method of marketing his product to the mail order method.

THE WHOLESALE MAIL ORDER TRADE.

If you are a publisher, manufacturer or jobber, and have goods which are adapted to the mail order trade, it will pay you well to arrange to supply mail order dealers at wholesale rates, should you not care to deal direct with the consumer.

If you have a good article or line of articles, and will advertise them, you can in a short time make arrangements with scores of hustling advertisers and circular mailers to handle your goods.

To attain the greatest measure of success in this line, however, you should have a good line of advertising matter prepared describing the goods, and supply such dealers as do not care to go to the expense of having matter written, printed and illustrated for their own exclusive use. You should not attempt to make a profit on the advertising matter, but should sell it to dealers at cost. This literature should, of course, be well gotten up; the amount of the sales will depend upon this. You can well afford to have an expert write and illustrate it. It should be well-printed on a fair grade of paper, and should not give the impression of being too cheap. Having the matter electrotyped and run off in large editions will reduce the cost so that you can sell it to dealers at a price lower than they would have to pay for crude, poorly-printed stuff, if ordered in small quantities at a printer's. Electros should be furnished such dealers who are getting up a catalogue of their own and wish to list any of the articles that you handle. In fact, if you want this trade, you should give dealers every inducement to handle your goods. Most houses which wholesale articles for the mail order trade fill orders direct to the dealers' customers, charging enough extra on the one article to reimburse them for their trouble, of course. It is advisable to do this, especially in case of higher priced articles. Many manu-

facturers have lately gone into this line, to the great increase of their sales and profits. You do not need to have a small novelty in order to do this kind of business, though a meritorious novelty is a good seller. Any standard line can be sold by mail order dealers; if it is not generally handled by country dealers, so much the better. If it is different from a similar article usually kept in stock by retailers, and the difference is of such a character as to give the advertising man a chance to exploit this difference as making it more meritorious, well and good. If you can sell it at a price which will enable the mail order dealer to undersell the retailer, or claim to, this is another advantage. Merely being different will often make goods sell to the country trade. There are lots of people who do not want the same kind of articles as their neighbors have. There are firms already supplying stock catalogues and circulars of many lines, but there are plenty of openings for desirable goods. Every mail order man is continually on the lookout for such.

If you wish to go into this branch of the business, I will prepare the mat-

ter and illustrations for your stock circular, booklet or catalogue. If I get this matter up, you may depend upon it that it will pull the orders for your customers. It will be of such a character that its strength will be evident to any mail order man of experience who gives it a casual examination.

You should also have a good strong form letter to send out to inquirers. In this form letter you should call attention to the merits of the goods, and to the fact that the articles will give the purchasers satisfaction so that they will order other goods, that this is necessary in order to make the mail order business profitable, selling standard lines. You should call attention to the stock advertising matter enclosed, tell them it is proving the strongest kind of a puller, as all who have sent it out testify. Then give prices on the circular matter, with imprint and without, and price on the goods in large lots, and on one article shipped separately to a customer.

I will write up all this matter for you, in a way that will assure you a successful start in the wholesale branch of the mail order field.

CHAPTER II.

Some Essentials of Mail Order Success.

Whatever the line of business, there are certain elemental essentials of success similar in all cases. First place, you must have goods to sell. They must be goods of merit which will give satisfaction and which can be sold at a reasonable price. If you are already in some line of retail or wholesale business, but wish to branch out and sell by mail, you have a good opportunity to establish a mail order business. Perhaps you have some family remedy which you know to be a good thing, and which has accomplished cures, or perhaps you have a patent on some article, or perhaps you are doing some business in the regular channels of trade and wish to enlarge your business by entering the mail order field. In any such instance it is first necessary to provide the goods which you will sell, or, at least, make definite arrangements so they can be procured promptly when needed to fill orders.

Again, you may have no idea as to what you will sell, but merely have a desire to start in some business for yourself in which there would be opportunity for the creation of a solid, substantial, permanent business to which you could devote your life. You could not do better than to consider the mail order business in this connection, but if you do you should consider well what you are handling or what branch of the mail order business offers the most promising field.

It is here in the selection of a line of goods or a proposition that the guidance and counsel of an experienced and conscientious mail order man is of tremendous value. Much money is wasted in ill-advised ventures which could not be a success for any one of a hundred reasons, but which might look very promising to the inexperienced novice depending upon his own judgment alone, or the superficial appearance of success presented by similar propositions.

A careful decision with reference to

the proposition which will be taken up, or the line of goods which will be sold, is of the utmost importance and should not be hastily made. There are many things to be taken into consideration, as, for instance, the previous training of the mail order man, his knowledge concerning some particular line of goods, the amount of capital available, the location of the business, proximity to sources of supply, shipping facilities, and such things. Once the line or the proposition is determined upon the next important consideration is

THE PLAN.

A retail store may be conducted without any particular plan or scheme of selling. Not so a mail order business. There must be in every mail order business, large or small, a well-defined plan or system upon which the business is conducted. What this means can, perhaps, best be shown by an illustration. The 1900 Washer Co., in all of its advertising, emphasizes the fact that the washer will be sent on thirty days' free trial. Throughout the follow-up literature this point is strongly impressed, and the endeavor is made to get the customer to order a washer on trial. Of course, when analyzed, it is seen this offer means that the customer must first send the price of the washer before getting the goods, and that if found unsatisfactory in any way, the sum will be returned. Briefly, this is the plan followed by that concern. There are almost as many plans as there are mail order propositions in operation, and upon the fortunate selection or creation of a plan depends largely the success of a new mail order venture.

Again, foresight and careful investigation is a necessity. Mail order business to-day does not consist merely in placing a few ads, receiving orders and shipping goods. There is much to be provided for between the appearance of the ad and banking the profits. Experi-

ence has shown that it is much more profitable to employ a competent expert to devise a plan that will work smoothly, without waste and without confusion, than for the mail order man to attempt, by blind experimenting and the severe lessons of experience, to eventually find the way to success. People who make a business of building mail order plans are no more nearly infallible than other people. There is no question that the percentage of successes made by concerns which, in the beginning, have enlisted the aid of an expert, is overwhelmingly higher than the percentage of successes made by those who have not.

A properly constructed plan takes into consideration several different things. Not only does it comprehend the plan itself, but such matters as copy, mediums, systems for keeping accurate records of the business, the proper handling, billing and shipping of goods, and many other details which need not be enumerated. The vital point is, that there must be a plan complete in every way, and with each integral part co-ordinated with and working in harmony with every other part. Success nowadays cannot reasonably be expected with hit-or-miss, haphazard methods, nor with a supine dependence upon Providence, or a sort of sublimated fatalism which hopes blindly and ignores the value of preparation.

Many of those who attempt to enter the mail order business do so on very small capital and expect in a few years' time to retire with a fortune. They have the idea that the mail order business is a get-rich-quick scheme that requires no brain, no ability, and no industry. They seem to think that all that is required is to "get in" the business, and the profits will flow into their pockets with little thought or effort on their part.

The mail dealer who has a good article, a good plan, and enough capital to see him through the first stage of the game has a better chance to succeed in this business than he would have in any other mercantile business, provided he also brings intelligence and industry into the combination.

There must be something novel and attractive about either the article itself or the selling plan. People buy goods by mail either because they can get low-

er prices on the goods or else because the advertiser makes them believe that the goods are different and much better than competing lines. The plan is at the very center of the mail order proposition that is to be started on small capital. One cannot expect to get many inquiries or many orders if he sells the same old goods in the same old way.

To offer a gold-filled watch for twelve dollars will bring comparatively few inquiries and fewer orders, but offer this watch free to agents who will show it and the advertiser will be overwhelmed with letters asking for particulars. Of course, the free offer will have a string to it, but if the plan is attractive and the argument plausible, many who write can be persuaded to buy.

Originality is called for in the mail order business. There is no business in which original thought and sound business judgment will pay larger returns. The mail dealer cannot expect to succeed by using stock circulars that scores or hundreds of others are sending out. If one must sell standard goods or goods that are neither novel nor exclusive, let him at least build a new selling plan around them. Let him at least have his own literature written and not try to sell the goods by using the same arguments, word for word, that his competitors are using.

Many a business that once paid well has reached the stage of dry rot because the old goods and the old plans have lost their pulling power, and the owners of the business haven't the originality to devise something new that will regitalize the business. Such concerns will speedily give up the ghost if new life is not injected in their veins.

THE AMOUNT OF CAPITAL.

Because a man starts in the mail order business with small capital is no sign that he is going to fail. Because another has several thousand back of him is no sure evidence that he is going to make a success of it. This is the same in every line of business and human effort. It all depends upon the man.

We see John Wanamaker starting without a dollar and becoming the best known merchant in America. We see Hilton, Hughes & Co. starting with a large capital and with the prestige of

the Stewart store and the Stewart clientele back of them, dropping millions in the rat hole. After Hilton, Hughes & Co. have acknowledged failure and quit business in disgust we see John Wanamaker take hold of it and build it up to greater proportions than it ever reached during the Stewart regime.

If you have business ability, grit and industry, do not be deterred from embarking in the mail order business because of small capital. Start in a small way—run the business as a side line at first, if necessary—if you are cut out for a mail order man you will gradually put the business on a firmer foundation. Ideas and resourcefulness count more than does mere capital.

Do not heed the theorists who declare that unless an advertiser can use large space he would better not advertise at all. That is nonsense. Some of the

smaller ads have been appearing in the mail order papers for years. Some of those who put them out have a net yearly income of many thousands of dollars. It depends upon what you have to advertise and how you advertise it.

Caution is all right at first. Try out the possibilities of the plan before plunging into it. Try various ads until you find one that will pull replies at a low cost. When you have proven the plan a success, when you get inquiries and orders at a profit-making figure, spread out as largely as you can. Put all the money you own or can borrow into the thing. An ad which will pay well in one paper will usually pay fairly well in all other papers of the same class. Careful planning, economy and judicious boldness will win for you, even though you have but small capital.

YOUR CHOICE \$3.75

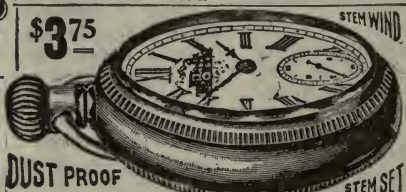
To prove that we are selling watches lower than any other house in America, we offer you choice of any of these 25 year guaranteed watches, for only \$3.75. Every Watch is Exactly As Represented, and you do not need to pay one cent in advance. Just send your name and state the style of watch you want and we will send it, C. O. D. \$3.75 and express charges, to your express office for you to examine.

\$3.75



\$3.75 BUYS A GENUINE Im. DIAMOND set, superbly engraved case, which looks like a hundred dollar watch. Fitted with a stem wind and set **High-Grade American Works** which is guaranteed for **25 Years**. Send this to us and we will send the **Watch and Gold Chain and Silk Plush Case C. O. D. \$3.75** and express charges to examine. If as represented pay \$3.75 and express charges and it is yours. Write if you want **Ladies' or Gents' watch**.

\$3.75



RAILROAD MAN'S WATCH

DUST PROOF

ABSOLUTELY GUARANTEED FOR 25 YEARS. A watch that is good enough for any man. A watch that will keep perfect time and wear forever. The case is genuine **Solid Silver**, extra heavy 4 oz. case, solid through and through. It is better than solid coin silver for it will never tarnish. It is screw back and screw bezel, and therefore dust and damp proof. Just the watch for **railroad men, mechanics, farmers**, and those who require a substantial, solid heavy watch and a **reliable timekeeper**. The movement is in keeping with the case, and is absolutely the **Best Standard American Ruby Jeweled Movement** on the market today. It is quick train, lever escapement, compensation balance, and has every improvement known, to make an absolutely correct timekeeper and a watch that will last practically forever. It is stem wind and stem set and **absolutely Guaranteed For 25 Years**, both case and movement. Handsome "Gold" vest chain free.

REMEMBER—No such watch bargains as above have ever been offered before by any firm in America. Cut this ad out, and state what style watch you want, and we will send it to your express office to examine. If satisfied it is a big bargain pay express agent \$3.75 and charges, and it is yours. **AMERICAN JEWELRY CO., Dept. CHICAGO, ILL.**

\$3.75



A GENUINE 21 JEWELLED \$50.00 GOLD WATCH.

\$3.75 buys an elegantly engraved **Double Hunting Case Watch**, fitted with an accurate stem wind and set, high grade ruby jeweled movement. **GUARANTEED FOR 25 YEARS.** Send this ad to us and write if you want ladies' watch and "Gold" locket chain, or gents' watch and vest chain, and we will send them for free examination, and if after examining the watch at your express office, you consider it equal to a 21 jeweled \$50.00 gold watch, pay \$3.75 and express charges, and they are yours.

A "C. O. D." watch advertisement. The fact that the advertiser is willing to send the goods C. O. D., subject to inspection and approval, is an indication of good faith and makes a strong argument. For some reason or other, the C. O. D. plan is the only method by which watches can be sold by mail on a cash basis.

CHAPTER III.

How the Big Catalogue Houses Do It.

There is scarcely an individual nowadays who is unacquainted with the huge catalogues issued by Sears, Roebuck & Co. and Montgomery Ward & Co. The catalogue itself should fairly indicate a large degree of success, but many people do not know the methods which have been pursued to build up the tremendous business enjoyed by each of these mail order concerns. The evolution of a customer for a big catalogue house is practically the same in every instance. The advertising is usually directed to the exploitation of some one article which is attractively—even alluringly—described in the ad and a price put upon it which is strikingly lower than the same kind of an article can be bought for at the local store. Each ad carries an offer of the big catalogue free, so that in many cases, while the article advertised may not be purchased, the reader of any particular ad is interested enough to send a request for the catalogue. If the article advertised is ordered, the catalogue house sees to it that a copy of the big catalogue goes out with the goods. There is scarcely a human being on earth who would be unable to find something in one of these big catalogues that he or she wants, and here again is carried out the policy of complete, detailed and attractive description of each article.

A very large number of those who receive the catalogue send an order at once, and here begins the real evolution of a real customer. Promptly an acknowledgment of the order is sent the customer, and very quickly thereafter the order is filled, and with it or by first mail goes a letter, thanking the customer for the order, assuring him if there is anything unsatisfactory that it will be satisfactorily adjusted, and soliciting more orders. Always and eternally there goes out to the customer a steady stream of special catalogues, circulars, price lists, bargain sheets, combination offers, booklets, etc., keeping the concern forever in his mind and constantly

inviting the sending of further orders. Should there be any dissatisfaction it is promptly and agreeably adjusted without unnecessary red tape, and in every possible instance, to the advantage of the customer, even though it entail a slight loss to the house. For example: Any unsatisfactory goods may be shipped back to the house at their expense, and any forwarding charges which may have been paid by the customer are promptly refunded in cash.

By these and similar methods a customer once induced to buy is carefully taken care of, and, by the mail order concern, is regarded as a tangible asset to be retained at all hazards, and encouraged, by every possible method to buy more goods. Further, the greatest care is exercised to the end that no misrepresentation is made and no chance is taken of disappointing the customer. Throughout all of the literature of a big catalogue house it will be found that descriptions of goods, while enthusiastic and even highly colored, are accurate and truthful. This is one of the reasons why these two leading catalogue houses have each been able to build up a clientele of customers numbering several millions. It is partly for these reasons that Sears, Roebuck & Co., for example, were able to do a gross business last year aggregating more than \$40,000,000.

The evolution of the mail order customer is quite natural. The man in the country town may try to remain loyal to the local store, on the principle that he is patronizing home industry, but in the long run prices overrule sentiment.

He concludes after seeing a finely illustrated and well-written advertisement of some article, the price of which is much lower than he can buy it in his own town, that it will do no harm to give him a whirl, anyway. In answering this advertisement, he probably has little idea that the firm who sold him this one article is doing all in their

power to get him for a permanent customer.

When he sends the order in, it is promptly acknowledged. They thank him for it and state when the goods will be shipped. With the letter comes in the same mail their mammoth catalogue. Here are listed everything that people eat, wear or use and the prices in nearly every instance are lower than the same goods can be purchased at the local store.

The promptness with which the order was filled and the satisfaction in the goods encourages further transactions, and before long he has acquired the "mail order habit," and when he wants anything he consults this big catalogue. The general store usually gets his business when he has something he wants to trade or when he wants credit.

This is pretty rough on the general stores, but there is no getting around the fact that the large mail order houses, with their thousands of customers in all parts of the country, can and do sell lower than any small store.

There is probably not another business in the world that has more patrons with whom business is directly transacted than the mail order houses. Its customers are found in all parts of the country, rich and poor, ignorant and educated.

It must be apparent that to operate a business of this kind it would require an immense capital, as most of the goods are carried in stock, and an immense amount of help is required in order to answer their correspondence, ship the goods, enter and check the orders, etc. It is encouraging, however, to consider the fact that each of these firms started on a small scale and gradually built up their business by dealing fairly with their customers and giving them good value for little money.

The firm of Montgomery Ward harps on quality, while Sears, Roebuck & Co. aim to push the bargain feature of their offers.

THE FUTURE OF THE MAIL ORDER BUSINESS.

The mail order method will be the great future method of trading. People will come to see that it is a waste of time to spend an hour or two making a personal call on a merchant, when a written order can be prepared in a few

minutes. Those whose time is of little or no value may continue to shop, but Americans are a busy people, and people who can regard the loss of time with equanimity are in the minority.

In the cities many people will doubtless continue to make most of their purchases of the retail dealer, but even here written orders and telephone orders are likely to grow greatly in popularity. The majority of our inhabitants live in the country, and in comparatively small cities. These people will become more and more addicted to the mail order habit as time goes on. They will buy by mail because it is easier and more convenient, when they are not in a hurry for the goods. They will find that they have larger assortments of goods to select from, and that the mail dealer gives them better value than they can obtain from their local dealers.

Another thing that will lead to a larger volume of mail trading is the fact that more first-class firms are every year adopting this method of marketing their goods. Progressive firms see the trend of the times. They see that it is good business to get closer to the consumer. They see that it is advisable to own their own trade, and not give a middle man the opportunity of swinging it to another product, if the manufacturer will but offer better prices.

The big concerns are coming to see that it is absurd that middle men should get more for merely handling the goods than they receive after erecting great mills, buying raw material, and employing thousands of hands to turn the goods into the finished product. They see that it would be to their benefit to take a somewhat larger profit, and sell to the consumer. They could pay cost of marketing, and still give consumers far better values than the retailer would give him. It is to the benefit of both producers and consumers that they should get closer together.

The more of the reliable concerns that adopt the mail order method, the more popular will mail trading become among the people. Consumers appreciate goods of the first class at moderate prices. Those who receive good value at the hands of one mail dealer will be glad to give another, who is selling a different line, the chance to make good.

Still, retailers will not be entirely crowded out. There is a place for them to handle perishable goods, and articles

that are not likely to be ordered far in advance. There will always be less mail trade in groceries than in dry goods.

If you want to get in the mail business, start now. Do not lament the fact that you did not start earlier. The growth of the mail trade has in reality just begun. There is more competition than there was years ago, but there are also more mail buyers—more population and more who have been educated to mail buying. If you have a desirable proposition, and exploit it in a winning way, you can look forward to a great measure of success.

"LARGE OAKS, ETC."

Starting in with a limited assortment of goods to list in your catalogue or circulars, you can gradually add other articles to your catalogue, and while you cannot probably hope for such a remarkable success as these two firms have achieved, still I believe it is possible to build up a line of customers who will consult your catalogue frequently and that in the course of time you can build up a safe, conservative and profitable business.

There are quite a number of firms who would allow you to list their goods in your catalogue and instead of carrying the goods actually in stock they will ship them to your customers direct from their factory or place of business. Your customer, of course, would not know of this arrangement, and it would be as satisfactory to him as though the goods were shipped direct from you.

If you have goods listed in your catalogue that are priced in the neighborhood of \$10.00 or more, you might be called upon at times to send them C. O. D., as people who purchase goods to this amount naturally desire to see what they are getting before they pay their money; therefore, you would have to require a deposit of \$1.00 or so as an evidence of good faith, and then ship the goods C. O. D., subject to their approval. The express agent in your vicinity will tell you how to go about this in case you do not understand it.

IMPORTANCE OF ADVERTISING.

It will probably occur to you that the question of how to interest people in your firm and let them know that you exist for the purpose of furnishing them with whatever they happen to need in your line, presents considerable dif-

Can be obtained, whether of wood, metal, canvass, shingle, or any other substance, by using **BLACK GIANT ROOF PAINT**. Will make a worthless roof as good as new and serviceable for years; positively fire-proof and water-proof. Stops all leaks and holes. The best roof paint on the market. Sold direct to the consumer. Ready for use. Requires no mixing or thinning. Prices, booklet, testimonials, etc., on application: **Vulcan Chemical Co., Dept. Cleveland, O.**

The advertisement of Vulcan Chemical Co. is designed merely to get inquiries from those who need the goods. No attempt is made in the ad. further than that. The catalogue, follow-up system, etc., does the rest.

is all we ask for this nobby little set of **ANGORA FURS**. It includes Collarette and Muff, exactly as shown in picture, and is a handsome and attractive gift for any child. This price is less than one-third the wholesale value and is a **BIG BARGAIN**. Will keep the little ones well protected during the icy blasts and snows of mid winter. Your money back if not satisfied. Sent to any part of the U. S. all charges paid. Only **39 CENTS**. Order today. **MONTGOMERY GIBBS CO. Dept. 400-402 W. 23rd St., NEW YORK.**

The above ad. pulled so well that the advertiser was obliged to discontinue it on account of not being able to get the goods in sufficient quantities to fill orders with.

\$2.00 Worth of SEEDS FOR ONLY 50c

Just to introduce our famous Garden Seeds to thousands of new customers, we make this **SPECIAL OFFER**: Send us 50 cents, stamps, money order or silver, and we will send you by return mail one packet each of the following choice and selected seeds—

PRICE		PRICE	
1 Pkt.	Onion.....10c	1 Pkt.	Radishes.....10c
1 "	Lettuce.....10c	1 "	Peas.....10c
1 "	Peppers.....10c	1 "	Beans.....10c
1 "	Beets.....10c	1 "	Celery.....10c
1 "	Early Cabbage.....10c	1 "	Turnips.....10c
1 "	Late Cabbage.....10c	1 "	Cauliflower.....10c
1 "	Sweet Corn.....10c	1 "	Squash.....10c
1 "	Carrots.....10c	1 "	Endive.....10c
1 "	Tomatoes.....10c	1 "	Cucumber.....10c
1 "	Watermelon.....10c	1 "	Cantaloupe.....10c

Remember, you get one package of all of the above, 20 in all, worth \$2.00, for only 50 cents. This is the biggest offer ever made by a reliable house. **ORDER TO-DAY.** **A. W. Aurand, Seedsman, Dept. Beaver Springs, Pa.**

How a seed advertiser gets sample orders. A large catalogue is sent out listing other flower and garden seeds.

ficulty. In fact, the most essential part of the mail order business is in advertising. Until you have advertised, to all intents and purposes you do not exist, because it is only by advertising that the people in the country can possibly know of your existence.

It would be a good plan to take some article from your catalogue as a leader and then when you fill the order for this article you would send your customer a catalogue or circulars of other goods. Take some article that presents points of attractiveness and something that will serve some useful purpose, or a novelty, and then advertise it at a low price in order to attract attention. It is best to take some article that you can sell low, because you want to make just as many sales as you can in order to get your catalogue into the hands of a large number of buyers. This is the method that has been pursued by Sears, Roebuck & Co., whose advertisements you have probably seen.

SPECIAL INDUCEMENTS.

Do not imagine that you can attract any attention by taking some article and briefly mention it in a few lines' space and expect that people will buy it. Unless you are prepared to advertise in the right way, it would be best for you not to advertise at all. Take an article that you desire to advertise and use an advertisement that contains an illustration of it, then describe it fully and explain all its points, show all the uses it can be put to and explain why it is sold so cheap; in fact, give persuasive arguments why the party reading the advertisement should buy it. Even though you lose money on the first sale that you make, it will give you an opportunity to

send out your catalogue of other goods, and it will also attract the attention of people, who otherwise would never write to you were it not for the extra inducement you offer. This plan of drawing the attention of the people by means of special inducements is perfectly legitimate and is practiced by all mail order dealers. If the first purchase the customer makes is all right, they will naturally come again. Therefore, do not advertise for a leader anything that will not give perfect satisfaction, for by so doing you would simply run against your own interests.

Neither should you attempt to advertise any article that you cannot fill orders for promptly as soon as received.

The new advertiser should be ready to satisfy his customers in the same manner as a retailer is anxious to sell to the lady before the counter. If he be a mail order man, and does not recognize that the people who answer wish to be satisfied as quickly as possible, he is likely to be loaded with letters indicating the poor idea his customers have of him, and that they will secure the assistance of the postal authorities.

HOW TO WRITE GOOD MAIL ORDER ADS.

In writing a mail order advertisement, you must remember that to make an advertisement convincing, there must be something more in it than mere assertion. There must be reason—logic. Prices are nothing without descriptions. The cut of a pair of silk hose, retailing for \$1.49, looks exactly like the same article in cotton, retailing at 19c.

Describe the goods. If they are especially good value at the price, show up their strong points, and show wherein they are superior to articles usually retailed at the prices quoted.

Give reasons why you can afford to sell at less than the regular price charged for that grade of goods. The reasons must be plausible.

But good values do not necessarily mean low prices. A superior class of goods at the usual price charged for regular lines will attract the interest of a large clientele of buyers. Goods with superior style, or some good quality that differentiates them from the usual, will always fetch a price that will mean a good profit for the manufacturer or dealer.



ONLY 10 CENTS

for this three-piece **VIOLET WAIST SET**. The prettiest set ever advertised. Each pin is an imitation of a Violet and is set with a perfect im. diamond. The face is beautifully enameled in soft Natural Violet color, back and pin is a heavy Gold Plate, warranted to wear two years. Everybody admires them. Retailers charge 35c. To advertise our house we send a set, together with our illustrated list of fine jewelry for **only 10 cents** postpaid; 3 sets 25c. Silver or stamps. **BORNS JEWELRY HOUSE, Dept. 1907 MILWAUKEE AVE., CHICAGO.**

The above advertisement shows how a jewelry house introduces their catalogue. When they fill these 10-cent orders they send out their catalogue of other goods, and the good value given in their "leader" forms an entering wedge for further business.

Bring out the distinctive qualities of the line advertised in the most prominent manner. Greater than illustration, greater than decoration, greater than type effects, is the power of reason. The first thought should be given to the argument—the reasons why—this is the real motive of the advertisement. All the other things are trimmings. Of course, trimmings are of considerable importance. They will direct to the advertising the attention of those who otherwise would not notice or would not read it. But the attention evoked by the trimmings is not enough. People will not buy the goods unless they are given convincing reasons why they should do so.

Most goods have talking points—most goods have merits; those that haven't should never have been placed on the market. These can be sold by talking the one reason—price. But the meritorious articles should be described in a straightforward, forceful manner. Tell all about them, including the price.

RIGHT AND WRONG ECONOMY.

There are right and wrong ways to economize in the mail order business the same as in any other business. A niggardly stinginess in the matter of space, copy, literature or postage is the poorest sort of economy in the mail order business.

This does not mean that waste and leakages should not be watched for and eliminated, but that the mail order man should be broad-minded enough to view his proposition in a proper light, and differentiate between real economy and unprofitable stinginess.

The advertiser would better economize on almost anything else than on the advertising copy that he intends to use. He would better use space in fewer periodicals and have the space filled with convincing talk, and be prepared to send convincing literature to inquirers.

It is as much to the advantage of the beginner to have the right sort of advertising matter as it is to the experienced mail order man. Indeed, it is of even greater importance. The mail order concern that has been in business for a considerable length of time has acquired a prestige that will help make indifferent advertising matter fairly effective. The new bidder for the public's favor must say something that will draw trade at once. It must be stronger than the advertising of the older firms that are advertising the same class of goods. Most new advertisers haven't the capital or the grit to stay unless they can see results within a few weeks of the time that their first advertising appears. If they are to see results, they must use good advertising copy.

BIG REDUCTION IN PICTURES


Owing to the fact that we have an enormous stock of pictures which we wish to turn into money in order to make room for a fresh lot we have decided to make a sweeping reduction in price of our pictures for a few weeks only.

Our pictures have been sold very largely at 25 cents each. They are printed in many beautiful colors and the size of each picture is 16x20 inches.

For a short time we will send **six samples**, no two alike, for **25 cents postpaid**. 25 pictures \$1.00, 100 pictures \$3.75. At these figures we cannot guarantee to fill orders indefinitely.

As soon as our stock is reduced we shall refuse to fill any more orders, so do not delay but order at once.

The subjects which we offer are as follows: **Fruits**, eight or ten different kinds; **Flowers**, three or four different kinds; **Old Church**, **Old Mill**, **Simply to Thy Cross I Cling**, **Rock of Ages**, **Christ in the Temple**, **Christ Before Pilate**, **Lord's Supper**, **Can't You Talk**, **Playmates**, **Pharaoh's Horses**, **Horse Fair**, etc. We have about 100 subjects at the present time and those who order first will get the best choice.

LEE PICTURE CO., 74 Canal St., Dept. , Chicago, Ill.

The above advertisement shows how an advertiser of lithograph pictures does business by mail. This advertiser is said to publish and sell by mail and through other mail order dealers, to whom he sells at wholesale, over five million pictures a year. He publishes an elaborate catalogue listing other pictures of all characters, and in this way has built up a big and prosperous business. It is needless to say that the pictures are excellent value for the money and speak for themselves.

LEADER WILL NOT PAY FOR THE ADVERTISING.

Do not expect that the leader which you advertise will pay for the advertising. It is only by selling them other goods that you can expect to make a profit. Some firms advertise some small article free as a present, in order to get people to write for their catalogue. This, of course, could only be attempted by a firm with ample capital, because the names obtained in this way would probably not begin to yield a profit in less than a year, as advertising of this kind is expensive and their customers would have to purchase considerable goods before the cost of getting them would be made up.

Many who advertise on this plan fail because their advertisement does not attract attention, as they briefly mention the article and do not present any argument, and do not take pains to get their advertisement up in the way that I have indicated. Therefore, if you wish to have your advertisement of any consequence in the world, see that it is just as attractive in appearance as you can possibly make it; also see that it is placed in papers that will bring results.

EMPLOY AN AGENT.

The beginner should employ an agent. The agent can place advertising cheaper than the advertiser can, and his experience in the business would enable him to place the business with less risk, since it is his business to know the standing of the different papers, their rates, circulation, etc., and without this knowledge the advertising is often placed in papers that are worthless and could bring no returns at any price.

In placing advertising, I not only save my customer money by allowing him a percentage from the rate charged by the publisher, but I also can be of inestimable service in selecting the papers best suited for his proposition.

To an advertiser with a limited appropriation it means a great deal to get the very best space that his money will buy. There are mail order papers with rates that vary from 10 cents to \$5 a line. There are many papers with the same rate and claiming the same circulation whose value as advertising media differs to a greater extent than most new advertisers would suppose.

An advertiser who wants to put his money where it will do the most good will find my advice as to media of inestimable value. Those who place their advertising with me frequently receive advice and suggestions regarding their business that is of considerable help to them.

Some of those who decry the advertising agent and his work would acknowledge that there is a place, and a very large place, for him if they could but read some of the queries that come into this office. Many beginners in the advertising line have the most absurd theories, and if the advertising agent did no more than set some of these people right and show them that their plans are not feasible he would save enough money for his clients to pay his annual income many times over.

An advertising man can only stay in the business by delivering results. To handle the business with satisfaction to his customers, he must really understand the advertising problem. This is not to say that any advertising agent can push every proposition he handles to success. Some advertisers are committed to a plan that the advertising man does not consider the wisest. But the advertiser may still have so much confidence in his own judgment that he wants to try the proposition out. In such cases the advertising man will put the scheme in such shape that it stands the best chance of success. It may or may not win out. No advertising agent is infallible. Look out for the one that tells you he is.

CHAPTER IV.

Following Up Inquiries.

It is a difficult matter to make direct sales from an advertisement, unless the amount called for is quite trifling. With articles that are of much value the reader whose attention is attracted by the advertisement usually writes to the advertiser for his descriptive matter and other particulars in regard to it. The advertisement simply produces the inquiry and after the inquiry is received the advertiser works up a sale through correspondence.

When you send the inquirer your catalogue or circular, it is customary to acknowledge receipt of their inquiry, thanking them for it and calling their attention to the circular and catalogue. This gives the transaction a personal flavor and will assure your circular or catalogue getting better attention than if you merely send these out and make no comment whatever. Where you are receiving a large number of answers to your advertisement, it is a good plan to have a form letter printed in imitation of typewriter, in which you will fill in their name and address, to give the impression that it is a personal letter.

Oftentimes the party will make no response after having received your catalogue and letter, and the next thing to do is to follow them up with other letters at frequent intervals. This constitutes the follow-up system, and is one of the secrets of success in the mail order business.

CORRESPONDENCE.

In writing your circular letters, however, always keep the personal quality constantly in mind and do not let them degenerate into circulars in disguise. They must appeal direct to the person addressed and have every appearance of being a personal letter. Sometimes correspondence is developed covering certain points about the article advertised, and in answering letters of this kind that require special answers, see that every point and every question is

specifically answered, no matter how trifling it may appear to you. Sometimes people will write of things in their letters that are not exactly pertinent to the subject in hand. Untactful correspondents, instead of noticing them, will only answer that which is strictly business, and in this way create a prejudice that no amount of good business writing can overcome. Correspondence with mail order people cannot be conducted on the same lines as correspondence with business men. In writing to business men, all that is required is to stick to the subject in hand; be as brief as possible, say what you want to say, and when you are finished stop. Country people, however, must be approached in a more friendly spirit.

All inquiries that are received in response to your advertisement represent so many possible purchasers of your goods, because they certainly would not have written unless they had some degree of interest in your advertisement.

The importance of the people who write for particulars with no desire at the time to purchase has for years been belittled. The fact is, perhaps, that a goodly proportion of those who write for particulars are curiosity seekers, open to conviction, however, if the sample literature or follow-up be of the kind that it should be—in other words, persuasive and convincing. Even the follow-up crowd that all the advertising literature in the world could not induce to purchase are often valuable, because they show and discuss the advertised samples or booklets to those who may be anxious to purchase. Trying to cut out curiosity seekers is one of those efforts indulged in largely by novices in advertising whose ignorance is considerably larger than their knowledge—who fail to see that human foresight can never tell where the effect of a business announcement may end.

"FOLLOW-UP" LETTERS.

When doing a catalogue business, where there are hundreds of articles offered, it is not advisable to devote the whole letter to arguing the merits of any one particular article. It should be the advertiser's aim in such a case to convince the inquirer that he can order any article listed and be sure of good value and prompt, courteous attention. It is also well oftentimes to call particular attention to some article which offers exceptionally good value, and to devote some little space to explaining its merits.

In following up the catalogue, a circular showing other goods than those listed in the catalogue can be inclosed with the letter, and a brief mention made of the inclosure in the follow-up letter. It is customary, after quite a number of letters have been sent without getting a response, to inclose a postal card or stamped envelope and ask the recipient to reply to certain questions, such, for instance, as to whether he has purchased the goods he intended to buy when ordering the catalogue, if not, whether he still intends to purchase. In case of high-class goods, it is often asked when he intends to purchase at any future date, and if he replies his answer is kept on file and a special offer made him about that time. The mode of procedure varies with different classes of articles. The inquirer for a catalogue of costly articles, such as pianos, organs, buggies, farming implements, etc., can be followed up for a considerable length of time, because if a sale is made, it means many dollars of profit for the advertiser.

New catalogues can be sent to such inquirers profitably for two or three years. This is also true in the case of inquirers for a catalogue of articles of clothing. Such catalogues are usually issued semi-annually, and the regular semi-annual catalogue of the advertiser should be sent to all who have shown interest enough in the goods to make inquiries for several seasons, or until it is quite certain no business can result.

Some firms which issue costly catalogues, instead of sending a catalogue the second season, send a postal card or form letter, notifying the person addressed that the catalogue is out and that he can have a copy by sending for it.

A GOOD SYSTEM.

As an example of what a good follow-up system will accomplish, the following letters are given to show how a firm which manufactures a trousers press follows up those who answer its advertisement and request to send its descriptive catalogue; in fact, almost the whole secret of success in selling articles by mail, the prices of which are too high to bring in quick replies from the ad, is in a persistent follow-up system.

LETTER NO. 1.

Dear Sir: We beg to remind you that we are still without response from you regarding the "Practical" trousers hanger and press. We feel sure your inquiry for our book would not have been made unless you felt the need of a proper device for caring for your clothing. Can we give you any further information?

You remember the emphatic manner in which our customers endorse it. It certainly supplied their wants. It will as surely supply yours.

No one keeps our device except at his own pleasure. We refund the money if it does not completely satisfy.

You must not confound the "Practical" trousers hanger and press with any other article devised for similar purposes. If you had only our unsupported statement that our device was the "best" we should expect you to take such a statement with due allowance. Our trousers hanger is in a class by itself and possesses original features which embody all the essentials and niceties of a perfect device. The letter inclosed illustrates clearly the superiority of our device.

We ask that consideration which the evidence we have submitted and the interest you have shown merits.

Yours respectfully.

LETTER NO. 2.

Dear Sir: We have not yet heard from you since complying with your request for our book. While we do not expect that every one who writes for our printed matter does so with the idea of buying immediately, nevertheless we infer that the inquiry came from you because you were interested, and naturally we look for some reply.

We know that every man who gives any care whatsoever to his apparel will find our device indispensable. There is nothing else that will meet the requirements.

So well assured are we, from our experience that if we can interest you sufficiently to secure your order, we have acquired not only a patron but a champion, whose influence will surely bring us additional orders, that we cannot help being enthusiastic and persistent. We do not want to be forgotten in the rush of other things.

Our proposition is to refund the money at any time within sixty days, goods being returnable at our expense. It entirely eliminates any risk of loss, and gives you ample time to decide which you would rather have, your money or our goods.

We inclose a facsimile copy of a letter we received from Mr. C. Oliver Iselin. As Mr. Iselin has been using our device for several years and has sent us a number of orders, we take pleasure in submitting it for your consideration.

We beg to remain,

Very respectfully.

LETTER NO. 3.

Dear Sir: We have had no reply from you since complying with your request for our printed matter, nor to our letters subsequent thereto. It costs us something to get your inquiry and comply with your request, and we have been glad to make this expenditure, although thus far we have had our "trouble for our pains."

We are anxious to find out if your inquiry was made with the hope of learning of some reliable and meritorious device for the care of trousers. To keep our records perfect, we want to know exactly why the inquiry was made. Are we not in fairness entitled to some reply? Such, for instance, as we would have had if you had made inquiry in person.

It would be manifestly "flat, stale and unprofitable" for us to claim our device was the best, unless we could prove our claims. Can the testimony we have already presented to you be successfully questioned? We most certainly would not extend a guarantee which allows the purchaser to take sixty days to determine whether to keep the goods or

send them back and get his money, we prepaying the expressage both ways, unless we were absolutely sure of the result.

You evidently value the neatness, comfort and convenience the "Practical" trousers hanger and press provides, and the query rings in our ears, "Why don't we get an order?" Will you let us know why, and very greatly oblige,

Yours truly.

The above letters are a very good example of how "follow-up" letters should be worded, although, of course, different articles require different arguments in order to make the sale.

OVERPERSISTENCY.

We wish to warn the reader, however, that there is such a thing as following inquiries up too persistently and not allowing time enough between letters. Too frequent communications, continued too long, will often prejudice the receiver against the advertiser and against his products.

Of course, it is folly to pay out good money for an advertisement and then fail to get all the trade possible from the volume of inquiries that results. But the way to obtain all the possible trade is not to send out a long letter each week for fourteen weeks. It is not by talking against time and indulging in trite platitudes. It is not by sending impertinent letters which accuse the inquirer of discourtesy because he does not buy the goods nor answer the letters.

Obtain an answer if you can, get an order if you can, but remember that you will get fewer of them, by nagging or blustering than by straightforward business letters telling of the merits of the goods from a new point of view. Let each letter be fresh and unhackneyed in its treatment of the matter. When you have fully covered the subject, when you have brought all the available arguments to bear on the inquirer, then stop. If you want a reply, inclose a stamped post card with one of the last letters and have this card printed with the questions you wish answered, leaving a blank for the answer. Courteously request that correspondents should fill these out, and in a majority of instances they will do so.

Desirable questions to ask are if the purchaser intends to buy goods of the

class advertised in the near future; if he has already filled his wants in this direction; if not, when in the future he thinks he is likely to purchase. Those who answer that they intend to buy during a coming year or at a future season can then be put on the index, to be followed up again just previous to the season when they are likely to buy.

The length of these various letters will depend, of course, upon the nature of the goods, and also upon the question of the class of people to whom they are to be sent. People in the rural sections will read longer letters than will the business man. The farmer who answers advertisements that appear in the progressive agricultural papers is not so likely to stand for a long letter as is the rural resident that answers the ad in a mail order monthly.

Then something depends upon whether one relies upon the letter only, or if a booklet, folder, or circular is sent with each letter. In the latter case, of course, the letter can be made comparatively short, and the more extended argument given in the other inclosure.

This is a very good way to do when one is selling high grade goods. In such cases, too, it is well to have the letter written on the machine instead of sending an imitation typewritten letter.

If you use typewritten facsimile letters, have good ones. The object of the typewritten letter is to make the recipient believe that he is the object of a direct and personal communication. If your letter does not carry out this impression, better use a printed circular. It will convey the same message and cost you less.

BOOKLETS AND FOLDERS.

Circulars alone can no longer be profitably used for advertising most high grade mail order propositions. Even in the case of cheaper goods, the folder or booklet will often be found more economical in the end, even though the first cost is greater.

The folder and booklet possess a neatness, an attractiveness, and permit an ease in handling that is quite foreign from the circular. They make a better first impression on the mind of the receiver.

As to whether it is better to use a folder or booklet, depends on the amount of copy that the advertiser is

going to use. It is not wise to use a folder of too many pages. Such folders are as unwieldy as a circular, and they have the additional disadvantage that it is hard for the reader to find the right place. A four, six, or even eight page folder is all right, but if one is going to print more pages than eight, it is better to shape the literature up in booklet form—have the back wired or stitched and the leaves cut. It will cost only a little more anyway.

Too many advertisers when they finally decide to use a folder or booklet, are filled with the determination to have something pretty; they sacrifice effectiveness to their ideas of neatness and attractiveness. Now, it is all right to get the advertising up in good shape, and to have it neat typographically. But the first consideration should be to make it sell the goods. Wide margins, attractive display lines, and leaded body type are not so important as convincing argument concerning the merits of the goods.

Fifty words of epigrammatic smartisms to a page will make a neater appearing booklet than will two hundred words of business talk telling all about the goods. To the man who is looking for something bright, something catchy, it may appear, that the fifty word pages contain the strongest talk. They may interest the man who does not care about the goods, or intend to buy, but a person who is looking for an article in the line advertised and intends to purchase of the firm that offers him the best value will be the most interested by the booklet that tells him all about the goods. He is not reading advertising matter to be amused, nor for the purpose of being informed about the idiosyncrasies of human nature. He wants information about the goods—he wants to know all about them.

In the booklet tell the story in full. There is no need of being verbose, of taking five thousand words to give information that could as well be put in half that number, but do not cut down the talk to fit the size of the booklet, which has been determined on in advance. Do not cut down the information to allow wide margins for the pages of the booklet. Just as sure as you do, the reader will give you a wide margin when he comes to buy.

It is better to give too much infor-

mation than too little. When a person is not interested in certain particulars regarding the goods he can skip them, but he cannot supply information that is not given.

The booklet can be twelve, sixteen, twenty-four or even a hundred pages in length, if the subject warrants and requires it; and it will be read through.

The best mail order advertisers in the country give more attention to presenting all that can be said in favor of their goods than they do to printing their literature in an ultra fine manner. They economize on paper, and by so doing economize on postage, but they do not economize on the amount of wording used in their descriptive matter.

Take the Sears-Roebuck catalogue—a heavier paper might be used, which would take better illustrations and show up better typographically. One-half the number of pages would then make as much bulk and weigh as much as the catalogue now used. Shorter descriptions could be used and fewer goods listed. But the catalogue now used would bring far more orders, and that's what Sears, Roebuck & Co. are looking for.

The Dr. Shoop booklets, the Slocum booklets, the Liquezone booklets are never ornate. They are just plain, common sense pieces of advertising matter, filled with convincing talk that sells the goods. If prettier advertising matter would sell the goods faster and produce a larger net profit, these experienced advertisers would use them.

There are some mail order propositions that require a high grade of typography for the folder, booklet, or catalogue. High priced articles advertised in the magazines are best advertised by booklets that are approximately in the same class typographically as are the magazines in which they are given publicity. But the information should never be cut down in the interests of mere typographical details.

It is not necessary to give dozens of examples to show that people will do what they find most easy to do. If an advertiser desires that many readers should buy his goods, he must make these, aside from their inherent goodness, easy to buy. The person who goes into a store anxious to purchase a certain article and fails to find it there, soon loses his enthusiasm, and buys what the man in the store tells him to.

In the war to make the consumer buy, the storekeeper plays an important part. Not so important, however, that within recent years he has not been made to see that to fail to have in stock what his customers ask is to put him in the list of those to whom progressive people do not apply. Once there, it is a hard job to get into one's former place again. The right way is never to get so far below that a climb upon the mountains must be made before one's earlier customers can again be made to see that the man who was "way below" has come forward to his former position.

FOLLOWING UP SALES.

Holding old customers and cultivating them is as important as getting new ones. There is something more for the advertiser to do than simply to give good values and satisfactory service. These are of the utmost importance, but in order to get the most business out of a list of old customers it is necessary to cultivate their trade by keeping them in mind of the fact that you have goods to sell and are offering them at a price that makes it desirable for them to purchase from you rather than elsewhere.

Follow up the sale of one bill of goods by sending out advertising matter concerning other goods at regular intervals. If you use circulars, list a few special bargains in goods that sell at a fair price and inclose with a form letter calling attention to the goods and making reference to past satisfactory business relations.

It is never advisable to cram an envelope full of circulars. If an advertiser has so many different goods that he wishes brought to the attention of those on his mailing list he would better prepare a catalogue and list the goods in such shape that the matter can be easily read and kept on file.

The firms that get out a large, bulky catalogue, such as issued by Montgomery Ward, might get along very well without follow-up matter, because people keep these catalogues on hand and refer to them frequently. Such firms also advertise extensively, so that the firm name is kept in the public eye, as are some of their bargain offerings. But even some of the large firms are sending out small catalogues, offering special inducements on certain goods for a limited length of time.

If the small firm would not be forgotten it is very important that it should keep in touch with customers. No matter how satisfactory the values in past business transactions, the old customers are likely to try other concerns if the advertising of these firms is constantly before their eyes. The fact that the person answered your advertisement and purchased your goods is excellent proof that he will answer other advertisements if they convince him that the firm putting them out has goods that he wants and is selling them at a low price.

Of course, when an advertiser is handling a specialty or a line of articles which, where one purchase is made, it is likely to be sufficient to last the buyer a lifetime, it is useless to send such purchaser new catalogues and try to sell another article of the same class. For instance, no one wants to buy a piano every year. But in the case of most articles, catalogues and circulars can be profitably sent out to buyers whenever issued, and it is well to send a form letter along, courteously thanking the customer for past favors, and calling his attention to the new bargain offerings which are being sent him.

Remember, however, you can only hope to make sales if you have lived up to your previous advertising. If you have not sent out goods that proved satisfactory, if they were not up to your description of the articles in your catalogue or letters, you cannot hope to sell to that party again.

Therefore, lay a foundation for following up your sales by doing just as your advertising matter says you will do. Following up replies and customers is the backbone of the mail order business. Only by doing it well can a profit be realized, and a much larger profit will result if it is done as well as it can be done than if it is done only fairly well. Only a person familiar with all phases of the mail order business is competent to advise as to the best plan to use, the best arguments to advance, and to write the letters in such a way as to assure the largest possible results.

Advertisers often request names and addresses of those known to be interested in their line of goods when sending literature to old customers, or even when circularizing those who have never purchased. Often some induce-

ment, usually a discount on goods to be ordered, is offered for these names. Oftentimes it is not found so profitable to circularize addresses so obtained as the advertiser fancied it would be. In other cases, this method of finding a new public is continued from year to year, which is very good evidence that returns justify the expenditure.

I Write Follow Up Letters

of all kinds and for all classes of mail order goods. Recently I wrote a series of seven letters for a mail order medical advertiser, which increased their cash returns on their follow up letters over ten per cent. It took me over three weeks to write these letters, but the effect was certainly worth it and the price paid for my work was not questioned.

Follow up letters to bring results cannot be dashed off, but each sentence, each phrase, each word must be carefully studied out.

I have no set price for follow up letters. Let me know what you want and I will make an estimate.

Arthur E. Swett

Royal Insurance Building

CHICAGO

CHAPTER V.

Novelties, Cheap Books, Etc.

The sale of cheap books, jewelry, novelties, etc., is quite a profitable branch of the mail order business. Although some condemn this sort of goods as "trash," there is no doubt that many firms have made a fortune in selling goods that appeal to the passing fancy.

There have been a great many small ads constructed that call for 10 or 25 cents that have been wonderful pullers. An ad of this kind should offer something of seemingly extraordinary value, something that will afford a great deal of amusement to the one that buys it and something also that they cannot obtain in their town.

It is true that many attempt to work up a trade in small novelties by advertising leaders that do not appeal to the class of people that this advertising is supposed to influence. Do not try to advertise a box of grease extractor or a patent pencil holder or any article of that nature as a 10-cent leader. The class of mail order buyers who answer small ads are boys and girls and young men and women, who are looking for a chance to spend their stray dimes and quarters. They do not want anything useful and will not buy it any more than a boy will take the money that he has saved up for the circus and buy himself a necktie.

SMALL NOVELTIES SELL WELL.

For the man with a small capital of, say from \$50 to \$100, it is well to make his start in the mail order business by handling his line of small novelties. It may not be exactly to his liking, but it is the simplest branch of the mail order business, while to handle agents requires experience and skill, and to handle articles of heavy merchandise or ordinary household goods requires capital and ability to invest money for several months before any profits materialize. This small novelty business will enable you to get along with chances in your favor of at least breaking even,

and while you are doing this you are also learning the business.

It is needless to say that there is no book on earth that can teach you everything about the mail order business, and the longer you have been in it the better you will understand it. I might also truthfully say the less you will know about it. Advertising is largely a matter of experience, and in a book of this kind I can simply tell you what experience has been and tell you what kind of an advertisement would probably bring replies; also what kind of an advertisement would fail.

A successful novelty dealer is one that understands human nature and who gives the class of people he wants to reach just what they want. It is strange but nevertheless it is true that the advertiser who advertises a love charm or a collection of songs for 10 cents will make more money than the one who advertises the patent pen and pencil holder, although there is no question that the pen and pencil holder is the more valuable article of the two.

An attractive ad calling for 10 to 25 cents that will bring back nearly the cost of the advertising, thus enabling you to get circulars of other goods into the hands of the buyers without extra expense, will put your business on a paying basis in short order.

Now, do not imagine that you can take a novelty and merely by mention-

McGINTY WATCH

Creates more fun and laughter than a cage of monkeys. Looks like a regular watch. Plated hunting case with chain. When asked the time you can paralyze your friends by pressing the clasp and "Up jumps McGinty" right in their



face. Everybody has to laugh. Don't fail to get one. To introduce our big catalogue of Toys, Notions, Novelties, Jewelry, Postcards, etc. We send sample 10c, 3 for 25c, 12 for 75c, postage paid. U. S. CO., Dept. 35, 60 Wabash Ave. Chicago.

A typical novelty ad that is a ten cent puller, enabling the advertiser to get names to which to send out their big catalogue of novelties, books, etc.

ing its name and price in a few lines of space attract any attention, because it cannot be done.

The average beginner in advertising reasons that because he knows and is fully convinced of the merits of this or that article that all he has to do is to mention it briefly and people will want to buy it.

Separating people from their money is a hard task. It is especially hard in mail order advertising, where the buyer does not come in contact with the goods and only knows of them through a printed description.

QUICK ACTION.

A great advantage in selling the class of goods under consideration is that you do not first have to build up a name and reputation in order to make sales. Any one will order a small 10-cent novelty from an advertiser if it is described in such a way as to convince that it is something that is wanted, something that is unique and will create a sensation among the sender's acquaintances. It does not matter if the advertiser is well known or not. Ten cents is not much to risk, and the name of the advertiser is a matter of little consideration. When an advertiser offers standard articles, on the other hand, people want to know who he is, what there is behind his statements.

GROWTH.

People who buy one 10-cent novelty, if it proves satisfactory, will buy others. They will get in the habit of sending orders amounting to from 25 cents to one dollar and upwards for an assortment of games, novelties, books, jewelry, etc. If they still get satisfaction, the advertiser can gradually add more expensive articles to his line, and send circulars of them to his old customers, and if anything is desired in that line he has a better prospect of selling it than if he had purchased the names and sent a catalogue or circular of high priced goods at the start. The young people of the family usually order the cheap novelties. The older people will see the circulars sent, however, and will also know about how promptly the goods have been sent, and what values

have been given. Then the younger people will be gradually getting older and be in the market for more expensive goods. Cheap jewelry should form a part of the catalogue or circular matter sent to those answering a novelty or song book or cheap jewelry ad, gradually a more expensive line of articles can be added. There is an opportunity to grow in this branch of the mail order business, as in every other, and this branch does not require the capital or experience that most other branches demand. Nearly every successful firm began small and gradually worked up into a more expensive line. Sears, Roebuck & Co. began business in Minneapolis, handling a rather cheap line of jewelry and watches. Gradually higher priced goods in watches, diamonds and jewelry were added, and then all other kinds of goods.

The great mail order jewelry firm of the Baird-North Company began with a sixteen-page catalogue of silver novelties and gradually added to their line until it includes all kinds of high class articles in gold, silver and gems. If you have it in you, you can work from small beginning. The cheap line is the best for the man of small capital and little business experience.

SOME HINTS.

There are many firms sending out catalogues of novelties and similar goods, but most of them are not stayers. If you have the pluck to hang on, you can gradually get the business on a paying basis, while those who drop out will lessen your competition.

Follow-up letters can often be profitably used to follow up orders and replies when handling this class of goods. A letter calling attention to a catalogue or circulars will cause a more attentive consideration.

One of the disadvantages which is experienced in selling this class of goods is the large number of orders received from children for 5 or 10 cents' worth of goods. The cost of postage and packing takes all the profit off such small orders. In order to reduce this class of business to a minimum and to encourage larger orders, it is a good plan to offer premiums for orders amounting to 50 cents, one dollar, two dollars, etc.

SELECTION OF CIRCULARS.

The selection of proper circulars to follow up those who answer your ad is quite a task, but remember to send circulars of goods similar to those mentioned in your ad. If you advertise a book in your ad it would be a good plan to send a circular of other books, because you have evidence that the party who answered your ad is in the habit of buying books. An advertisement of novelty should be followed up with a catalogue of other novelties.

A collection of popular songs is an excellent article to advertise to get quick replies, and a song collection which you can advertise at 10 cents you can purchase from Will Rossiter, 56 Fifth avenue, Chicago.

He also has a number of fast selling books that would be suitable to advertise as leaders. He also has ready printed circulars of books, songs, etc.

"Ready made" circulars with your imprint on, describing fast selling goods that should pull well, when sent to the class of people who would answer the above ads, may be had from the following firms:

F. N. Lupton, 27-28 City Hall place, New York, supplies an excellent circular of fast selling 10 cent books at a very low cost.

The Rex Trade Supply House, 108 Fulton street, New York, have various circulars of fast selling books that they furnish cheap, including a circular of "sixty books for 32 cents."

Circulars of fast selling novelties or catalogues of novelties, with your imprint on, may be had of I. Whiteson, 240 East Madison street, Chicago.

He also fills your orders direct to your customers, so that in using his novelty catalogue you will not have to carry a big stock of goods on hand.

Manhattan Supply House, 416 Dearborn street, Chicago, have an excellent catalogue of cheap books, also circulars.

Communicate also with the Murphy Manufacturing Company, Stamford, Conn.

Eureka Trick and Novelty Company, New York.

Chas. E. Marshall, Lockport, N. Y.

From these you can select a number of articles and make up your batch of follow-up circulars or catalogues.

Put Your Chubby Arms AROUND ME

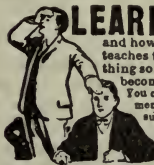
Words and Music for Piano or Organ. Also Creole Belles, I Want a Man Like Romeo, Please Go away and Let Me Sleep, Go way Back and Sit Down, Susan Van Dusen, Mid the Orange Trees and Blossoms, Dear Genevieve, and 33 other Very Latest Songs, including the great descriptive song, When Mammy Rocks her Little One to Sleep, and the \$10,000 song-success, **HIAWATHA**. The biggest, brightest and best collection of genuine songs ever published, including Ragtime, Coon, Comic, Sentimental, Love, War, etc. Also a big collection of **Minstrel Jokes and Noodle Tricks**, including How to Pass a Card through a Handkerchief and How to Bite Nails in Two, fully illustrated; also a Guide to Filtration, a bunch of Red-Hot Monologues, a coupon good for \$1.00 worth of our goods, and a **PRIZE TICKET** which entitles you to a Free Fountain Pen. All for only 10 cents, to introduce our Mammoth Catalogue. Address, **LEWIS MUSIC CO., Dept. 13, 510 Jackson St., CHICAGO.**



Collections of popular songs are very attractive. The above advertisement pulls several hundred thousand replies every season. Novelty and book catalogues and circulars are mailed with each order filled.

LEARN MIND READING

and how to control the mind of others. Our book teaches the subject of mind reading, makes every thing so clear that any person can understand and become an expert mind reader in a short time. You can mystify your friends, give public entertainments and help yourself to social and business success. Our book explains all the feats of all the mind-readers now before the public. **You Can Do Them All.** Also tells how to control the minds of dogs or other animals and make them do seemingly impossible feats. "The Merve-ry of Mind Reading Revealed" sent postpaid on receipt of **25 CENTS**. **Geo. L. Williams & Co. 7145 Champlain Av., Dept. Chicago**



A book ad that proved a good "puller," enabling the firm to get out their catalogue into the hands of buyers at small cost.

RIP-ROARING COMIC POST CARDS FREE

We will send ten rip-roaring Comic Post Cards **FREE** to anyone sending us ten cents for a three months' trial subscription to **FARM MONEY MAKER**, the great family home and farm magazine. The cards are printed in many colors, no two alike. Comic Post Cards are all the rage. These are the funniest you ever saw and would make a wooden Indian laugh. We will return your money if you are not satisfied. Send 10 cents (silver or stamps) for 10 Post Cards and Magazine. Two Extra Colored Art Cards sent Free if you write today. All new subjects just out. **FARM MONEY MAKER, 28 E. 3rd St., Cincinnati, Ohio.**



Post cards are a strong "puller" for mail order business. The above advertisement shows how a publisher sells post cards in connection with subscriptions to his paper.

CHAPTER VI.

Selling Through Agents.

Selling goods through canvassing agents is probably the most difficult branch of the mail order business, although to a novice it seems easy. I believe that the time is past, except in exceptional cases, where business can be done by agents on a cash basis—that is, for agents to send in cash in advance for the goods. Most of the large houses who deal through canvassing agents have inaugurated the practice of extending credit. They require, of course, reference or endorsement of some responsible party in the town where the agent hails from.

A good specialty like the chemical ink eraser of the Monroe Manufacturing Company or the patent pens of the Braham Pen Company can be made to pay, but it requires a great deal of skill to present a proposition by means of circular letters, etc. After the agents are secured there is also considerable difficulty in keeping them in line.

Many of the agents' propositions really aim to sell the agent a sample outfit or first lot of goods, and the advertisers never expect to hear from them again after they have loaded them up.

Then, of course, there are other advertisers who have goods of merit, whose agents canvass for them all the year round for the purpose of earning a living.

Books sell well through agents, especially during the holidays and winter. Books treating of timely events, as, for example, the Galveston hurricane or the Martinique horror, sell well for a few months after these events. During the presidential campaign the lives of the candidates sell well.

MUST HAVE A GOOD ARTICLE.

If you want to sell your goods through agents, unless you are merely working them on a sample outfit, you must have something that agents can sell if they try, something that has genuine merit and plenty of talking points. An article

does not necessarily have to be new in order to be a good seller, although new articles of merit are naturally preferred.

The Monroe Manufacturing Company has been selling its chemical eraser through agents for the past ten or fifteen years, and apparently they are doing as much business as ever.

In order to handle agents successfully it is essential to have an advertisement that will attract their attention. You would then need an attractive circular of your article, or perhaps a small booklet. This circular or booklet should go into the merits of it and should describe it fully, showing up its talking points and attempting to convince the agent that it is an easy article for him to sell. Then you should have a circular letter in which you make him your prices, terms, etc., and if you are willing to sell him on credit this letter should ask him for references, etc. Some firms sell sample outfits by offering the agent a salary of \$15 to \$20 a week or some such an amount, but the conditions of the salary are that he shall sell a few dollars' worth of goods, so that the firm can determine how rapidly he sells them. Sometimes they state that if he can succeed in selling the goods in a day they will sign a contract with him at a salary of \$15 to \$20 a week. When the agent receives the contract he finds he must sell a specified amount of goods.

It is true that a certain proportion of those who answer agents' wanted advertisements are mere curiosity seekers, but you cannot tell them from those who mean business. It is well to follow up all replies you get, as it frequently happens that at the time the agent writes you he is not open to your proposition, and by writing him two or three times, at frequent intervals, you can possibly find him when he is in a mood to transact business with you.

After you have secured your agents it is unnecessary perhaps to say that you should acknowledge receipt of all or-

ders, remittances, etc., promptly on the day received.

MEDIUMS TO USE.

In advertising for agents the mediums that can be used are the classified columns of the daily papers and the mail order weeklies and monthlies. The daily papers bring a lot of replies, and returns are quick, but they contain a larger proportion of curiosity seekers than do the inquiries received from the weeklies and monthlies. I prefer advertising in the weeklies or monthlies, as they reach a better class of people for the mail order business, and besides there is an opportunity to display the advertisement, also to illustrate it.

It is well to illustrate the article, thereby giving the prospective agent an idea as to what the article is that you desire to have him handle.

Another class of agents' propositions are those that mean to sell the agent something with which he can make money, such as vending machine, knitter, printing press, plating outfit, etc. It requires considerable skill to construct advertising literature for a proposition of this kind.

LARGE PROFITS FOR THE AGENT.

Agents demand large profits on the goods they handle, and they still wish to handle articles of sufficient merit to sell well. A first class, experienced agent can sell almost anything, but such an agent can choose his own proposition and make his own terms. Most agents are amateurs and are looking for articles that will sell themselves.

Books give a profit of 100 per cent to the agent usually, and they are allowed to make payment after delivery. Small articles, selling for 10 or 25 cents should allow the agent a profit of 150 to 200 per cent, especially if he is required to pay for them in advance. A big profit enables the agent to sell through sub-agents and to still make a large profit. Where cash is required in advance, it is desirable to offer the prospective agent the general agency for his territory, and be able to show the large amount of money he can make by the work of others. Of course a certain minimum quantity must be ordered in order to receive the general agency, and this kind of an offer serves to stimulate large orders. The manufacturer can afford to

sell the goods in large quantities for cash at a small margin of profit, and if the goods are low in price and offer a big profit to the agent it is possible to get the cash orders; but in the case of more costly articles, such as books, medicines, etc., it is best to sell on credit, taking the proper precautions to avoid loss, and when this is done the agency firm must figure a large margin of profit to cover costs of collection, an occasional loss, etc.

A firm in the west has worked up a large business by placing a silver polish through agents. The goods are sold to agents at \$6 per hundred packages, or at a still lower price in larger quantities. The polish retails at 25 cents per package, and the consumer gets good value at that, as the packages contain twelve ounces of the powder and the powder does the work for which it is designed. Indeed, an article of this kind should be right as to quality, because it is necessary to demonstrate it in order to make sales.

THE LITERATURE NEEDED.

The literature with which to interest agents consists besides the ad of a booklet or circular describing the merits of the article and showing why it should be easy to make large sales, a form letter to go along with such a booklet or circular quoting terms, and two or more follow-up letters. Circulars showing what other agents have done with the article will also do much to convince the prospective agent. Testimonials are quite as valuable when going after agents as when trying to sell a medicine. If one agent writes and says he is making \$10 per day and doing it easy, while he made a failure of trying to sell other lines, it will go far to convince the prospective agent that the line advertised is the one to handle. Some firms use pictures of the successful agents along with their testimonials. This flatters the agent and adds interest to what he says in the case of most readers.

To stimulate sales and to insure the agents handling the article for a considerable length of time, some advertisers offer premiums to those making the largest sales during the course of the year. These premiums often consist of a certain amount in gold, watches, trips to Europe or the equivalent in cash, etc. Then some firms offer a premium extra

to every agent selling a certain amount of the goods.

Every agency firm of much pretensions sends carefully written instruction with the first bill of goods. These instructions give many pointers to the beginner as to the best way to make sales. A "talk" is included for the agent to memorize and reel off, if he is not capable of doing his own talking.

The agency field is a good one to work, if one has the right article and the ability to push it in this way. Get a hundred good agents working for you and profits are likely to come in fast. But first you must get your agent—and it is hard to get answers from the right class; there are lots of curiosity seekers, who are looking for a chance to make money without working, who answer this class of ads. Many are ne'er do wells, who will not take up the work and would not succeed if they did. It is hardest to get good agents during prosperous times. Every one who wants to work can find work to do, and most people prefer to work for wages rather than to sell goods by a house to house canvass.

In hard times, when work is scarce, many out of employment try the agency business; but of course there is less chance of sales in hard times, and more agents out after what money there is.

The very strongest and most carefully considered literature should be used when trying to interest agents. There is lots of competition, and if an agent is to take up your proposition, you must show him good and convincing reasons why he should do so. Every good agent who stays with you any length of time will put lots of easily made money in your pocket. The man who can and will sell goods is a valuable man and no trouble or expense should be spared in bringing him your way, and when you have secured him, see that he stays with you, if fair and courteous treatment will induce him to do so.

Agents in most cases do not stay with one article long. They see some other article advertised which they think will pay better and take that up instead. Then some agents merely take up the sale of an article in order to earn the money for some particular purpose. A student works during vacations in order to continue in school; country teachers and ministers often take an agency in order to increase their small income.

Farmers' sons take an agency during the winter months when there is little to do on the farm. Some who begin in this way like the work, and, finding they can make more money and make it easier than in other occupations, stay in the business.

A BOOK AGENT'S LETTER.

The following letter, sent out by an enterprising Philadelphia publishing house to their prospective agents, will give some ideas along the line of clever circular letter construction:

Esteemed Friend: If you are willing to work for \$75.00 per month for the first three months, \$85.00 per month for the next three months, and \$100.00 per month for the balance of the year, we think a satisfactory arrangement can be made.

We want a live, energetic person to represent us in a number of counties, to travel and appoint agents for our various publications. Your duties will be to go from town to town, appoint and drill canvassers, thus giving satisfactory employment to those out of work and to those who are employed at unsatisfactory wages. You have nothing to do with the agents after they are appointed. These agents send their orders and reports direct to us. The work is not hard, but pleasant and profitable and we are sure you will like it. In addition to the above salary we allow our General Agents their traveling expenses, such as railroad fare, hotel bills, etc. When you become General Agent for us prospectuses, circulars, envelopes and everything necessary for the work will be sent you in a splendid sample case.

In order to be successful as our General Agent, it is necessary that you should become thoroughly familiar with our plans and methods of doing business and to have become thoroughly enthused and know all about at least one of our publications. Before beginning the work, therefore, as General Agent, we shall expect you to devote at least twenty-four days to canvassing for one of our publications, and the one we want you to start with is fully described by the enclosed circulars. We know that you will at once recognize the merits and selling qualities of this valuable work. Be sure to read the circular carefully. We know from actual experience that it will pay you to do as suggested above, because the successful gen-

eral agent is the one capable of drilling the agents he appoints in such a way that they will be able to do good work and to make many sales. You cannot do this unless you know how to canvass yourself and learn our methods from actual experience.

We guarantee to allow you as per memorandum of contract enclosed herewith, \$72.00 for the 24 days' preliminary work, or \$3.00 per day irrespective of the number of books that you sell, and you will be entitled to the general agent's position whether you sell one book or one hundred. All we ask is for you to do your level best in the 24 days, and then order and remit for the books you have sold. Of course, while you are doing this preliminary work we expect you to do your level best to sell just as many books as possible. You ought to be able to sell from 75 to 100 books during this time, and if you accomplish this, it will make you even more than the amount which we guarantee to allow. We want you to be successful as a General Agent, and if you will follow our advice and instructions we feel quite sure that you will prove a valuable person to us.

It is not necessary that you should have had any experience in general agency work or in canvassing, as we will take hold with you and show you how to make a success. Our plans are the best and they insure success to a person of ordinary ability—one who has push, grit and common sense.

We enclose herewith a memorandum contract which please sign and return to us with your order for canvassing outfit, accompanied by \$1.00. We will then

send duplicate contract signed by us, and at the same time forward you promptly a complete canvassing outfit with all necessary instructions for the 24 days' preliminary work. You can make a copy of this contract so as to see that the one we send you is exactly like the one you have signed.

We have another party in view for this position, but we believe you can do more business than any one else we know of, and hence we ask you to engage with us. We hope, therefore, you will let us hear from you by return mail as we want to get some one started on the road as general agent at the earliest possible moment.

We shall expect the courtesy of a reply by return mail.

Yours very truly,

P. S.—As to our financial standing we refer you to any bank or the commercial agencies. In looking up our rating look for the People's Publishing Company as the Century Manufacturing Company is a department of this firm.

You will find us rated at from \$75,000 to \$125,000.

P. S.—No. 2.—It may be possible that you will not be able to accept our general agency proposition on account of having to leave home and travel. If this is the case we would be glad to have you to take hold of one of our popular and rapid selling subscription books and canvass for it on a commission basis and work in your leisure hours. We have hundreds of agents who work for us in this way and they make from \$40.00 to \$50.00 per month. If you desire the Local Agency send us 20 cents



\$10.00 SAMPLE WATCH and AGENTS OUTFIT FREE

To help introduce our famous \$10.00 Evington watch in every locality, we want men and women everywhere to wear these watches and sell them among their friends. For this service we give liberal pay and a **Sample Watch Free**. This watch is fully guaranteed for 25 years and has elegant engraved gold laid case, ruby jeweled movement, and all you have to do is to **carry one of these watches with you** and show it to your friends and you will soon sell enough to handsomely increase your income. **We guarantee \$18 to \$30 a week** to agents who devote their entire time to the sale of these watches. Sell one watch and you can easily sell a dozen more in the same locality. **Write now for sample watch** and terms to **OGDEN JEWELRY CO., Dept. Chicago, Ill.**

How a Chicago watch firm advertised for agents. There is, of course, a "string" to the proposition, but the above advertisement is so attractive that replies come in by the thousand from those who want to get the free watch and outfit.

to help cover the cost of mailing you the outfit, and we will send same with full instructions prepaid—stamps will do. In writing say whether you want the general agency or the local agency.

C. M. CO.

"BLIND" ADVERTISING.

An advertisement which does not tell what the goods are that the advertiser is selling, but relies upon vague promises to arouse interest or curiosity, is called a "blind" ad. It is the advertiser's purpose, in putting out an ad of this kind, to draw more inquiries than a straightforward ad which described the proposition would do, and then to rely upon the literature and follow up letters to bring in a profitable volume of business.

The blind ad is often a small ad, and in some cases the advertiser could not give adequate treatment to the advertised article in such small space. The general run of this class of advertising is of the business opportunity or home work type. Many advertisers who go out after agents do not tell what the goods are that the agents are to sell, but make promises of big pay, describing the proposition at length in the advertising matter that is sent to inquirers.

The blind ad should always be so constructed as to interest a class that is likely to be able and willing to buy the goods put out by the advertiser. The large number of inquiries mean a positive loss to the advertiser, unless he can induce a sufficient proportion of the inquirers to buy goods.

Many advertisers prefer to have a smaller volume of answers and greater surety of the interest that the inquirers have in the proposition.

For instance, here is the kind of problem that an advertiser is sometimes

called upon to face: He is advertising for agents; his goods are a line of medicinal preparations. He is aware that many agents have a prejudice against handling this class of articles. Shall he advertise: "A snap for agents—\$20 to \$50 weekly easily made," or thus: "Agents wanted for a fast-selling line of medicines—\$20 to \$50 weekly easily made."

In the first case all sorts of agents, and those looking for agency work, would answer the ad—many of these might not care to handle medicines under any circumstances. The literature would have to be exceptionally strong to bring many of these inquirers to the buying point.

In the second case, the advertiser could depend upon the fact that those who answered would not be prejudiced against a medical proposition; many of them, it is evident, would prefer to handle medicines. All that it would be necessary for the literature to do would be to persuade prospective agents that the remedies were a popular kind, and that the terms and wholesale prices were right.

But the first ad would bring more inquiries. It might not bring the more agents, and the more orders.

WE PAY \$32 A WEEK AND EXPENSES to men with rigs to introduce poultry compound. Year's contract.
IMPERIAL MFG. CO., DEPT. PARSONS, KANS.

This firm has been singularly successful in getting good results from small advertisements. The above advertisement runs in a large list of papers during the season. It attracts a large number of inquiries from prospective agents, and their elaborate "follow up" system gets the business. Of course the salary offered of \$18.00 a week is contingent upon their selling a certain amount of goods each month, as no firm can afford to give something for nothing. This point is fully covered in their contract which they make with their agents.

CHAPTER VII.

By the Way.

Here are a few hints, "by the way," to those who are handling novelties and expect results from their ads, that are out of proportion to the amount expended. Many who start the mail order business fail at it, because they expect more than is possible and do not consider that if the mail order business consisted only of putting an ad in a paper and drawing out the money, there would be a mail order firm in every home in America.

Always remember there are few to or 25 cent articles, unless it is an extreme novelty, that will bring back enough from the face of the ad for you to make a profitable income. It is the business that you get afterwards that pays. You ought to have circulars of other goods to send out with every order you fill. If the first thing you sold gives satisfaction, future orders are sure to follow.

THE MAIL ORDER SPECIALTY.

The question will perhaps be asked—is it possible to advertise the single article as a mail order proposition?

Well, that depends. If the single article is to be sold, and no other goods listed, it should either be something that can be sold again and again to the same people, or else the price and profit must be large enough so that a profit can be made on each sale, and it must be remembered that it costs money to make first sales.

Let us take the article that can be sold again to old customers—a good example of this kind of a mail order article is the cigar specialties sold by Rogers. The only way in which this manufacturer can hope to realize a profit is by giving such satisfaction, that a large proportion of those who buy once will become permanent customers. But if this is done, he can afford to pay twice the price of each first box sold as advertising expenses. A box of cigars is soon smoked up, and it is not necessary to make large profits on each

box of cigars, if old customers can be held.

A good example of the high-priced single article would be a piano. People are not buying an article of this kind often. For most families, one will last a lifetime. It is therefore necessary for the advertiser to make a price on the goods that will include the advertising expenses and a fair margin of profit. Selling expenses must be included in the price of each piano. They cannot be spread out among several pianos to be sold in the future, as in the case when selling cigars. Selling expenses are so high, however, when pianos are sold through the agency system, that the mail order piano dealer can usually give better values than can the manufacturer who sells through agents.

There will be some sales made to friends of those who have already purchased, and the manufacturer will be able to make an added profit on such sales.

There are other goods that, while not articles of consumption, yet more than one of them can be placed with most families, if the first sold gives satisfaction. A good example of this is the Ostermoor mattress. Many who try this mattress equip all their beds with it sooner or later. And mattresses wear out sooner than pianos. A certain amount of future business can be counted on when exploiting a meritorious article of this kind.

The single article can sometimes be profitably sold through agents. Goods of consumption, such as a medicine or a metal polish, can continue to be sold through the same agents in the same territory. A household specialty, such as a carpet stretcher, or an ironing board, demands new territory, after one section has been carefully canvassed.

But this is a big country, and there is several years' good business in a really meritorious specialty.

FURTHER SUGGESTIONS.

After you put your advertisement in a paper and it brings you replies, the paper has fulfilled its mission. It is then up to you to follow up these replies with well written circulars, which should receive your personal or an experienced man's attention. If you do not feel capable of getting up your own follow-up system, hire the best man you can get to do it for you. If your follow-up system is not perfect, your advertising will be an utter waste of money.

Treat your replies as you would a prospective customer that would come into your store. You would not send a slouchy, slovenly clerk to meet this customer and expect him to make a sale but you would either go forward yourself, meet the customer, or send one of your best salesmen to meet him. This and fair dealing has been the foundation of every successful business; so you should be just as careful in sending your circulars—they are going to meet a prospective customer. The first impression you make upon this customer will be a lasting one. The more care and attention you pay in making that impression a good one the more profitable it will prove to you.

You judge others by appearances, and you are judged in the same way. When you meet a man face to face, you judge him by his face, his clothing, his conversation and his manner. To be sure you may make a wrong estimate of his ability—some men who are rather loud

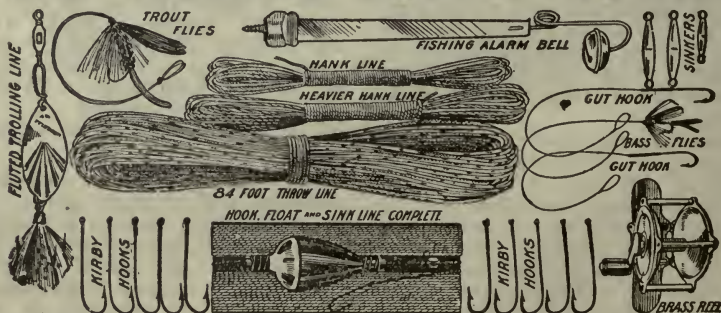
in dress and manner still have great business ability. But, in a majority of instances you can size up a man fairly well by his appearance and conversation. At any rate, that is the way men are judged. And a business house is judged by the class of men it sends out, and by the class of employes that represent the house when one calls.

A neat, well-kept office, store or other business place, when one is conducting a business that invites personal calls from a customer, is one of the best kinds of an advertisement. People like to trade with a house that is prosperous. An appearance of prosperity will be a great aid toward producing real prosperity.

When a firm is conducting a mail order business, it is possible to economize in the matter of plate glass, fine store fixtures, etc. People, in such instances, judge by the appearance of the firm's advertising matter, the stationery used, and the kind of letters sent out.

It may just as well be admitted, that different kinds of advertising matter and different kinds of stationery will affect different classes of people in different ways. A firm that is appealing to business men must take a different tone, than one that is going out after the trade of the country consumer. The short to-the-point letter which would be just the thing for the business man, would be altogether too curt for the average mail order customer. It would make an unfavorable impression.

BIG FISHING OUTFIT CHEAP



This is one of the best fishing outfits ever offered. It consists of 29 different pieces, everything just as represented and every piece there—29 in all. The Reel is for fastening on a pole, to be used to catch all kinds of gamey fish. The Trout Flies have long gut leaders to prevent the fish biting off the hook. The line with a float is especially put up for the use of women and children. This is one of the most complete fishing outfits ever offered. Its 29 pieces include tackle for every kind of fish now caught. An outfit like this will last the family for years and at the stores would likely cost at least \$3.25. As long as our supply lasts we will sell these great 29-Piece Fishing Outfits for only 99 cents. Money promptly refunded if we sell out before your order is received. Shipped, all charges paid, for 99 cents. No higher; no less. Satisfaction guaranteed. **RICHARDSON & CO., 814 Wilson Building, Chicago.**

Although as a rule mail order advertising in the summer is not as good as at other seasons of the year, the above concern sells thousands of fishing outfits every season to ambitious anglers.

CHAPTER VIII.

Mail Order Medicine Advertising.

A great deal of money has been made in advertising by mail medicines for the cure of various chronic diseases. There seems to be a fascination about consulting a "specialist" or an "expert" by mail that most country people cannot resist. They are strongly impressed with the fact that the treatment they get is somewhat different from what they could obtain from their local doctor. Undoubtedly this is a fact, as people do not send away from home for medicine except for the cure of some chronic ailment.

Success in mail order medical advertising lies in the fact that the advertisements are constructed so as to attract inquiries from those who are suffering from the disease that the advertiser believes he can cure. There are few medicines that are sold direct from the advertisement, as it requires considerable talking in order to persuade a person to give the medicine a trial. Most of the medical advertisers now offer a free sample of the medicine or free advice in addition to their free booklet or other literature. This opens up correspondence with the patient and once a person has written to a medical firm, it never lets up on them. Undoubtedly it is the persistency with which the inquiries are followed up that finally convinces the reader that the advertiser has an unusual article and is induced to send for it.

MAIL ORDER MEDICINES.

What kind of medicines will sell by mail is another important question. The only medicines that can be successfully advertised for the mail order trade are those that cure diseases which the ordinary doctor is unable to cure, such as kidney diseases, piles, liver complaint, etc. If you have got a cure for the headache or toothache and think of building up a mail order medicine business with it, don't try it. People buy articles of that kind only when they

need them, and they haven't time to order by mail, but will get them at the nearest drug store. Successful medicines that have been advertised by mail have been formulas that have been tried and found all right. If you have in your family a tried and true preparation for the cure of consumption, rheumatism or kidney diseases and wish to market it by the mail order method, the first essential is to have it put up by some first-class manufacturing chemist. It is not advisable to attempt to put up your own medicine unless you thoroughly understand it. If you live in a small town where there is no manufacturing chemist, you could probably have your medicine put up for you by the local druggist.

If you haven't a formula for a good medicine, there are manufacturing chemists who will put up medicines for any chronic complaint after standard formulae, and these medicines are doubtless as good in every way as those are likely to be which are made after an old woman's recipe.

HOW TO ADVERTISE.

How a medicine is advertised is the main thing. The medicine may contain the same ingredients as do the medicines used by many physicians, but if the advertising matter is properly constructed, the patient will be persuaded that the advertised medicine is something better—something out of the ordinary. Of course, something out of the ordinary is better to handle if you can find it. If you come across a medicine which is marvelously effective in the cure of any chronic complaint, that is the medicine for you to advertise. But a large majority of those who wish to go in the mail order medicine business are not lucky enough to find anything of this kind, and a good medicine put up by a competent chemist after a standard formula is likely to prove more satisfactory and is less likely to do harm, than some ignorant quack's concoction, though

it is possible that the latter may hit on an article of merit. The thing to do is to advertise the medicine as something different from other medicines designed for the same disease.

A plausible explanation should be given as to how it differs, and as to why it acts more effectively.

Show how it cures because it contains the right drugs in the right proportion to act upon every symptom of the disease.

SOMETHING NEW.

If your medicine is just like dozens of other remedies, what reason will the public have for purchasing it, rather than the remedies of established reputation?

Anything new will do—a new selling plan, a new method of application, a new discovery in medical science, a new method of putting up—or even a new advertising argument will sometimes make the thing go.

You must have some leverage for the advertising man to use, in his effort to interest and convince the public. To be sure, the clever writer of advertising copy can find wonderfully convincing arguments, with very little to go on. But the more facts that you can give him to help out his story the better it is likely to be.

Consider some of the great medical advertising successes of recent years. There is Vitae Ore, much in the public eye at present. This medicine enjoyed a fair measure of success for many years, being sold through local agents, who distributed circulars and booklets, which sang the praise of the remedy in a very sensational manner. The wording was often ungrammatical, too, yet the medicine sold. The new idea about Vitae Ore was the claim that it was mined from the earth and contained the essential elements of a mineral spring. Lately the medicine has had the added advantage of a new selling method. A dollar package was sent on trial to anyone who would request it. If the remedy failed to cure or benefit, no pay was required.

Dr. Shoop also has offered to allow patients to take the medicines thirty days without paying for them. His new idea was the "inside nerves," which other physicians didn't know about, didn't doctor, and so, of course, didn't cure.

In the case of "Five Drops," the name and dose were so different from the ave-

rage, that they were sufficient to attract attention.

And there is Cascarets—"the candy cathartic" has a splendid sound. To eat a piece of candy is surely easier and pleasanter than swallowing a pill. The price was low—people tried them, and continued their use.

Orangeine was not only put up in new form, but it occupied a place of its own among medicines. It was advertised as a good headache remedy, a good grip or cold remedy, and as a general all-round bracer for fag or fatigue. And then, it had an attractive name.

The foot drafts for rheumatism, which have been extensively advertised on a pay-only-if-cured plan, have proven successful sellers. A vacuum cap for the cure of baldness, put out by a St. Louis firm, has also met with great success because it was a novelty. A preparation under the name Vitae-Ore, and claiming to be the concentrated essence of several mineral springs, found in a natural mineral substance dug out of the ground, has been a big seller for the same reason—because it was "different"—a novelty—something new and out of the beaten path.

The scheme is the thing in mail order medical advertising and the medicine itself is a part of the scheme. If it can be something new and appealing to that inherent instinct of mankind for some new method of finding the road to health it has a much greater potential chance of success than if it is merely "medicine" put up in a box or bottle just like all the other cures for the same ailment.

PROPRIETARY MEDICINES.

A proprietary medicine should be a vegetable remedy and advertised as such. All the medicine advertising has harped on this point so much that buyers of medicine look with suspicion on a medicine that is not so advertised. If a mineral medicine were advertised, it would take some very strong arguments indeed to make it go. It would be up to the advertiser to prove that the mineral was quite harmless, and in point of fact far more beneficial than any vegetable could be. To advertise a mineral remedy, it would be necessary to combat prejudice.

Indian remedies have a considerable vogue, because the advertiser can point to the superb health and freedom from disease of the savages and ascribe to the

medicines advertised the reason for this state of health and physical vigor.

It would seem that some advertiser might use the same argument for a remedy supposed to be discovered by the gypsies and used by them for centuries before the receipt came into the hands of the advertiser.

A woman's remedy will perhaps sell faster if it is said to have been discovered by a woman and bears a woman's name. In putting forward a remedy the discovery of which is ascribed to anyone else than a physician, it is advisable to tell how the discoverer cured himself or herself of the disease—it may be well to do so, even where the discoverer is alleged to be a doctor.

TESTIMONIALS.

Testimonials are of greatest value to the medical advertiser. It is easy to get testimonials, after a large amount of the medicine has been put out—a certain proportion of those who receive it are bound to be benefited—nature will cure part of them, even if no real benefit results from the medicine, and those who are cured of a lingering complaint will usually thank the one whom they look upon as a benefactor.

To get testimonials to use at the very beginning of the advertising campaign is what bothers most medical advertisers. Testimonials might be worked up in the advertiser's home neighborhood by giving out trial treatments of the medicine free of charge. Those who were cured or helped would be glad to sign a testimonial, and would in most cases be willing that the advertiser should word it to suit his own ideas.

Then, it might be found easy to get testimonials by offering a series of prizes at the beginning of a campaign to those who reported the most marvelous cures. Of course, this prize offer should be put forth in the right manner. Something of this kind would bring responses, and convince the reader of the firm's honest intentions. Knowing of the unequaled merits of this marvelous remedy, and bearing in mind the cures that have been accomplished under our own eyes, and reported to us by those using our remedy all over the country, we feel assured that there are still others who are experiencing equally good results from the use of our preparation. We want to receive a report of such cures—we do not ask something for nothing;

but in order to get all who are benefited to report their case we offer the following prizes to such as send the best testimonials, as adjudged by our committee. These prizes will be awarded to those who report the worst cases that have been radically cured, taking into account the fullness of the report, etc. Literary ability to write up the case will not count—but the case should be fully described, failure of other remedies, etc. Then the results of our medicine, amount taken and present condition of the patient.

This is only a hint, of course—it would be well to require certain conditions, such as medicine to be taken in the competitor's family, accompanied by a label from a wrapper around the medicine, etc., etc.

But the testimonials are necessary to the medical advertiser who would attain the fullest measure of success, and they must be obtained in some way; if not in this way, then in some other. Then they should be testimonials which will hold water. To make a testimonial convincing, an address must be given, except in case of certain private diseases, for which secrecy is only natural; some who read testimonials write to the person who describes a case like their own.

Testimonials are the clinchers. The advertiser tells the public about the remedy—what it is made of and why it should benefit—and then comes the testimonial and gives the practical evidence. The patient says: **IT HAS CURED ME.** That convinces.

THE PRICE.

It will not pay to sell a medicine by mail, exclusively, at a low price, say twenty-five or fifty cents. Advertisers who place their medicines through dealers and sell by mail to those who cannot obtain the medicine of their dealer, are on a different basis. It takes as much literature and postage to work up a sale at a low price as at a higher price. The medicine should sell for at least one dollar per package or bottle, and a complete guaranteed treatment be given for three or five dollars—this may consist of four or six bottles or packages, as the case may be. It is well to offer to pay transportation charges, and it is therefore advisable to put up the medicine in dry form, tablets, capsules, pills or powders, rather than in liquid form. Charges will be much less.

The advertiser must allow a large margin for selling expenses, if he would make a profit; he should not allow his dollar packages of medicine to cost him, as sent out, more than twenty-five or thirty cents. It costs as much, or more, to market a medicine by the mail order plan as through dealers, though mail order medicine men, in their advertising, may well harp on the advantages of buying medicines by mail rather than through dealers, and bring forward the plea that the purchaser is paying for nothing but medicine and one small profit to the manufacturer.

THE GUARANTEE.

A guarantee which promises to refund the money if the patient is not cured or materially benefited is of the greatest value in assisting sales. The fact that this guarantee is sent out with every package of the medicine may be well written up in the booklet, and also given much attention in the following literature. It can be shown how the advertiser is taking all the risk of a fair trial of the medicine, that if he cannot cure the case, he does not care for the money—that there are but few cases that cannot be cured, and they are so complicated and have been allowed to run so long that they are incurable by any earthly means. That in these exceptional cases the advertiser will be glad to return money, as it will hurt the reputation of his medicine to keep it. That nearly every treatment sent out accomplishes a cure, otherwise it would be impossible to make such an offer.

It may be objected by some that such an offer is likely to make considerable trouble for the advertiser; that he is likely to have many demands for a return of the money. Of course, it should be the advertiser's purpose to cure as many as possible, and to that end it is well to have a first-class medicine, and to inclose with it hygienic rules which will help along the cure. It is Nature which cures usually, anyway. Give Nature a chance, and a little help in the way of medical assistance and wonders will be accomplished. Most people who order mail order treatment live in the country, where it is possible to lead a healthful life; hygienic rules in connection with a medicine will be followed by those who would scorn them as a means of getting well without medical aid.

In spite of all this, there are likely to be many who are not cured by the medicine, and a certain proportion of these are likely to demand a return of the money. Some dealers make no guarantee except what is said in the booklet and letters. But if the case were carried to the courts and the firm were good for the amount, that guarantee would hold as well as any. Other medicine men pack a guarantee with the treatment, but this guarantee usually has a "string" to it, so that they can crawl out in most cases. In order to obtain the money the purchaser is expected to unwind a good deal of red tape. He is required to make affidavits, to have witnesses make affidavits as to the fact that he is still ill, although he took the medicine, persistently and regularly, and faithfully followed directions in every respect. Few will follow the matter up to this extent, and those whose claims are not satisfactory can be turned down. None of them is going to carry a case into the courts for a matter of three or five dollars, so the dealer need repay the money only in the case of a few seemingly worthy claims that he feels disposed to grant.

If the medicine is indeed a good medicine, and accomplishes cures, the manufacturer will make more money than he will be able to do otherwise, because he will be able to sell many treatments to the friends and acquaintances of those benefited by the medicine and these sales will be made without the outlay for advertising expenses, which is necessary when working up a sale in the usual way. The profit on all such sales therefore will be large.

TWO METHODS OF ADVERTISING PATENT MEDICINES.

To the man who has never advertised one, all patent medicines look alike—and so do all patent medicine ads. But the expert promoters of advertised remedies divide them into two great groups. Each is exploited in an entirely different way, and each appeals to a trait in human nature that is as far from the other as the terrestrial poles.

The largest group consists of the "staple" medicines—the mild-mannered little liver pill, the delicious laxative tablet, the warm aromatic liniment for aching bones, the cough mixture, the general tonic and all the pharmaceutical

preparations that are in demand season after season, year after year, eternally.

A "staple" remedy needs an unforgettable name and plenty of advertising at the beginning of its career. In the case of such a preparation as Omega Oil a half million dollars may be paid out for newspaper space and painted bulletins in two or three years, while not one-tenth that sum comes back in immediate sales. The advertising bills of Omega ran as high as \$50,000 monthly during the early years of its career, while its sales were sometimes less than \$25,000 per month. But the name was fixed on the public memory, the remedy sold, and sold again, until the foundation of a trade that may last a quarter of a century was laid.

After the introductory work of a staple remedy has been completed, its advertising may be reduced to a very moderate annual expenditure. The popular staple keeps doing business at the same old stand on its reputation, and is handed down as an heirloom in families. A very good example of such a remedy is Perry Davis' Pain Killer, seldom seen among the advertisements in city dailies, yet on sale at every city drug store. Back in the country districts can be found pills and tonics that were advertised during the civil war. St. Jacobs' Oil has not been exploited to any extent in fifteen years, and even patent medicine men sometimes refer to it as a thing of the past. Yet the company that still makes it clears about \$50,000 a year, it is said.

That's the staple.

The second group of medicines is of an entirely different character. Patent medicine men call them the "agony remedies." A staple medicine is exploited by quiet advertising—jingles, three-line readers, trademarks, pretty posters. Whatever the advertising argument, it is printed over and over and over. There is no element of excitement in a staple remedy. People buy it to cure a cold or create an appetite. You might as well try to thrill them over the virtues of granulated sugar. But the "agony" remedy's advertising is excitement from the very start. It rescues victims of disease from the jaws of death, cures cases that all the doctors have given up, makes hair grow in a night and all that sort of thing. The more fuss kicked up about

it the better it sells. Big space must be used, with testimonials from congressmen and crowned heads. There must be illustrations so vivid that esthetic souls complain about them, and their indignant letters are printed in the papers that didn't get any of the advertising. Three cardinal principles of the agony remedy must be kept in sight:

First—The wonderfulness of it.

Second—Heart interests.

Third—Miraculous cures.

The wonderfulness of an agony remedy is easy. Every patent medicine is really wonderful if you look at it in the right light—even the staple. You might say, for example, that a certain nerve builder is made from a marvelous root dug by the natives in Chinese Tartary; that scientists have never been able to determine the exact species of this priceless plant, and its properties are beyond the analysis of the most skillful chemists; that its whole history is shrouded in mystery, yet it has been known for ages, and since its introduction into Europe by Arabian physicians has been a means of curing all the ills that flesh is heir to; mystic and subtle in its properties, it is still absolutely harmless even to the tenderest infant.

These absorbing details are simply what is known about that good old standby of the pharmacopœia, *tinctura rhei*, or rhubarb. To find others equally mysterious and valuable you need go no further than the encyclopedia. All the standard drugs have life stories as interesting as that of radium, and in the hands of an able wordmonger they become as marvelous as the seven wonders of the world.

Heart interest in the advertising of an agony remedy is secured by playing on the imagination and sympathies of readers. When the advertising is properly done it ought to cure as many people as the remedy itself. Before the agony remedy can cure people, however, its promoter must persuade them that they are sick. It's amazing how many good people there are in this world who never suspect that they have the germs of a deadly disease in their systems. Their bones may ache at night, but they make the terrible mistake of thinking that they are just tired. Perhaps they do not feel like springing out of bed in the morning when the alarm

clock rings, but they reproach themselves with laziness. When they sit in a draught they catch cold—and lay it to the draught. If they run up four flights of stairs their hearts palpitate, but they never suspect heart disease. Their appetite fails sometimes, or if it doesn't they have an appetite that is too good. All these symptoms they regard as normal, poor souls, and the only way to rouse them from their illusion is to print a line etching of a cemetery, flanked by the Angel Death and his little sickle. This catches their heedless eye. Then you begin your diagnosis.

The diagnosis is a series of questions. Do your ears ring? Is your tongue coated? Are you easily discouraged—melancholy—tired of life? These symptoms may mean nothing, gentle reader, but it is well to be on your guard, for many of them indicate the approach of the wooden overcoat.

The diagnosis runs on in this vein, and when you have really persuaded the reader that he has symptoms, it is time to trace the course of the disease that has now fully developed. He notices that he is wasting away, and falling behind in the struggle for existence. Then his friends notice it. He grows thin, pale, feeble. The old family physician is called. Medicine. Sufferer grows worse. Another physician. More medicine. No good. The patient's wife weeps over their little ones, and the advertising man draws a picture of the desolate home after he is gone. This part of the agony medicine ad is purely emotional. The reason of the reader must be appealed to as little as possible, but every heart string that can be reached must be twanged for all it is worth. Then ring in the wonderful remedy, tell what it has done for others, and wind up with testimonials and a \$5,000 guarantee to cure anything and everything.

Do the agony remedies really cure? Well, perhaps the majority of their patients are not really sick until they begin to read the diagnosis. As for those who *are* sick, the medicines must cure a large proportion. Testimonials are always easy to get, and the people who testify are always enthusiastic. The philosophy of an agony remedy comes down to two things: If it cures, it is a modern miracle, and the patient tells

all his friends. If it doesn't cure, he denounces it as a fake. But that only sends him to the next agony remedy, for every person that has tried yours and found it effectual will try the next fellow's. Which is where the sales come in.

The excitement created by heavy advertising and the right agony remedy makes it highly profitable. People pay a dollar a bottle for it, but want the staple cough mixture for fifteen cents, with trading stamps. When the advertising of an agony remedy stops, however, the sales stop, too. There are no agony remedies left over from former generations on the shelves of the country store. A man uses liver pills all his life, but he takes an agony remedy only a short time at most. It either cures him or he quits because it is a fraud.

VALUE OF NEW IDEAS.

A new and plausible idea in the medicine field is always likely to take the fancy of thousands of people if it is written up in a convincing manner. For instance, when Dr. George A. Scott brought out his electric hair brushes many years ago, and advertised them for the cure of headache, etc., the idea immediately caught the fancy of the public. He followed it up with an electric corset and made a fortune with the scheme before his death. Of course that idea is old now.

The foot drafts for the cure of rheumatism was another original idea which caught the public to some extent. A St. Louis advertiser has introduced an appliance to make the hair grow by fitting a cap-like appliance to the head and creating a vacuum in it, thus drawing the blood to the scalp.

Then there is Dr. Shoop with his medicines which cure the "inside nerves;" this was decidedly a new argument, and the constant reiteration of it has helped to enrich the doctor. Another new argument was advanced by the Peruna people when they began to contend that nearly all diseases were catarrhal in origin, and therefore curable by Peruna.

These instances will give you an inkling as to what I mean by a new idea. Some of the articles are appliances, rather than medicines, but all of them are used for curative purposes. If you can conceive anything new upon which

a convincing argument can be built, I can write it up in a way that will start you on the road to fortune.

An idea does not need to be altogether new to win out—it may simply be an old idea turned around or adapted to a new purpose.

For the sake of illustration, we will presume that you have a rheumatism cure that you will put on the market, and have constructed an advertisement offering free samples to all who will write you who are afflicted with this disease. Having placed this advertisement in a number of papers, you find yourself in receipt of a large number of inquiries asking for free samples.

YOUR BOOKLET.

It is customary to have a booklet or descriptive circular describing the different phases of the disease. This you send out with the sample, and you also send out a letter acknowledging receipt of their inquiry and giving a few additional arguments why they should use this medicine. The writing of medical booklets, circulars, etc., is a profession in itself. A skilled medical writer describes the symptoms of a disease so that the patient cannot mistake the nature of his malady and by the time he has read the literature through, he is convinced that he has the symptoms and needs the medicine that the advertiser has to offer.

It would be useless to advertise a cure for rheumatism or anything else unless it was first-class and the sample that you sent would give satisfaction, otherwise nobody would order a full-sized package. If there is a great deal of money to be made in the mail order medicine business, there is also a great deal of competition, and it is useless to attempt to put a medicine on the market without the right kind of literature to back it up—a *good* medicine.

If you intend to go into the mail order medicine business, I should be pleased to have you write me in relation to writing up your literature, as I write medical booklets, advertisements, circulars, etc., that will actually sell medicine.

"FOLLOW-UP" LETTERS.

It is essential also to follow up your inquiries, as those who send for a sample and try it, do not order at once, but have to be urged into it by persistent and sys-

tematic letter writing. Form letters on which you fill in their name and address, to give it a personal appearance, are used by advertisers who are in receipt of a great number of letters a day, all of which, of course, require the same answer. In your first letter, it is best to try and work up a sale for a half dozen bottles or packages. In your second letter, it is well to put forth additional argument, as to why the treatment should be taken, and in your third letter, it might be well to make a reduction in price, as that is always an inducement and stimulates a sale.

There is one more precaution that should be taken by the medical advertiser. If you are not a doctor, do not advertise that you send them a special prescription for their case, as that is not allowable; simply advertise that you have a medicine for the cure of their disease.

The method of getting up your booklet may be gained by the usual medical booklets found on the counters of most any drug store. A large number of testimonials are almost a necessity in order to make the literature "pull," though frequently this feature can be gotten over by the advertiser stating that the names of those treated are kept confidential.

Ideas for form letters may be gained from the following: Letter No. 1 is to be sent with your booklet and free sample. Letter No. 2 is to be sent several weeks later, when they have had opportunity to test the medicine and determine whether it has helped them or not.

If the first letter does not sell the medicine, it is often advisable to assume in the second that the sample sent them did the patient little or no good—indeed the small amount of medicine sent out as a sample can have little direct results on most chronic complaints. A sample of a stomach remedy which contains pepsin or some other digestive will, of course, prove immediately beneficial; other medicines which contain powerful tonics or stimulants may have an immediate result—but these are the exceptions.

In the second letter tell the patient that if there was no benefit perceived, it was because his case was so far advanced that the small sample could not be expected to do much good. That this, instead of being a reason for not taking the medicine, should cause him to order a complete treatment at once. That the tendency of the disease is to become

worse, and that every week delayed in commencing treatment may mean a month more of sickness.

Ask him if he can afford to remain ill for the price of the treatment. Tell him there is absolutely no risk incurred by him, that you take all the risk. If a complete treatment fails to cure money will be refunded.

In the third letter epitomize these arguments and present them again in a different form—make them stronger and more convincing. Then tell the patient that if he does not wish to order a complete treatment, to order one bottle of the medicine; this will cure many of the milder cases of the disease, and will prove beneficial in any case, so that if one bottle is ordered, enough medicine for a complete cure will surely be ordered by him.

If a price concession is made in the last letter, it is well to require a certain number of names and addresses of those afflicted with the disease for which the medicine is designed. This will make the offer seem fairer, and prevent those receiving the offer from thinking you will accept any old price for the medicine if they will only wait long enough.

These names will also prove valuable enough to work, at least to the extent of sending them circulars, and offering to send a free sample on application. Much of the mail order medicine man's success, or lack of success, will depend upon the letters he uses. I can write the letters that bring the business. My past work proves that fact. My clients are getting results.

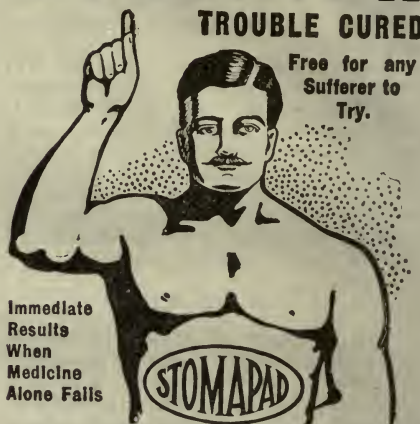
THE DOCTOR WHO ADVERTISES.

Sidestepping the question of right or wrong as gauged by that intangible will-o'-the-wisp, "ethics," it may be safely asserted that the doctor who advertises and does it rightly, can make a great deal of money and build up a very satisfactory business. We are not talking now of the quacks who are able, for a short time, to prey upon the credulity and weaknesses of the ignorant. There are any number of reputable physicians who specialize on some one disease, or two or three diseases, or who sell reliable remedies for certain classes of diseases, and whose business, judged from any standpoint, is honest, legitimate, and a real benefit to humanity. There are, in rural communities, thousands of peo-

STOMACH

TROUBLE CURED

Free for any
Sufferer to
Try.



Immediate
Results
When
Medicine
Alone Fails

If you have any symptoms or form of stomach trouble (Heartburn, Distress After Eating, Indigestion, Sour Stomach, Dyspepsia, Belching, Heart Fluttering, Billousness, Dizziness, Constipation, Catarrh of the Stomach, Sick Headache, etc.), you can be speedily and permanently cured at your own home by using Dr. Dill's Stomapid and Constipation Tablets. The Stomapid applied externally over the stomach draws the soreness outward. The Stomapid regulate and heal the bowels inward. By this Double Treatment you are relieved at once, where medicine alone fails, and you can eat anything you like. Send 10c to cover Cost of Mailing and we will send you a \$1.00 treatment FREE. Send to-day.

DILL'S TRINITY CO. CHICAGO.
Suite Oakland Music Hall.

The above advertisement illustrates the value of new ideas in medical advertising. There are thousands of pills, tonics, powders, etc., on the market to cure stomach troubles, but this is the first attempt to get away into new fields. The advertiser is so confident of the merits of his article that he sends it out on free trial to any one who writes for it.

STOMACH Troubles FREE CURED

By Dr. Dill's Stomapid Treatment.



Immediate results, relief at once when medicines alone fail. If you have heartburn, distress after eating, indigestion, sour stomach, dyspepsia, nausea, heart fluttering, catarrh of the stomach, dizziness, sick headache, nervousness, cramps, etc., you can be permanently cured at your own home. Send 10c. to cover cost of mailing, and we will send you a \$1.00 treatment, Free. Send to-day.
DILL'S TRINITY CO., Oakland Music Hall, Chicago

Smaller copy used in papers to try out before the larger advertisement is run.

ple who do not have convenient access to high-priced physicians, and to whom the idea of sending away to a distant physician in a large city is, somehow, attractive. Furthermore, statistics show that the better element of advertising physicians accomplish just as large a percentage of successful cures in their mail order practice as other physicians accomplish in their office practice. The mail order plan enables a physician to handle a very much larger number of patients than he could hope to handle by personal visits or at his office. The fees he requires can be very much smaller, and yet return him very much more than his income would be from regular practice.

This idea has been carried to a point by some physicians where "medical institutions," and similar institutions, can and do successfully treat almost every kind of disease by mail. These institutions have a staff of physicians, each of whom is a specialist in some disease, and among whom any patient can be sure of receiving expert and successful attention.

There is plenty of room for any good medicinal remedy in this broad land and the physician who has one should put forth every effort to make it known. You may effect a cure of some patient thousands of miles from you, and one that their local physician has given up. If this was the case as it frequently happens, you can readily realize what it means to you to spread your reputation for miles around each locality, the strength of which brings you other patients. Do not lose sight of this fact, that a patient secured by mail does not require but a few moments of your time to take care of, while a local patient may require several hours and possibly a long country drive. Doctors are too often satisfied with a moderate local practice and a moderate income when there are thousands of people who need their assistance and are willing to pay for it. Why not talk to them through the press and tell them what you can do?

At this period in the doctor's career he wonders how it can be done and things look black to him, but the way is clear and simple to the educated along this line. When your booklet, circular and letters are in readiness, construct an advertisement telling the truth in plain, simple words, using a large

headline displaying the feature, and it is a good idea to use an illustration of some kind that will also indicate what disease you make a specialty of curing. By some careful thought on your part you will study out the correct wording of an advertisement to make it appeal to the public and that they will read, and will gain their confidence enough to answer. This is not so very hard, but if you do not feel able to the task I would be pleased to take it up with you and advise you on all points and write your advertisements, booklet, letters, etc. If you wish I will also place your advertisements in publications that have a reputation for pulling qualities or business bringers for the advertisers.

It is not necessary for doctors to use large space to start with, but just enough to tell the story in as few words as possible, in fact a one-inch advertisement has started many on the road to success and then as business shows life, increase the list of papers, then commence over and increase the space until finally your business has grown to enormous proportions. After you get nicely started each mail, as it comes in, will always bring you a cash return and it is very gratifying to receive money by mail. Doctors are too apt to lose sight of the advantage gained doing a mail order business. You nearly always receive cash with each order and thereby you do not run any risk or have any losses on credits; then again you have cash for your order before you have to invest in the medicine. These advantages are large items of profit that in your local practice you never enjoy, but on the other hand your leniency is usually abused as the doctor's bill is always the last one to be paid.

Do not think for a moment that because you live in a small city or village that you cannot enter the mail order medical advertising field. If such is your situation you have a great advantage over the city doctor: your expenses are not one-fourth that of the city physician and you can buy your medicines just as cheap and your advertising will only cost you the same. The mail service of today is so thorough that it reaches the innermost sections of the country in very quick time, so that you can count place and distance as of small importance.

Every physician owes to himself and family the fruits of his years of study

and he has no right to bury some meritorious preparations from the public when they are in need of the same and deprive his family of the proceeds, when this revenue will mean that when your life of usefulness is over, you can say that you have made a success and surrender your secret as an asset to your successors.

A FEW WORDS FURTHER ABOUT MEDICAL ADVERTISING.

People are still looking for medical preparations that will cure their real or fancied ills. Anyone who has a remedy that will really give results should not hesitate to advertise it.

But the advertiser who goes in the medicine business without a desirable preparation to back up his advertising is likely to do little good to anyone except the publishers, and it is doubtful if they will be benefited greatly in the long run by fake advertising of any kind.

Those who hold that anything will sell in the medical line are fond of citing a remark attributed to various medicine advertisers, that one could bottle sea water, and by the means of good advertising create an extensive demand at a good price.

Yet, can anyone show a case where a really inferior medicine has enjoyed a large sale for a long term of years? Most proprietary medicines are really meritorious preparations. In many instances they are composed of just about the same ingredients that a physician would prescribe for like ailments. To be sure, they are more often of a vegetable nature than are the prescriptions of "regular" physicians. But this is nothing against the remedies. The "regulars" acknowledge the worth of vegetable remedies though they often use something else in their practice.

There are doubtless many cases where the patient thinks the medicine cured when it was nature that did the business. It is doubtless true that the advertising literature also has a suggestive effect on some patients that is similar to that exercised by Christian Scientists and the various other "faith healers." Every physician knows that the confidence felt in him by the patient doubles the powers of the medicines prescribed.

For all this, it is wise for the medical advertiser to seek a remedy that is peculiarly effective. He should aim to push something that will cure oftener and

make more wonderful cures than will the medicines prescribed by physicians, or will competing preparations. Then every sale of a treatment in any community will make more sales. Cured patients will be his best advertisement. A manufacturer who has a preparation of this kind can start on very limited capital, with the assurance of working up a good business, while one with a worthless or ordinary remedy will find it necessary to put up a large amount of money, with little assurance of continued business.

In most communities there are neighborhood remedies that have a favorable reputation among all who have tried them. Often these have been handed down from generation to generation, from someone's great-grandmother.

If a whole community prefers such a remedy to anything that doctor or druggist can supply, it is reasonable to suppose that it possesses exceptional points of merit. If one hundred out of three hundred families in a community are using it, why should not that same proportion hold in other communities if the remedy is introduced to them?

If you can find such a remedy, and it is of a nature that will enable you to put it up in a convenient form and with assurance of its keeping qualities take hold of it. Of course, only a remedy that will cure diseases of a chronic nature is available for a mail order proposition. People haven't time to order a medicine for an acute complaint; they run to the nearest doctor or druggist.

Another thing, the advertiser who starts out with a remedy that has made a reputation, even in a limited territory, is ready equipped with a lot of first-class testimonials, usually for the mere asking. Most people are inclined to be garrulous about their diseases and cures.

If you cannot find a remedy of the kind indicated, get a particularly successful prescription of a successful physician. In most communities there will be found a physician who is phenomenally successful in the cure of a certain class of diseases. It will usually be found that his success comes from the use of the same prescription in every case. Of course, doctors decry proprietary remedies on the ground that different stages of a disease call for different remedies. Yet, many of them are as wedded to the use of a certain formula for certain classes of diseases, as is the patent medicine man.

SUGGESTIONS.

The mere fact that a remedy has produced results in certain cases, that occurred directly under your own personal observation, is not certain evidence that the medicine will be a desirable one for you to take up and push as a mail order proposition.

Real merit is a most desirable point about a medicine, but it is not the only point to be considered. The medicine must be one that people will buy by mail orders, and you must be able to manufacture it at a price that will allow you a fair profit, after paying the advertising bills and other selling expenses.

In the first place you cannot hope to sell by direct mail orders any medicines except those designed to cure chronic disorders. People will not look far enough ahead to lay in a stock of medicines that they may cure possible acute diseases. It may be they will some time have toothache, headache, earache, sore throat, etc., but unless they have had these diseases to an almost chronic extent in the past, you cannot persuade them to buy. Remedies for acute troubles can, however, often be profitably placed through agents. Pain Paint is a case in point.

People turn to the mail order medicine advertiser in search for a cure for their chronic diseases. The more obstinate and harder to cure the disease may be, the better chance to sell the medicine, provided, of course, that the disease is one that afflicts a comparatively large number of people.

Most people do not turn to the mail order medicine man until they have tried their local physician, and have purchased some of the well-known patent medicines of their druggist. They come to the mail order man as a last resort. They have perhaps concluded that their cases are hopeless, but the liberal offer of the medical mail dealer, by which they are to receive medicine free, or on trial, is the lure that makes them believe that at last they have found something that will cure them, or at least, it will cost them nothing to give it a trial.

Where free samples are sent, it is, of course, very desirable that these samples should produce results, or that the patient should think that he sees benefit. The right kind of advertising matter will put the patient in an optimistic,

hopeful state of mind. He will be prepared to see beneficial results, even in those cases where no great improvement can be looked for in so short a period of time. And hoping for benefit, he will think he sees it. In the same way, a call from a physician, in whom a patient has confidence, will brighten him, arouse him and make him feel better in every way. The follow-up matter should be strong enough to bring orders from many who are not certain that they have perceived any good results.

Then there is the question of profit. Mail order medicine dealers make their appeal to those who must count their pennies. They cannot afford to buy what they want regardless of price. To gain any large sale the remedy should sell at a popular price. One dollar per package is a good price—three or six packages to comprise a treatment that will effect a cure. Have the medicine in dry form that is readily mailable, if possible.

THE SUCCESS OF ORANGEINE.

One of the most striking of the recent successes in the medical field has been that of Orangeine. Not that there has been anything sensational in the rise of this excellent preparation to popular favor; neither has the advertising been of a sensational character. The immense sale enjoyed by Orangeine is all the more striking on that account.

The way this preparation has come to the front is an answer to those who hold that all that is necessary in pushing a remedy is lots of advertising of the hot air variety. Advertising is essential, but merit must exist in the medicine, if it is to retain any lasting popularity. Some medical advertiser once said that he could bottle sea water, and sell it by means of advertising. He doubtless could, but a meritorious remedy would pay better, because a large proportion of those who used it would be benefited and would purchase more—they would tell their friends about it.

The Orangeine advertising began in a small way, some five or six years ago. Mr. William Gillette, the well-known actor and playwright, had been under the care of a physician in Windsor, Ontario, who had prescribed the powders now known as Orangeine. They were so effective in restoring Mr. Gillette's health that he was enthusiastic in the

praise or the powders; he always carried them with him for use in case of emergencies, and finally brought them to the attention of his friend, Charles L. Bartlett of Chicago.

Mr. Bartlett tried them, and was soon converted to a belief in their merits. But he was not content to use them himself and let it go at that; he believed that a remedy that had been found so efficacious by himself and Mr. Gillette would strike other people just as favorably.

So he adopted a distinctive name, put the medicine on the market, and began advertising it in a small way. No attempt was made to cover the whole country at first. It was advertised in Chicago, its home town; the advertising sold some of the remedy and its merits

sold more. The campaign was gradually extended from the profits realized, until it became known the country over.

Orangeine, while selling in small packages at a popular price, makes its appeal to the more intelligent classes. Most of the advertising appropriation is spent for magazine publicity. In the magazine ads samples are often offered free, but no elaborate follow-up system is used to make sales. The medicine is for sale by most first-class druggists, and a large proportion of those who sample the powder purchase without further urging. Mr. Bartlett also believes in street car advertising, more as a reminder than for making first sales. Short newspaper ads are used for a like purpose. Striking window display in the large drug stores is a feature of the Orangeine publicity.

CHAPTER XI.

Selling Medicine Through Agents.

There is lots of money in selling medicines through agents if one understands the business. To make a success of it, it is advisable to have a line of popular medicines which will cover nearly every ill that is likely to afflict the ordinary family. Some successes have been made, however, with a single article, which was advertised as being good for most chronic complaints. If you should wish to bank on one medicine, it is best to use a blood purifier and general stomach and system tonic. This will enable you to write up the medicine as being a sure cure for such diseases as rheumatism, scrofula, nervous diseases, indigestion, liver complaint, female disorders, etc., etc. Some advertisers make claims that their remedy will cure countless other diseases such as kidney trouble, fever and ague, locomotor ataxia, etc., etc.

But as a general thing it is well to sell a line of medicines through agents. It enables your agents to compete on even terms with the druggist and country grocer who handles patent medicines. A good line to put out is a blood purifier, a kidney cure, which can also be advertised to cure rheumatism, when used in connection with the blood purifier, an "oil" for internal and external use, a pill and a salve. The pill is for liver and stomach troubles; the oil is to be used as a liniment externally, and as a cure for bowel complaints, internally; the salve can be advertised as a remedy for piles, sores, etc.

It is well to have the blood purifier and the kidney cure put up so as to retail at fifty cents. Most of such medicines are sold at one dollar, and even though your bottles are only half the size of the others, there are many people who would prefer to spend fifty cents at a time than to hand out the whole dollar at once. The way to advertise medicines placed through agents is by the means of booklets and circulars. When you arrive at a stage of the game where you feel you can afford it, use a good almanac. Almanacs are read in the

country—the jokes are laughed at, the cooking recipes are given a trial, the almanac, as a whole, is considered valuable, and carefully kept until the next one arrives, and oftentimes kept on file for years. If you do not care to compile a large almanac at the start, you may include a few pages of jokes, wise saws, etc., in your booklet. The value of the almanac class of literature among buyers of medicine in the country is not open to controversy. Such a large advertiser as the firm of J. C. Ayer & Co. put it ahead of their newspaper advertising for results, after having curtailed the almanac appropriation for a few years.

HOW TO GET AGENTS.

Having a good medicine and good literature with which to convince your prospective customers, the next thing is to get a lot of good agents to handle the remedy or line of remedies. If you can but secure these, you are on the road to make a considerable sum of money.

Agents are rather shy of a medicine proposition, yet some agents who take hold of a medicine and push it are able to make a large income. Those who show business ability should be given the general agency and allowed to cover considerable territory.

To secure a desirable class of agents, it is well to advertise in the weeklies and monthlies which circulate in the small villages and the rural districts—some advertisers can also use the Sunday dailies of large circulation profitably. Whether to use an ad telling what the article is that you want the agent to sell or to use a blind ad which only sets forth the fact that you are offering an exceptional opportunity to make good money, is a moot point among medical advertisers. A blind ad will doubtless draw more replies but a large proportion of those who reply will be prejudiced against handling a medicine.

The advertiser who uses a blind ad relies upon making his literature so convincing that a fair proportion of those who write will be willing to try the business. The advertiser who frankly advertises that he wishes a medicine sold will get fewer replies, but he can rely upon the fact that most of those who answer will take up the sale of the goods if he can convince them that the medicine offers a better chance for money making than other similar goods on the market. To do this, in the first place you must persuade the agent that the medicine is a good one, and that where a person purchases once the remedy will be permanently adopted by him as a family medicine. Thus you can argue that when he has once succeeded in working up a sale for your goods he will have a permanent business, which will continue for the term of his life, or so long as he wishes to sell for you.

Show him how much better this is than handling other kinds of goods, and point out the advantages your line of medicines has over other medicines that are sold through agents. And then as to terms—if you can offer slightly better inducements than other firms are offering, it would be well for you to do so. Medicines are usually billed at fifty per cent of the retail price. Some firms ask cash in advance in the first letter sent out, and if this brings no response, they send another letter offering to send the goods on receipt of half the wholesale price as a deposit—balance to be paid when the goods are sold. It is customary to make the goods returnable, if they cannot be sold. If the second offer is not accepted, a third offer is sometimes made, whereby the firm offers to send the goods without requiring a deposit, if the prospective agent will send satisfactory reference. Some firms make this latter offer in the first instance.

An outfit of assorted medicines to the wholesale value of about six dollars is the usual amount sent to the new agent.

HOW TO KEEP AGENTS.

Premiums are often offered in this line when the agent has made sales amounting to a certain sum. Prizes are also sometimes given to those making the largest sales during a given time—these prizes have a tendency to stimulate sales among the more ambitious agents. Many take the agency for several counties and employ sub-agents to help them in sell-

ing the medicines. After an agent has worked up a trade and has proven the selling qualities of the remedy, he will, of course, be willing to pay cash in advance, and to take the discount that you can afford to give to those who pay cash. An agent should be protected in his territory. You should not sell the medicine to dealers in any part of the country. You should not supply wholesale druggists under any circumstances. You should handle your agents with gloves. An agent who can sell goods is a valuable acquisition—to lose him is to lose money. Grant any reasonable favor he may ask of you. Reply to his correspondence courteously and at length. Answer him fully. Ship his orders as soon as may be. When employing a new agent, it is advisable to enclose such hints and instructions as may assist him in the sale of the medicines. Send along a good supply of your printed matter, and instruct him to leave a copy of the booklet at every house when making a canvass, whether he sells any goods or not. When those who did not buy on the first round have had time to read the advertising matter, say a week afterward, tell him to call again. Testimonials are as valuable in selling medicines through agents as in selling by other methods. Instruct agents to keep an eye on the results of the medicines, and if any cures are made to tell about them when calling on prospective customers. Instruct the agents to obtain signed testimonials, where possible, and to send these into the home office—thus you will be able to flood any particular district with printed testimonials of people living in that locality.

It takes a good correspondence department and executive ability to manage a large corps of agents satisfactorily. It takes business ability to start an agency medicine business on the right foundation to achieve ultimate success.

I can prepare the form letters and ads that will get the agents. I can get up the circulars, booklets and other advertising matter to convince the public of the worth of your medicines. If you have the capital and ambition requisite to enter this field, my advice and services will be of immense advantage to you.

Below are three letters which will give you an idea of how to follow up agents, whom you wish to take hold of a line of medicinal preparations. These letters,

indeed, will be of service in showing the beginner how to follow up an ad calling for agents.

FIRST LETTER.

Dear Sir:—Your valued inquiry duly received and in accordance with your request we take pleasure in giving you our terms to agents on our fast selling line of medicines. We desire to call your particular attention to the fact that the remedies manufactured by us are made from the purest and freshest drugs and are compounded by competent chemists after exclusive formulae. These medicines are not merely made to sell—they are made to cure those who take them. Every sale made of these medicines in a family where they have not heretofore been used will mean a friend and patron for you and for us. This is the kind of articles an agent should handle. In the case of most agents' goods—where you sell an article once, you cannot sell again, but must look up a new line of goods or else a new line of customers. In the case of many trashy articles it will be both.

Our medicines are popular priced; they sell as fast on the first canvass as will most other agents' goods; and the longer they are sold in a community, the larger and easier the sales will be. This business does not necessarily require much canvassing or traveling after the medicines have been well introduced. Many people will come to your house for the medicines. The sales can be made by your family in case you are away. You can work at your regular occupation and have the medicine business as a side issue, and in many cases the medicine agency will pay the better of the two. However, we shall be glad to have you devote your whole time to the business should you care to do so. We will give you all the territory you can work—you can arrange to make regular rounds through your whole county. We give our agents exclusive control of their territory and protect them in it. **OUR MEDICINES ARE NOT SOLD THROUGH DEALERS,** but by agents exclusively.

We want to make a trial of the business. We are putting up a beginner's outfit, containing medicines to retail at \$12.00, assorted in the manner which our experience proves to be most satisfactory (see other blank enclosed). This outfit will be sent express paid on re-

ceipt of six dollars. Thus you will net one hundred per cent on your investment and will have established a trade that will stay with you and continue to grow larger, so long as you stay in the business.

If any of the medicines do not sell, they are fully returnable and may be exchanged for other medicines at any time, or if you decide not to continue the agency they may be returned and the amount paid will be refunded in full. You take no risk—we are glad to take it all, because, if you are the man we think you are, we know you will not only sell the preparations contained in this sample box, but thousands of bottles besides. Remit by postoffice or express money order or by registered letter. Goods will be sent C. O. D. on receipt of \$1.00, express not prepaid. Awaiting your order, and promising prompt shipment, we remain,

Yours for business,

SECOND LETTER.

Dear Sir:—Some time ago we wrote to you regarding the agency for our popular-priced and wonderfully effective medicines. We fully expected you would take hold of the business and have accordingly been holding the matter open till you reached a decision, but we have not heard from you. Did you read our advertising matter carefully? Did you notice that our line of medicines is so extensive as to cover nearly every chronic disease with which mankind is afflicted, as well as various minor acute disorders? Every family needs medicine of some kind, and if you handle our line you will be able to supply that need in a majority of the families in your territory. We get out a good line of advertising matter and supply our agents all they can use. This helps them make sales. But the good effects of our medicine on all who use them faithfully will be a still better advertisement for you and for us.

Do not allow this chance to go by without grasping it. We are offering you a permanent, respectable, and growing business, which will pay you well for any time you can give to it. We intend to put an agent in your locality—if not you, then another. We had the idea that you would make a first-class representative for us. We want an honest and respectable person, who will inspire confidence in his own community and

who will treat us fairly. If you will take up this agency you will have our best help and advice in your effort to build up a profitable business. We will deal with you fairly and generously. Our agents' interests are our interests. Read the testimonials on the inclosed folder from the agents who are already representing us. Your territory is as good as theirs, and what they have done you can do also if you will but try. We think our terms are very liberal—we give you one-half the price of the medicine; you make 100 per cent on your money. That is as large a profit as we can afford to give, and still give value to your customers. Remember, it is not the largest commission which gives the most profit, but a fair commission combined with such values to the consumer that you can make large sales and sell again and again to those who buy once.

Perhaps you did not feel that you should pay for all the medicine before you had sold any of it; if that is the case, we are willing to make you a special offer. Send us one-half of the regular wholesale price, \$3, using the inclosed order blank, which we have changed to agree with this offer, and we will send the beginner's box by express prepaid, you to remit the balance of the price, \$3, within thirty days. This will permit you to sell the medicine before remitting. Trusting you will respond to this liberal offer in the same spirit it is made, we remain,

Yours for business,

THIRD LETTER.

Dear Sir:—There is no more respectable work than being an agent for a line of sterling medicines, which really cure. There is no more useful work nor one which will make you more warm friends in your community. There is no other agency proposition which will pay you one-half so well for the time and attention you give to canvassing as will the agency for our standard remedies. There are no other remedies sold through agents which yield such large profits in the long run as do our goods. This is because there is no other line of proprietary medicinal preparations sold through agents, druggists, medicine dealers, or direct to the public which gives the purchaser so much benefit for his money as do our medicines.

If you intend to sell goods of any kind (and of course you do or you

would not have written to us) you will find nothing better than our proposition, no matter how long you look or to how many you may write.

We intend to introduce our medicines in every locality in America. The question is, will you help us to make them known in your locality? We have written to you twice and have received no response to our letters. We think we are at least entitled to a reply.

We can doubtless get another agent if you will not take hold and help us, but we had the idea that you would make a better agent than the average, and we wished to give you plenty of time to reach a decision. We find that in many cases those who think the matter over a while, and look around a bit before engaging with us, make the very best class of agents. We have one general agent who is handling an entire western state and making several hundred dollars monthly, who did not take hold of our proposition until he had received the third letter from us. Perhaps you can duplicate his success.

Our chief object is to get you started. We know that a trial of the business will be more convincing than anything we can say, and in order to get you to try selling our preparations we are going to break our regular rule of requiring cash with order and will make you the following special offer:

Return the special order blank inclosed herewith, properly filled out with the indorsement of a clergyman, a reputable business man, or your postmaster, and we will send the box of medicines, which retail at \$12 on consignment, to be paid for when sold. You are to pay express charges on receipt of the medicines and \$6 when you have disposed of them. We expect you to report within fifteen days and to hold any medicines not sold and paid for subject to our order at any time. Kindly read the order blank before sending and tear off the duplicate, so that you will have a reminder of your contract.

You have only to try to sell the medicines, to remit for those sold, and to return those not sold. We take all the risk. You get as much profit as we get money for manufacturing the medicines.

If you do not care to take this agency, even when these exceptional terms are offered you, will you not write to us and say no and we will not bother you any further? If you cannot help us we will look for some one else in your town, but

we trust to hear from you by return mail. Anxiously awaiting your reply, we remain, etc.

FURTHER SUGGESTIONS.

In cases where this consignment offer is worked it is necessary to have a good series of dunning letters to go to those who do not make prompt returns or are delinquent in the matter of remittance.

If premiums are offered for large sales, circulars giving full particulars should be inclosed with the letter, and the offers should be briefly mentioned in the letters.

Of course the person signing the order blank does not make himself responsible for payment, but merely signs a statement that he believes the applicant to be honest and that he is a person who carries out his agreements.

If the agent does not remit it can be held as a club over him that you will write to his reference. This will sometimes bring him to time if worked up in the right manner. It may avail sometimes if you do write to the reference.

If it is not desired to send goods without deposit, the two first letters may ask for cash in advance and the last make the "half cash with order" offer.

Better terms might catch many agents. The usual agent's commission is 50 per cent of the retail price on this class of goods. An offer of 60 per cent in the case of a desirable line of medicines should prove attractive, and ought to help bring cash with order, as the agent would be making 150 per cent on his investment. Of course, it could be arranged so that the advertiser could make the necessary profit. Less medicine could be given in the package.

If one tonic medicine is to be handled, it would be wisest to put it up in tablet form, so it could be sent at a lower rate, and it would not require the expense of packing, nor would there be the loss from breakage that attends the shipment of liquids if not very carefully packed. A reasonably full line of remedies could be put up in this form if it were thought best, and if the agent is to be allowed 150 per cent it would be advisable to do so. A long course of treatment can be sold at a low price by putting up a medicine that is to be taken but once a day, at bedtime.

ADVERTISING A MEDICINE BY MAIL.

The following are extracts from a letter written a short time ago in answer to an inquiry regarding advertising a cure for dyspepsia by mail:

The cost of writing a letter of this kind pertaining to any proposition you want to advertise is \$5.00:

"Kindly overlook the seeming delay in answering your letter as same has been unavoidable, as I have been out of town a few days this week, but will state that a letter of this kind requires considerable attention, as there are many points to be covered in order to give you a correct idea as to just what you can do in putting your cure for dyspepsia on the market in a mail order way.

"In the first place the medicine should be prepared in a tablet or pill so that you can send it through the mails cheaply. If you have not made arrangements to have your medicine put up in that form, undoubtedly you can do so, as I understand the modern chemistry makes it possible to put up medicine in any form desired. As far as the medicine itself goes, undoubtedly it would have the same effect if sent to the patient in bottle, but the cost of sending it would deduct considerable from your profits and in the mail order business every cent that you can save in expense of this kind adds to your profits. Again, it is customary in the mail order medicine business to send out samples of the medicine and if you have your medicine in pill or tablet form, you can send two or three tablets in an envelope as a free sample of medicine. This free sample method is that used by all of the successful mail order medicine firms, and of course you would have to adopt the same method in order to attract your share of the business.

"There is no medicine that can be sold direct, from the fact that the ad and the advertisement must simply bring the inquiries, and the sale developed by your circular, follow-up system of circular letters, etc. With a limited appropriation, should advise a small ad in a large number of papers in preference to a large ad in a few papers.

"Now, when these inquiries are received you should have a booklet describing the medicine and a circular letter. The advertisement is constructed so as to bring replies from those who have dyspepsia.

"Now, then, this booklet should describe the horrors of dyspepsia and the fact that stomach troubles are dangerous and gradually lead to the breaking down of the entire system and convincing them that your dyspepsia cure will cure dyspepsia and all other stomach troubles. Then, of course, the symptoms of dyspepsia and stomach troubles should be described.

"It would be useless for you to expect to obtain success unless you had convincing literature like that used by other successful advertisers in this line. Even though you advertise in a small way it should be possible for you to get as much business in proportion to the amount of advertising you do, as firms who are spending thousands of dollars. Where most advertisers fail, is that they imagine that because they are spending a small amount of money that it is not worth while to get up a very elaborate system of follow-up literature, whereas nothing could be further from the truth.

"With this booklet you should also send a circular letter, which would be written in the same vein as though it was a personal letter and you had dictated it personally to the party making the inquiry. The reason I suggest a circular letter, is that you will receive so many replies that if you attempted to answer them all with actual, bona-fide letters you would have more than you could attend to.

"Of course, those who send for and receive a free sample will not order your treatment immediately on hearing from you, but your inquiries will have to be coaxed or nursed along by means of your follow-up letters, which you will send them at frequent intervals. I should say that each inquiry should be written to three or four times, and sent a circular letter on the same order that you sent them the first time, only each letter giving them additional reasons why they should order.

"As to the price of the medicine, I believe that \$1.00 or \$1.50 for a month's treatment would be the right price. It is hard to get a higher price than this for medicines for these troubles, so would advise you to advertise it at that figure. Undoubtedly you can do so at a fair profit to yourself.

"The best mediums for you to use for this advertising are, first the mail order monthlies, second some of the

large weeklies and third the classified columns of the dailies. With a limited appropriation, however, I would not advise you to do much experimenting, but to confine your efforts to the papers that have built up success in the mail order medical field, which papers are the mail order monthlies of big circulation, which go to country people in the small towns and villages, among the farmers and in the back woods to people who do not have the opportunity of consulting first-class physicians and who are open to a proposition of this kind. Take say a five-line ad in the following list, and you can reach a large number of people at a comparatively small amount. Would not advise you to place this advertising until you get everything ready, your booklet printed, circulars all ready to send out, your medicine put up in dollar boxes and envelopes prepared to hold three or four of each as samples and then when you get everything ready place your advertising.

"I have handled a great deal of advertising of this kind for many successful firms, know what papers to use, how to get up literature that will bring business and in fact can look after the advertising end so that it will be a success.

"I should like to handle your advertising and feel sure that we could make this successful. The cost of replies should be in the neighborhood of 25c each. That is, if you placed \$100 worth of advertising you could figure on getting about four hundred replies.

"Now it would be very probable that the business will not show any profits for several months, as inquiries received have to be nursed along carefully and, of course, you will receive many replies that you will never hear from again, and, on the other hand, those who order a month's treatment will undoubtedly keep the treatment up until they are cured and also many who are cured by your treatment will tell their friends about it and the fame of your remedies grow in this way and bring increased business to you.

"If you have not decided what name you will advertise under, I would advise you to advertise under your own name as a specialist in these troubles, and not under the name of a company. You have a great advantage over most medical advertisers, in that you are a

doctor and can give advice and very often you will have a chance to treat these people for other troubles, as no doubt you will find persons who have stomach trouble may also be troubled with rheumatism, etc. Believe it would be a good plan to get up some kind of a symptom blank whereby they would describe their symptoms so that you can get in line with those that have other diseases. However, your leader would be your Dyspepsia Cure and this you could push.

"I think there is a great chance for you making a success as the field is practically unlimited, and you have the whole United States to work in and these papers which I have mentioned will carry your ad to people whom you can easily convince and get quick action on, but you cannot make a fortune on this in a few months and you will not be able to do any business at all to speak of unless you have the right kind of literature, because other advertisers have it and you have to compete with them."

CHAPTER X.

Giving Satisfaction.

In many places in my book I refer to a "scheme." I do not mean by that anything dishonest, but a "plan" worked out and developed on sound principles.

It is amusing to experienced advertising men to note the attempts that are made by young advertisers to fool people with deceptive advertisements. Some of these fellows that couldn't swap jack knives without getting the worst of it imagine they have the ability to humbug people in an advertisement. In the end the dishonest advertiser gets the worst of it from the postoffice department. I hope, however, that those who read this book for the purpose of gaining advice on conducting a mail order business will not become imbued with the idea that any other policy except that of honesty will pay.

Anybody can sell a man a thing the first time. It is easy to take an inferior article and write it up in an advertisement so that the people will believe it to be first class. The secret of success in the mail order business (or, in fact, of any business) is in giving your customer satisfaction so he will deal with you again. You do not want to misrepresent things in any way. You want to have him feel that he has had the value of his money and has been rightly used.

What I am saying is not mere theory, it is the truth, proven beyond question.

PROMPTNESS.

There are many ways in which the mail order dealer can give his customers satisfaction. One is by prompt filling of his orders. One hot day I was in the office of a young mail order dealer at about 3 o'clock in the afternoon. There was a pile of unfilled orders on his desk, and he was reading a story in one of the magazines. By and by he suggested that he lock the place up and go out to the races.

Then and there I gave him a lecture on the way that he was conducting his

business. I told him that every order on his desk should be filled at once, and if he couldn't fill the order he should write to his customers and state the reason why. He said he didn't think a day or two would make any difference in filling an order, but I explained to him that when a person in the country ordered a thing he was anxious to get it as soon as possible. When there is any delay they fuss and fume around so that when it finally does arrive the pleasure they might have experienced is worn off. The next time they want any thing they will go somewhere else to avoid another disappointment.

Another way of giving satisfaction is the careful answering of correspondence. A careless correspondent can ruin the best advertised business on earth. When you attempt to answer a letter be sure that you have answered it in full, that no point, however trivial it may appear to you, has been overlooked. If you neglect a point, that may be the very thing that will knock you in making a sale.

SLACK METHODS.

Some firms never acknowledge receipt of orders. They imagine that when they have filled the order as specified they have done their part of the agreement. There is no law compelling a mail order man to write a short letter acknowledging an order and thanking the purchaser for it, any more than there is a law compelling the store keeper to be polite. It has been found, however, that it pays. When a man passes over money he likes to have it appreciated. It inspires him to do business with you again.

Accuracy in filling orders is another point. For a customer to receive a package short any article is especially bad, as it gives the impression that it might have been intentional. It pays to check all orders up carefully to be sure that every article is exactly as ordered. See that the packages are also carefully done

up, so there will be no danger of their becoming damaged. You will find that all these little things pay to be looked after. Remember the saying that "a bird in the hand is worth two in the bush," and strive to keep your old customers.

COMPETITION.

There is competition in the mail order field, as there is in every other business, that offers profitable returns for the capital expended. The man who is looking for a field of effort where there is no competition is chasing rainbows.

The right way to meet competition is to give a little better values than your competitors. Devote more thought and attention to your work—hard work usually brings its own reward. Then advertise extensively and wisely. Advertising is the greatest business making force of the day.

If you sell the right goods for the right price, give your business the proper attention, and advertise judiciously, you can hardly fail to succeed in a greater or less measure.

You will take the lead of competitors because so few of them do these things. So few have the ambition and energy necessary to excel either in values, service, or publicity.

To give better values than others do, it is necessary to adopt more economical buying, selling, manufacturing, or handling methods. This requires study and thought on the part of the manager of the business.

Advertising is of course a part of the selling system, and it can readily be seen how important it is that the advertising should sell the goods at the least possible expense. It can easily be understood that if a good advertisement will sell twice as many goods as the indifferent one the advertising writer who writes the good ad can sell the goods at one-half the expense incurred by the writer of the indifferent copy.

The "good enough" doctrine is what keeps many men from getting on. A thing isn't good enough until it is just right. A little more work, a little more care are what make the difference between success and failure. Yet the fact that so many are content with the "good enough" makes it all the easier for the right man to start in business where

there is lots of competition with fair prospects of success. He can lead in the race before his competitors have become aware that there is a more aggressive rival in the field.

But don't knock competitors—don't show that you feel their competition. The man who makes a personal grievance of a competitor's success shows himself of very small caliber. Just keep working away trying to give the public better values for their money than they can obtain elsewhere, and you will have your reward all in due time.

SELLING TO THE FARMER.

If the advertiser wishes to go after the farmer's personal trade—that is, sell the goods that the farmer buys for his own use and to be used in his business—there is no other class of mediums that will give such good results as will the agricultural papers.

It should be remembered, too, that the farmer who gives the most attentive reading to this class of papers is the up to date, successful farmer. He is the man who is looking for the latest in agricultural machinery and for the best strains of seeds and blooded stock. He is looking for meritorious goods and has the money to buy them.

The old fashioned farmer, who sneers at book farming, will not be reached by the agricultural papers, but in a majority of cases he is the man who hasn't money to spend, even if he can be reached. He is the renter, who goes from one farm to another as sure as the 1st of April comes 'round, or he is the man with a mortgage on his back.

If the advertiser wishes to sell harvesting machinery, incubators, fencing materials, seeds, trees and plants, and other goods of a practical, business like nature, let him tell about them in an honest, straightforward way through the columns of the farm papers, and the goods will go all right, if the quality is there and the right prices are quoted.

But the farm papers will sell other articles than these. They will sell paints and roofing material; they will sell buggies and harness—if there is anything that the average farmer lays himself out on is the rig that he drives on Sundays; they will sell clothing and watches for the farmer's own use.

Now it may be noted that though the

agricultural papers are such good mediums to reach the farmer personally, they might not all of them prove equally valuable as mediums for reaching the farmer's family; and it is the farmer's wife and daughter who spend a considerable portion of the farmer's income. But the average farmer's wife and daughter are interested in the dairy and in poultry raising, and scan the columns of the agricultural paper devoted to these subjects. Then, too, the average agricultural paper runs considerable household matter, stories for the children, etc.

FORM LETTERS.

A form letter does not necessarily mean a printed circular letter. Set forms save time and enable one to use a stronger letter in answering regular correspondence on the machine. Of course these forms should be sufficiently elastic so that changes can be incorporated in the body of the letter to meet each individual case. A letter whether a form letter, a dictated letter, or a personally written letter, should reply in full to the inquiry. It will make a prospective customer decidedly chilly to receive a "form" or "circular" letter which does not cover his case at all. If one wishes to use circular letters that really give the effect of type-written letters he should see to it that they are expertly duplicated on a good grade of paper and that the ribbon on the machine, when filling in the name and address, matches the printing ink. Otherwise there is no use of using type-writer type. People are educated up to the point where only the best of imitations will deceive them.

When sending catalogue and follow-up literature, the matter in letters as well as its length must be determined by the class of people to whom it is to be sent. A letter concerning office furniture which goes to the business men of the country should be broken up into short, snappy paragraphs, and should not contain over three hundred and fifty words. On the other hand, a letter which goes to the country consumer or to agents may in some cases be made twice as long and it will still be read thoroughly. The number of letters and the amount of literature to be sent to an inquirer who has failed to purchase goods depends upon the profit one can make on the prospective sale.

A manufacturer of buggies and harness, for instance, can afford to keep after the inquirer not only for a few weeks, but for several weeks during the early summer for several years. Suppose, for instance, the women of a farmer's family have been urging a new buggy or family carriage, accordingly he sends for catalogues to three or four firms, but finds, eventually that certain expenses on which he had not reckoned will make it well-nigh impossible for him to buy the vehicle that year. Perhaps the same conditions will confront him the next year, and not until the third year does he find himself in a position to make the desired purchase. Suppose, but one of the manufacturers to whom he sent for catalogues persists until the third year; if that firm's catalogue and a good business-like letter is before him when he gets ready to order, he is extremely likely to let them furnish the vehicle. If no one of the firms keep at him until the third year, he is very likely to order from his local dealer.

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With the catalogue there usually goes what might not inappropriately be called an introductory letter—a small conversational talk which aims to produce pleasant relations between the person who has written the booklet's descriptions and the person who reads them. Thus the Burlington Basket Company, of Burlington, Ia., sends the following communication:

Dear Sir:—Your inquiry came to hand today, and as the writer personally attended to the mailing of the catalogue to you, we are sure it will reach you all right. We really tried hard to make that catalogue tell the whole story in a plain, truthful way, but try as we might, it didn't say it all. Even a personal talk with you could not do that. It takes the basket to win its way. Order one. Use it. And then tell us what you think. If you don't think it a rare bargain, your money will be sent back to you. The basket is really the working out of our own desires, we being people who like the woods and the banks of streams, and at the same time are makers of baskets. Right well we worked on this problem and would be well repaid had we only made that first one—the one we still use. It has cheered us on many a hot dusty noontime by the cool cleanliness of its contents.

It may be that it has made us prejudiced, but we still believe that we are manufacturing the most satisfactory addition yet made to the outfit of the man who likes the out-of-doors.

As to the make-up of the basket, you can be sure that every part of it is of the very best material—that it will be a joy and a comfort. We have made the book tell only the truth because we want to make friends with you who are interested. We know that this basket must stand the criticism of many a wayside talk and it is here and there on country roads and city parks and by the lakes and rivers that we must make our friends or our critics.

We want your order and we are going to look for it with the understanding that you can have your money back if you are not satisfied.

Yours very respectfully,

BURLINGTON BASKET CO.,

E. A. Florang.

P. S.—If desired we will paint your name on the cover free of charge.

B. B. CO.

IF YOU WANT MY HELP.

I want to impress upon the reader that if he desires to secure my services in placing and writing advertising that I do not have anything to do with furnishing goods or choosing them, outside of selecting a leader from your batch of circulars or catalogue. When you get your business organized and decide what you will handle and how extensively you will advertise, I should like to hear from you, and believe we can co-operate to advantage.

I have the inside track of the mail order business and know the circulars, literature, methods, and media used by almost every successful mail order advertiser in the country. It costs me hundreds of dollars to keep posted, but I manage to do it for the benefit of my clients.

I can save you money that you would lose if you tried to conduct your advertising alone. Much of the mail order advertising is a failure because it is not placed in the right mediums. Some of the mail order monthlies are a gold mine, but they must be properly worked to produce any money for the advertiser. I know what papers pay and what do not.

If you want to start in the mail order business to make money, you will recognize the fact that an experienced advertising agent who makes a specialty of the mail order business, who places advertising for hundreds of successful clients, who is employed by some of the largest firms in the entire United States to write their advertisements, circulars, and booklets, can be of considerable assistance to you.

If you are not making money in the mail order business, you should be. Why is it? Why continue to lose money when other firms are making it?

A small sum to be spent in the cream of the mail order mediums can with my skill, experience, and judgment be made to yield results that will soon lead to larger and successful efforts. I solicit correspondence from those purchasers of this book who mean business, and will give all letters careful attention.

CHAPTER XI.

A Few Suggestions.

There are so many different classes of advertising propositions that it is difficult to lay down any hard and fast rules that will apply to every advertiser's business. Each separate case must be studied by itself before a final judgment can be expressed as to the correct method of procedure. It must be studied without prejudice for or against any particular line of action. The man who is to direct the campaign should know what has been done by other advertisers, and how well the different methods have succeeded. He should have common sense plus technical skill and bring it all to bear on the problem. Those who say that advertising is an exact science claim too much. There is no advertising man in the world who can take hold of a new proposition that has never been advertised and be sure of giving a certain specified profit from a specified advertising appropriation.

If advertising were a sure thing, as some are claiming, the various publications would be obliged to double their advertising space, and then would be compelled to leave out many who were hammering to get in. The advertising man who could infallibly and invariably produce large profits for his clients would soon have all the advertising in America placed in his hands. The truth of the matter is that advertising is business, and in every business there are business risks. Methods that prove profitable one year may fail the next through no accountable reason. The public changes. What will meet the fancy of the fickle public at one time will fall down at the next trial. And then one cannot judge of the ultimate results of an advertising campaign until it has been continued for some time. Many an advertiser has won out by sticking to it a little longer. Many a man who has quit a loser might have won out if he had possessed the grit to hang on a month or a year longer.

TRY IT OUT.

A plan may bear all the ear marks of success and still prove a failure in practical operation. One can never tell exactly how the public is going to take hold of a new plan or a new article until it has been tried out.

Before appropriating a large amount of money, one should test the selling qualities of the goods by using one good medium—the one that is, in the opinion of an experienced advertising man, the best adapted to bring business for the advertiser's proposition.

Prepare to handle the business; have good printed matter and a series of good follow-up letters. Place a fair sized ad in the medium selected and let it run for at least two or three months. You cannot get an absolutely correct line on a paper's pulling powers from one insertion, though the one insertion should bring some returns if the proposition is going to prove a winner.

If the returns after running the ad for three months show up well, enlarge the appropriation and go into other good papers. It may be that trying the matter out will show that there are points of weakness in the plan as first devised. When getting out a new supply of advertising remedy these weak points.

After once proving you have a successful plan, strike while the iron is hot. Push the scheme for all that your capital will permit. If you have devised a successful plan, others will soon know of it and camp on your trail. Get a good start before your prospective competitors can get under way. Take the lead and try to hold it. Make all the money you can before competition becomes strenuous.

To tell an advertiser that he ought not to expect returns at once, and that he ought to be willing to advertise a long time before he begins to get any of his money back is to tell him the road to ruin.

The time to expect results from a mail order advertisement is at once. I

do not mean by this that as soon as the advertiser puts an ad in a paper that he will be flooded with replies, but if he stands any chance of success at all, he will begin to get a few replies at once. If he gets no replies whatever, something is wrong, either with the ad, the medium, or with both. To continue with such advertising would be to pursue a very foolish policy.

The first insertion of an advertisement very seldom pays for itself. If you advertise for the first time in a certain paper, you will probably not get so good returns as you will after you have advertised three or four times. It is continuous advertising that pays, except in the case of novelties and other ephemeral productions that depend for their sale upon the fancy of the moment.

However, an ad on this would pull out no doubt if worked in the manner now suggested. To those that reply to the ad you send a circular something like this, only go into the matter more elaborately and work on their imagination more. A 2,000 word circular would make this a very strong proposition:

Dear Sir:—Your esteemed favor at hand. You are well aware that the silvering of mirrors is and always has been a valuable trade secret, held with sealed lips by the few who have it. I am the first one in the business who believes in living and let live. I have all the business that I can take care of and do justice to; therefore I offer to send you complete instructions in typewritten form of all the secrets in regard to this business, including all the formulas and minute details in regard to making them.

The instructions are very complete and so simple that I guarantee that any one who can read can follow them step by step, from the making of the solution to the finishing of a nice mirror. This is also a good opportunity for bright boys, as they can learn to do this work as well as men, and will find it interesting and very profitable. There is lots of business of this kind in every town. Furniture stores would be glad to give you their business in this line and save time, freight, and chance of breakage. Many families have damaged mirrors that they prize highly and would have resilvered if they knew that they could have it done without the trouble and expense of sending them away. There is easy work and big profits in this trade for some one in every town. A new mirror, 18x36

inches, will cost you \$5. You can replate one the same size one coat for 10 cents.

I will send you complete instructions for silvering mirrors, typewritten form, for only \$2. This takes in five different processes. Or I will send you instructions in mirror work and intaglio etching, foiling, embossing, and glass chipping, which is a valuable addition and makes the course complete, for \$3. If there should be anything about the instructions or formulas that you do not understand thoroughly you are at liberty to write me and I will gladly answer all questions, promptly until you are proficient in the work.

Trusting that you will take advantage of this opportunity, and awaiting your commands, which will have our prompt attention, I am Yours very truly,

The above is the circular letter used by an advertiser who is working on the plan suggested. It would not be fair to him to give the formula here, as then everybody could work it, but there are dozens of equally good schemes that you can think of, and if written up in the right way will make a good proposition.

If you know of a business the secrets of which are not known to the general public, and can get particulars of how the business is managed, I will write such business up for you on this scheme plan. The circular matter can give the name of the business and go into details as to the great profits it offers and the opportunities it presents to those looking for a chance to better their condition. The business should be of such a nature that it can be started with little or no capital.

If you do not know of such a business I can supply you with the business as well as the literature describing it. That is, I will find a business of this kind and prepare instructions for running it that you can send to those remitting the price you charge for such instructions. I will write a circular or folder long enough to treat the subject at length and to bring forward every argument likely to interest those looking for business opportunities of this kind. I will also write a form letter to go with the circular or folder, which will add materially to its pulling qualities. A follow-up letter will also be prepared which can be sent to those not remitting in response to the circular and first letter, and this second letter will bring in a large pro-

portion of those who fail to order at first. Sometimes a concession in price can be made in the second letter, or a premium offered to those who remit the regular price within a certain specified time. You can readily see that the profits are large in this business because all that is sent the remitter is a couple of pages of typewritten instructions, and for these he pays one or two dollars. But in order to get enough orders to make it profitable, the literature must be written up in the very strongest style. This literature should be as well written as a good financial booklet, or correspondence school literature; in fact, it is on practically the same basis as the latter. You offer to instruct those interested, and to do so at a comparatively low price, in one lesson. There are no papers for you to correct, or further instructions for you to give. All is comprehended in the one form letter.

The name of the business need not be given in all cases, but the proposition may be written up "blind," and if written in the right way can be made equally plausible and convincing. In fact, in the case of some business propositions this is the right way to do, as telling what the business is gives away the greatest value that exists in the instructions, as they sometimes consist largely of pointing out a new opening in the business world. In writing up this class of literature I give it my best attention. It is well written and as strong in pulling powers as any business literature being sent out. If you get this scheme literature from me, you may be sure of its paying you to send it out either to a list of those who have answered home work, agency, and business chance ads, or to those answering your own ad, copy for which I include.

In this scheme, as in all other advertising, the profits depend upon the proportion of orders received from the volume of advertising matter sent out. If this scheme were written up in poor shape, there would be no profit, but a loss, because the money received would not serve to pay expenses. If written up fairly well, there would be perhaps a small profit, but as written by me every possible dollar is realized, and the advertiser is consequently able to sell such an amount of instructions as to pay handsomely.

There are hundreds of thousands of people in this country anxious to better their condition. Large numbers of these

are constantly answering advertisements which offer them, at least seemingly, a chance to do this. Any scheme which I offer you will enable you to go out after these people with a proposition which offers them, for a merely nominal sum, the opportunity to make much more money than they have ever been able to make heretofore, to do it without capital, in a business of their own, and with a chance of acquiring wealth. All this is written up in the strongest and most convincing manner. The arguments used are those which practical experience has shown are the most effective in appealing to this class. The instructions which I prepare and which you send out to those who remit, will give satisfaction to those receiving them, and those with the ambition and energy to take up the business will be able to make good money. The instructions sent are of such a character as to fulfill every promise made in the advertising literature, so this proposition is honest and legitimate in every respect.

I am a specialist in legitimate mail order schemes of all kinds. I know what has been done and is being done. I know the kind of schemes that pay and the kind that are losers, and am able to analyze them so as to discern the causes of success or failure. If you contemplate launching a scheme of any kind, it will pay you to advise with a man who knows the field. A slight change in your program will often make what would have been "dropping money in a rat hole" a substantial success. Not only must the plan be right, but the literature exploiting the plan must be written in the right way, the right arguments must be used, and they must be presented in a manner which will convince the class which they are designed to reach. Literature which would convince you may not be exactly the thing for the people to whom you aim to sell your goods. All points must be taken into consideration when writing mail order literature.

\$25 FOR A SCHEME.

Every summer while the advertising business has been dull I spend my time in considering a number of propositions that might be profitably worked on the mail order scheme idea. These propositions of course require the right kind of ads and literature in order to make a success, for unless they are written up in the right way and made to "pull," they will not work.

I got up a scheme for a man who was foreman in the Dixon Pencil Works. He was getting \$3 a day when he wrote me. I charged him \$25 for it, the same as I would charge you. He had the literature that I sent him printed, placed a small ad in a few papers, and six months afterward he had given up his position as foreman to devote his entire time to the mail order business, as he is making more money with less work than ever before in his life. What I have done for him I believe I can also do for you. If you are one of the numerous class who are anxious to go into the mail order business, but do not know just what to advertise, here is an opportunity to get a scheme that will pull, with the proper literature for working it successfully, for a nominal sum.

If you have tried the mail order business and did not make a success of it, the reason was no doubt that you were not advertising in the right way, but if you can have the assistance of an experienced advertising man, one who knows the mail order business from A to Z, there is no reason why you should not make money at it the same as hundreds of others.

Now by a "scheme" I do not mean anything dishonest or illegal, but a plan, worked out and developed according to profitable mail order methods. Some of the schemes that I have in view require only printed matter to fill orders, and in consequence nearly all that is taken in above the cost of the advertising is clear profit.

In order to work out a scheme and give you the best results, I ought to know the amount of capital that you have at your command, then I can arrange it so that you can work something that your resources will allow you to handle. If, for example, you are able to spend but a small amount each month in advertising space, the scheme I would get up for you would be to advertise to sell information with which the party buying it can make money. The advertisement that you would run would not go into particulars as to what the business was, being for the purpose of bringing replies from people anxious to make money. No money would be called for in the advertisement, as such procedure would discourage replies.

You have undoubtedly noticed many of the small ads running in the mail order papers and see them going on month

after month. The natural conclusion that you draw is that such schemes must make money or the advertisements would not continue to run. You cannot help but believe that "somebody" is making money in the mail order business, and you might as well be one of them as not, but you must get hold of a good scheme to make money in the mail order business with a small capital.

If you are already running a mail order business there would be no harm in running one of these paying little schemes as a side issue. The proposition would endeavor to get a dollar from each inquiry by means of the pulling circular you would send them when they write in. You would tell in your circular just what you would give them, which would be information whereby they could make money. Schemes of this kind pull, because everybody wants to know how to make money and if you can present the proposition with forcible circular matter in the right way the scheme will pull. This I know from experience. Of course the proposition would have to be gotten up in attractive style, and the imagination must be appealed to, yet the truth must not be stretched too much. I do not know of a better way for a man with small capital to get successfully started in the mail order business than to operate a scheme of this kind. All the money taken in is clear profit, as it only requires printed matter to fill the orders, and the only expense is advertising and printing—no goods to carry in stock.

If you have a large capital and want to spend several thousand dollars, I could get you up something on a bigger scale, which from experience should pay out. I am constantly in touch with all kinds of mail order advertising, and most of my present clients are those whose entire business has been conceived and successfully developed by my efforts.

The scheme I furnish will be constructed for you only and will be entirely made to order. Let me know your resources, etc., and I will do the rest. My principal reason in getting up these schemes is to develop more business for my agency. I know what kinds of mail order business will pay to advertise and those are the kind I want to handle. There are dozens of people who have the money to put into the mail order business, but do not know how or what to advertise.

I will outline a scheme for you and furnish you the necessary ad, circular, list of papers, etc., and follow-up circular letters for \$25. The scheme that I sell you will be entirely constructed for you only, as it is entirely made to order. If you will send me \$25 you can get a mail order scheme that you can back to win, as it is based on my observation and experience of what will pull in the mail order business.

If any articles are used in connection with any of my schemes, I of course give you full information as to where they may be obtained the cheapest, and, in fact, furnish you with full and complete details for running the business, all for \$25.

This is a chance that will not often come to those who want to get in the mail order business and stand a chance to succeed and make money. If you are not yet in the mail order business and want to be, write at once and send \$25. Remember this includes full instructions and all of the necessary descriptive and follow-up circular matter in order to get the money.

The price about pays the cost of getting up the advertisement and literature,

with a very small remuneration for the idea. It will be written up entirely for you. Whether you are prepared to go into the mail order business on a big scale or a small one, you must have a good proposition to win out.

If this proposition interests you it is not necessary to write for further particulars. There is no further information that I could give you except to repeat in different languages what has already been expressed here. Any scheme I would work up for you would be strictly honest and legitimate, also one capable of almost endless development and could be worked year in and year out. I cannot tell what the scheme would be until I receive the order to get it up. You are buying brains and to describe the scheme would be to tell what it is. The twenty-five dollars you send is a small item compared with the business I will get in placing your advertising, if it is a success, and my sole object in offering to get up a scheme is simply to develop more business and to get in touch with those who are anxious to win out in the mail order business, and have the money to invest, but who do not know just how to proceed.

CHAPTER XII.

The Trust Scheme.

The trust scheme business has been worked very successfully by a large number of advertisers, and although some seem to think that the business is overdone, there is still plenty of money to be made by an advertiser who will get up something new and original in the way of a scheme or who will work the old schemes with a greater degree of persistency.

It is customary to offer in the advertisement some premium which may be earned in a simple way by selling a certain number of articles for the advertiser.

the first few weeks before any of it commenced to come back.

Articles to offer in your trust scheme business may consist of jewelry, such as stick pins, beauty pins, aluminum thimbles, perfume tablets, headache powders, corn plasters, laxative pills, etc. In fact, almost any small, cheap article that has a wide demand may be used. It should be light in weight and mailed at a small cost.

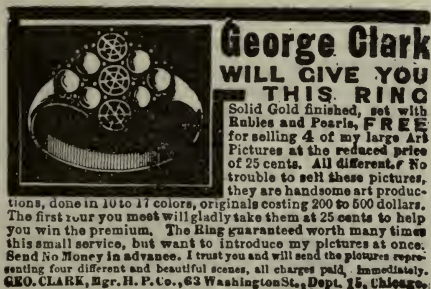
SUPPLY HOUSES.

Small articles of jewelry suitable to offer your agents to sell may be bought from I. M. Bach, 109 E. Randolph street, Chicago, wholesale manufacturers of jewelry for the trust scheme and mail order business. Pictures, family memorials, etc., are also excellent sellers in a trust scheme business of this kind and may be had from James Lee, 134 Van Buren street, Chicago. Articles to offer as premiums for selling the goods may be had from I. M. Bach, who has a line of air guns, cameras, rings, watches, etc. Mr. Bach handles low-priced watches and a number of other articles. In making up your catalogue, you would probably find it to advantage to write to all of the parties named.

REACH BOYS AND GIRLS.

Those who will be interested in your offer are boys and girls. To reach them the best mediums are the cheap monthly story papers. Your advertisement should have an illustration of the article and should be gotten up in attractive shape on the order of the advertisement which is herewith shown. The premium catalogue which you will have will contain other articles that they could also earn by selling more or less of your goods. The more valuable the premiums, of course, the more goods you would require them to sell.

The trust scheme really consists in your selling them a ring or some other article, but instead of paying for it with their own money they go around and



In the advertisement herewith shown, which I constructed for a Chicago advertiser, the advertiser offers a very handsome and attractive ring to those who will sell four of his pictures. He sends the pictures to anybody who will answer the advertisement without exacting any money in advance. Although this may appear a reckless way of doing business, the advertiser guards himself by having the goods sent out in this way cost him a very small per cent of the value placed upon them. In this way he can afford to lose even as high as 50 per cent of the goods sent out and still be able to make a profit.

REQUIRES PATIENCE.

I would not advise any one to go into the trust scheme unless they were possessed of considerable patience and were willing to see all their money go out for

get the neighbors to chip in five or ten cents each by offering them some little article.

Experience has proven that a small advertisement for the trust scheme business pays better in proportion than a big one, that is it costs much less per reply, but, of course, if you wish to do a big volume of business you would have to use a big advertisement in order to get the volume of replies. So do not be alarmed at the advertisements of firms who are using big space, as there is plenty of room in the trust scheme business for the small advertiser.

The descriptive matter for each premium that you will use, you can take from the manufacturer's catalogue and most of the manufacturers of premium goods will also loan you electrotypes or will furnish them at a very low cost.

You will also need a series of follow-up letters, as those who answer your advertisement do not sell the goods at once and send in the money, but have to be followed up—"dunned"—at frequent intervals, and about one-half of those who send in for the goods will not respond at all. Whether it is dishonesty or carelessness that is the cause of this condition in the trust scheme business, I will not attempt to state, but that is the condition which confronts trust scheme advertisers. You must arrange your plan so as not to suffer any actual loss on the whole amount of business you do.

In going into the trust scheme business, you will probably find it of advantage to place yourself under the guidance of an advertising agent, who would afford a substantial aid to you in selecting the proper papers for your advertisement and in compiling your circular letters and follow-up system.

SOME HINTS.

It is not advisable to try to sell goods by the trust scheme plan that the agents themselves can readily use up. This is the objection against using gum, cough drops or confections of any kind. The temptation to use the goods up, or to divide them with their friends, will prove too strong for many of those who order the articles. In the case of medicines, corn plasters, jewelry, etc., if the goods are not sold and paid for, in many cases persistent follow-up letters will secure the return of the goods or such portion of them as has not been sold.

It is usually wiser to send out goods that will be purchased by women rather than by children. Grown-up people have more money than boys and girls, and in most cases a woman will buy an article from a neighbor's child, especially if it is anything she can use. She will do this to help the child secure the premium rather than from any particular desire for the goods, so it is not necessary to try to give as great value as given by retail stores when selling similar goods. But, of course, it is well to have the goods make as attractive appearance as possible—it will help sales.

If the goods sell readily, and the agent can quickly dispose of them he will ordinarily remit and secure the premium. But if the agent sells only one or two articles, after calling upon a dozen or so people, he is likely to become discouraged, and to drop the matter. If a boy or girl once loses interest and enthusiasm, it is hard to start him or her going again.

KEEP DOWN EXPENSES.

If the trust scheme is to be profitably conducted, it is absolutely necessary to keep down expenses, and to allow a large enough margin of profit to make good the losses that must be expected as a surety. The goods should be very inexpensive. Those articles which are to retail at ten cents each should not cost over one dollar to one dollar and fifty cents per gross. Stick pins, medicines, sachet powders, frozen perfumes, etc., can be purchased at this price.

The goods should be light in weight so that the postage will be as small an item as possible. The one thing in which the advertiser should not spare any reasonable expense is in devising his follow-up literature.

Good follow-up literature, if the business is started on a sound basis, will assure the success of the business.

THE LITERATURE.

It is the general custom to offer a leader in the advertisement as a premium, and then to enclose a catalogue or circulars of other premiums for selling the same amount of goods or a greater number of the articles. Sometimes, however, a larger ad is used, and a number of the premiums are described and illustrated in the newspaper ad. In either case a circular or catalogue is enclosed with the shipment, in which the

premiums offered are described at greater length. The premiums should be described and illustrated in a very attractive manner. It should be the aim of the advertiser to get the agents in such a state of mind that they will want the premiums, and want them badly. This will assure their starting in the attempt to sell the goods with energy and enthusiasm. This, too, will make them more likely to remit when they have sold the goods, because they will prefer the premium to the money or anything they can buy with it.

Sometimes a form letter is sent along with the circular and the goods; at others, all that would be said in the letter is included in the circular matter. In either instance those who do not remit promptly, within ten days or two weeks, should be followed up with a mild dunning letter.

Some trust scheme operators make a practice of offering a small additional premium for prompt remittance. This may be done either in the circular, the form letter accompanying the circular and shipment, or in the first follow-up letter. This premium may be illustrated and described, or it may be simply stated that a lovely piece of jewelry will be given.

The first dunning letter should be comparatively mild, the second should be more urgent—both, however, assuming the agent's honesty and intention to ultimately remit. The third letter should be a threat—it is not well to have it too threatening in tone, because the department has recently ruled some dunning letters of this class could not go through the mails. A letter can be written, which will contain an implied threat which will be equally efficient, and which will not be held up by the postal authorities. Sometimes three letters are sent bearing the advertiser's address, and then at last one purporting to come from a detective or collection agency. At other times the third letter is from such an agency. Other advertisers do all their dunning under their own names.

It is customary to send a return postal or mailing card with the third letter—on this postal the agent is invited to answer certain questions regarding the amount of goods sold, and to say when he intends to remit. Sometimes a few days' grace, and the extra premium still, are offered to those who answer on this

postal. It may be accepted as a general rule that those who ignore the request for a reply when a postal is sent with blanks for such a reply, do not intend to remit.

DELINQUENTS.

All delinquents do not intend to be dishonest when sending for the goods. Some of them sell part of the articles, and then lose or spend the money, oftentimes meaning to replace it. But money is scarce and their parents poor, so they cannot raise the amount. In other instances, they fail to sell the goods, and the articles are lost or used as playthings until they are worthless.

There is a class of people, however, who have made a practice of cheating trust scheme operators in a wholesale manner. These "ringers" not only send orders to every consignment firm whose ad appears, but some of them make a practice of ordering several consignments from the same firm, using different names. The south is the poorest field in which to make collections, and many advertisers use considerable discrimination in filling orders from that section. Some throw out orders which show evidence of being from very illiterate people; others do not fill postal card orders. When an advertiser has received a great many orders from the same locality, from which he has received no returns, it is well to scrutinize such orders and all others coming from that section closely—it may be that one person, or several of them working together, are receiving all the goods. Of course, consignment firms selling high-class goods are more likely to be the victims of such thieves.

Despite such losses, the trust scheme is a very profitable branch of the mail order trade. Several men starting with little or no capital have accumulated good-sized fortunes in a few years. Just as good opportunities are open to the advertiser as when the scheme was first launched, if he will but offer something new in the way of goods or premiums, or use an advertisement which is stronger in its pulling qualities than the general run.

The advertiser should figure a liberal margin for losses, and then try to make his follow-up literature so effective that he will suffer much less from such losses than his figures enable him to do

and still make a good profit. In this way he will be able to make a large profit.

HIGH-CLASS GOODS.

Though most trust scheme operators use ten-cent articles, and give premiums which appeal to boys and girls, this is not the only class of trust scheme. There are other advertisers who send out a few 25c articles, instead of the greater number of 10c articles. Then other advertisers sell standard articles by this method—soaps, perfumes, extracts, baking powders, etc., and give high-class premiums which will appeal to men and women.

Furniture, house furnishings, clothing, watches, are often used as premiums. This sort of an offer will attract more women than men, and the premiums should be selected accordingly. It is customary to ask for reference when sending a valuable shipment of high-class articles on consignment.

It is not necessary to carry the premiums in stock, when operating a trust scheme. Arrangements can be made so that they can be shipped direct from the manufacturer or wholesaler. This is advisable in case of costly premiums, especially if the advertiser is operating on small capital.

FOLLOW-UP REMITTANCES.

When an agent makes quick sales and prompt remittance he has proved himself the kind of agent you are looking for, and you should make the effort to have him order again and secure other articles as premiums.

Ship his premium promptly, and see that it is in good condition, also send a courteous letter, thanking him for prompt remittance, praising his ability to make sales and asking if he does not want to secure some other premium in the same way. You may work up a profitable little business in this manner. A good agent is a gold mine to the mail order dealer.

CIRCULAR LETTERS.

Here are a few suggestions for "follow-up" circular letters, after the consignment of goods have been sent out and no responses received:

LETTER NO. 1.

This should be sent out in about twenty days after the agent has sent for the goods and failed to make returns.

Esteemed Friend:—We are greatly disappointed not to have heard from you after the ten days expired. You know we specially requested you to do so.

The goods we mailed you are of such high quality that they almost sell themselves. All you have to do is to show them and most people will, in almost every instance, buy.

In order to give you an opportunity to earn the handsome present of your selection we have extended the time to thirty days; this, however, is positively the limit.

If at the end of thirty days from the time you received the merchandise you have been unable to sell all, you must return to us what you have left, together with the money you have obtained for the goods sold. We will then, immediately upon the receipt of the money, forward to you the premium you select from our premium list according to the amount you have sold.

Should it prove necessary at the end of thirty days for you to return goods to us, simply make a package of the same, tie a string around them securely, and write your name on the outside of the package in the left hand corner, so we can tell who the package is from. Do not seal the package or place any writing inside, as it is against the postal laws. We would, however, advise you to try your best to sell all before the thirty days are up. Make a special effort to do so, as the premiums you will receive are of such meritorious quality that your efforts to do so will be well repaid.

Hoping to hear from you in a few days, we remain,

Truly yours.

LETTER NO. 2.

Should this letter fail to bring a response you next send them, at the expiration of twenty days more, letter No. 2:

Believing you to be an honest person, in whom we could place the utmost confidence, we mailed to you on consignment \$— worth of our merchandise, with the distinct understanding that you

should return to us our money within thirty days from the day you received the goods, and as we have written you before about this matter and not received a reply, we now demand Money or Goods.

We have given you plenty of time in which to sell the goods, as they are fast sellers. Many of our agents write that they have sold them in two or three hours. We, therefore, know if you have not been able to sell the goods in the liberal time we have allowed you, you cannot sell them at all, and request you will return them to us at once. If, however, you have sold some of the merchandise, return to us those you have not sold, and the money for what you have sold, and we will send to you a handsome present of our own selection for your efforts by return mail. Should you prefer cash as your reward we will allow you four cents on every ten cents you have obtained. We have certainly acted fair with you and we expect you to treat us likewise. We trust you will not compel us to use harsher means of collection, as that would make more expense for you and reflect on your good name as well.

When you receive one of our handsome presents you will surely try for another, as the presents we give to our agents for so little work are simply astonishing.

Awaiting your early reply and thanking you for your efforts, with the hope to yet do a large business with you, we remain,

Yours truly,

GERMANIA MFG. CO.

P. S.—Remember we mean business and must hear from you within the next five days.

A COLLECTION LETTER.

The above letters, of course, could be considerably improved upon, but are about up to the average. As a last resort it is customary to send out a letter, purporting to emanate from a collection agency, which agency, of course, is the advertiser under another name.

Some few weeks ago you received notice from the requesting you to return the goods you received on consignment, and as you have not yet complied with the request, the said company has placed the bills, amounting to \$....., in our hands for immediate collection.

The amount is so trifling that we cannot believe that you intentionally overlooked paying it, and we trust that with this reminder you will promptly settle your accounts in full by returning the goods or paying for them at once, thus saving us the painful necessity of taking legal action against you, a move which we are as anxious to avoid as you.

You received the goods on consignment, that is, the goods were mailed to you at your request without money down. It was understood between you and the above named company that you were to sell the goods and return the money within thirty days and receive a handsome premium for your trouble or else return the goods. It is against the laws of your state to order goods on consignment and sell them and not return the money or keep the goods without paying for them, and we therefore request that you settle your account with the aforesaid company at once. If this request is not complied with within ten days from the day you receive this letter, we will ask our lawyer at your county seat to bring legal action in regular court form and prosecute to the full extent of the statutes of your state laws, which as your own lawyer will tell you are severe; but it is our business to get people to settle their accounts and we must be persistent in your case also. *Do not ask for further time.*

The company we represent is a reliable and liberal concern, but even their patience will exhaust some time. They pay us to collect what belongs to them and we shall use every means to do so.

We never make a second request for settlement, so be governed accordingly and act promptly.

Yours very truly,

CO-OPERATIVE COLLECTION AGENCY.

There is no law to prevent you from making any threats you please in regard to the things you will do to your agents in case they fail to "settle up." It would be well, however, to have your letter gone over by one who has had experience in the matter, so that you will not get it too "strong."

TRUST SCHEME SUGGESTIONS.

Trust scheme advertising does not cut so large a figure in the mail order papers as it did two or three years ago. Many of the consignment firms that

formerly were using large space have pulled out. This leaves all the better field for the dealer who wishes to advertise with smaller space.

All along it has been true that a well-written small trust scheme ad would pull replies at a lower figure than would those occupying from one-fourth page to a page space. With less competition, the small dealer should be able to get a still larger volume of replies from his ad.

But the ad should be attractive and offer a desirable premium, and make favorable terms. The premium is the thing. It should be something that the readers of the mail order papers want, and it should look good value at the price the goods sell for.

The goods to be sold can be low-priced—still have them as attractive as possible, consistent with economy. A large proportion of those who purchase five or ten-cent articles from boys and girls, do so more with the intention of helping the children obtain the premium than because they want the goods.

If the premiums are as advertised and give satisfaction, many of those who have sold the goods and obtained one premium, will be willing to try for another. These agents can be relied upon to a greater extent than those that the advertiser knows nothing about. If remittance is made by the agent, promptly and in full, once, he is very

likely to prove honest and business-like the second time.

Although it is very desirable that an attractive premium should be selected it is of even more importance that this premium should be attractively described—not only in the advertisement, in order to get the people to send for the goods to sell, but in the literature sent along with the goods. The more attractively the premiums are illustrated and described, the greater will be the desire of the agent to receive the one he wishes most. He will be more likely to sell the goods quickly and remit for them promptly. Good descriptive matter sent with the consignment will greatly help in cutting down the proportion of delinquents. It should be the aim of the advertiser to have the descriptive matter so convincingly written that those who receive it will want the goods, or the money for which they can be sold.

Many trust scheme operators have failed because of the large number of agents from whom it is impossible to make collections. Such losses should be figured on in shaping up the scheme. The advertiser should select such goods and such premiums, as will allow him a good margin of profit even though half the claims are uncollected. This is supposing that cheap goods are sold through boy and girl agents. Where soaps and baking powders are sold



FREE TO GIRLS

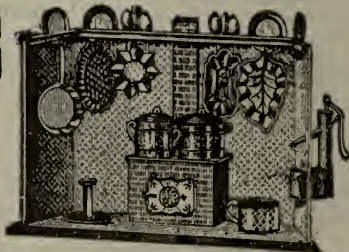
BIG DOLL

and Complete

KITCHEN SET

This bisque doll is nearly half a yard tall, is beautifully dressed in satins and laces, closes and opens its eyes, has shoes and stockings that can be taken off and

is one of the **best dolls** ever offered as a premium. The **kitchen set** consists of a complete set of finely finished kitchen utensils just the right size for dolly. Send us your name and address today and we will send you six of our beautiful multi-colored art pictures to sell at 25c each. Everybody will buy one or more pictures from you as they measure **16 x 20 inches** and are just suitable for framing. It will only take you a few minutes to sell the six pictures. When sold, send us the \$1.50 and we will send you **both** the Doll and Kitchen Set at once exactly as described. Remember we give you not one but **both premiums** for selling **only six pictures**. Write today. **MYER ART CO., Dept. 100, Chicago, Ill.**



An example of a trust scheme advertisement that is a good "puller" during the fall and before Christmas,

through men and women agents, references can be required, and other precautions taken which will reduce the risks.

No matter how good the descriptive matter may be, however, there will be a large number of delinquents, and to bring these to time good follow-up letters are required. The advertiser should not wait too long before sending out the first of these. It is customary to give the agent ten days in which to sell the goods and remit the money. If the remittance is not received promptly on the date set, he should be prodded. The first letter should not be harsh—merely a gentle reminder, which assumes the agent's perfect honesty. The second letter should be stronger, and ask an immediate reply. The third letter should be very fierce and make threats that will bring the debtor to time, if any letter will do it.

A good set of letters means much to the trust scheme man. Unless he can collect the right proportion of his accounts, he is in the hole. Only by using the strongest possible letters can he hope to bring all the delinquents that it is possible to influence to account. Many trust scheme men have failed to make the business pay because their letters were too weak.

A consideration that should not be lost sight of in putting out a trust scheme ad is that the premium should not only be described, but in many instances, the ad should strive to awaken a desire for it in the minds of readers. Thus, a New York trust scheme operator is offering a punching bag as a premium. It is probable that a certain proportion of the boy readers of the ad are not familiar with the bag and its uses. Therefore, the ad should tell the benefit of this form of exercise, mention that all fighters use it in their training, that it quickens the eye, and makes the user faster with his fists and on his feet. That it is the very best form of exercise, etc.

There are lots of people still willing to earn what they desire by selling goods. Advertisers who will adopt correct business methods, offer the right premiums and use the right literature, can make money in this field.

THE MAIL ORDER PREMIUM BUSINESS.

The Mail Order Premium Business is an aristocratic relative of the "coupon in every package" premium scheme now used almost universally by manufacturers of what are known as "package goods," particularly those who advertise largely, says Mr. Ward of Bullock, Ward & Co. The trouble with the "coupon in every package" scheme is about the same as with the trading stamp plan. The life of the average man is too short to enable him to earn a premium worth having. The writer not long ago was much amused, as well as astonished, on reading over the coupon enclosed with every package of a well-known cereal breakfast food, to note the almost absolutely impossible terms that were required to be complied with in order to earn a premium of respectable value. Among other things listed was a piano, parentage not specified, to earn which the eater of this breakfast food was required to save 20,000 coupons, representing probably more than he and his family and his neighbors' families all put together would eat in several generations, and, mind you, this scheme was advertised and given all the publicity possible in order to help their business, by men no doubt of ordinary intelligence, probably with intelligence above the average at least, seeing they have made a success of their business, as far as success can be judged from the outside. The usual plan of this "coupon in every package" scheme is to ask the eater, user, or wearer of the package, to send a nice little silver dime, for example, and a specified number of coupons, when a silver-plated spoon, fork or something of that nature

FREE THESE BEAUTIFUL RINGS Given FREE! Solid Gold



finish and set with brilliant that only experts can tell from a genuine Diamond, or Cluster Ring set with 2 large simulation Rubies and 2 Pearls, being very latest design, square band shape. Earn your choice. Will send four of my large Art Pictures, which you are to sell at the special price of 25 cents. They sell on sight, as they are handsome art productions, 16x20 inches, done in 10 to 17 colors, originals costing \$200 to \$500. I also send a Handsome Jewelry Novelty in addition to ring. **SEND NO MONEY IN ADVANCE. I TRUST YOU** and will send pictures, all charges paid, immediately on hearing from you. You can also earn other valuable presents if you don't care for ring.



JOHN RHODES, 814

Lumber Exchange, Minneapolis, Minn.

A Ring advertisement that has been very successful.

will be sent. The cost of these little premium articles varies usually from five to eight cents apiece. This leaves a comfortable margin for postage, and the firm has presumably thereby induced the consumption of a quantity of its goods without expense to itself.

Almost all other premium schemes are closely related to these two that have been described in detail. They are all good schemes for the manufacturer or dealer, but as for the public—well, it should look out for itself.

The Mail Order Premium business is based on an entirely different principle, and while philanthropy was no doubt far from being the originating cause of this business, still the public is really benefited by this system of trading. The central idea is that the housewife should purchase all her daily supplies, such as tea, coffees, spices, extracts, soaps, toilet requisites, etc., etc., direct from the importer and manufacturer in quantities of, say a month's supply at a time, instead of from day to day, as she may need these supplies, from her local store. This eliminates the profits of the commission man, the jobber, and the retail dealer, as well as all the other expenses incident to selling goods in this old-fashioned and expensive way. This saving, which on the average amounts to about 100 per cent—in some cases more than that, and in other cases, of course, such as on various articles considerably less—is invested by the Mail Order Premium House in a valuable and sensible premium, say a piece of furniture such as a couch, rocker, table, etc., equal in value to the amount of the goods purchased. Thus a \$10 order of supplies would bring with it a premium valued at *r* tail at \$10.

The Mail Order Premium House proves its faith by works, leaving no doubt in the mind of the thrifty housewife, who is their customer, that she is actually saving all they claim by purchasing her daily household supplies direct from them in this economical way. They do this by giving her, should she not desire a premium, her goods at a discount of 50 per cent, or twice the amount of goods for the sum of money she remits, as the case may be. Thus, if she orders \$10 worth of goods, and does not want a premium, she gets them for \$5, or if she remits \$10 and says she does not want a premium, but extra goods, she gets \$20 worth. Therefore,


she knows she is saving all the mail order house claims, either in money or premiums, because she can compare the prices they charge her for her supplies and the prices she would have to pay at her local store. Usually, however, the housewife elects to take a premium instead of a discount on her goods, because she knows—still keeping to the \$10 order as an example—that with the strong purchasing power of a large business, the Mail Order Premium House can take the \$5 discount that she would be allowed on such an order, and purchase for her a much more valuable article than she could purchase for herself from her local dealer. Probably the article that she would get would cost her at least \$10 at her local store, while on large contracts for the same article the Mail Order Premium House would not pay over \$5 for it. This goes again to prove that the housewife who deals in this new and economical way, saves one-half of her daily household expenses for supplies and necessities, and can elect to have this saving either in money or in furnishings for her home.

It will thus be seen that the Mail Order Premium business is built upon the solid foundation of strict business principles carried beyond the commercial world and into the home and daily life of the housekeeper, a thing never attempted before, and for that reason there can be no question about the stability and permanency of this business, neither can there be any doubt that although its proportions are fairly large even now, it is only yet in its infancy, as was stated earlier in this article.

There are only a few houses engaged in what might be called, strictly speaking, the legitimate, full-value-received Mail Order Premium business in the country. The reasons for this are obvious. The capital now required in order to meet competition is considerable, while the profits, being on a strictly conservative business basis, are not such as to allure the many get-rich-quick aspirants who are continually trying to break into the Mail Order business in some form, and who usually break out of it again just as rapidly. And yet, the total business done by these few Mail Order Premium Houses amounts at the present time to the comfortable sum of fifty millions annually. One firm alone is credibly reported to have done a business of between fourteen and fifteen mil-

lions last year. This firm was one of the pioneers in the business, and their growth from year to year has been steady and rapid, which goes to show that there is very little element of chance in a business that is founded on correct business principles, and is not started or organized with the sole object of plundering the public without giving value received. There was a time, not many years ago, when, unfortunately, the majority of the concerns engaged in the premium business were of the "hold-up" stripe, and existed, apparently, solely with the view of making the most possible money out of the public in the least possible time, and then getting out of this business and into something more respectable. In those days, naturally, the premium business, or the giving of premiums in any form, was looked down

upon by honorable and legitimate business houses. Times have changed since then, however. Now there is scarcely a concern in the country manufacturing goods that appeals directly to the individual or the home, that does not offer premiums in some form or other, to promote the sale and extend the use of their products. Among these concerns of world-wide reputation the following might be given just as one or two notable examples: "American Tobacco Co.," "American Cereal Co.," and the "Cudahy Packing Co." Thus in time, we need not be surprised if we see that greatest and most dignified—presumably—of all American industrial institutions, the "United States Steel Corporation," giving a coupon, good for a brand new island, to your "Uncle Sam," with every ton of armor plate they furnish him.



THIS GENUINE DIAMOND GOLD RING

GIVEN AWAY

This is a genuine pure sparkling Diamond Solitaire in a pure gold setting, and there is no imitation about this valuable, precious stone or ring. This is the same stone and setting usually worn by men and women of wealth and refinement, and not a word of this advt. is intended to deceive you. It is a genuine diamond ring with pure gold setting, and you may have it free to own and keep, without sending us any of your money. A genuine diamond ring is costly. We give this one away to advertise ourselves. If you want this beautiful jewel, write us for 8 of our beautiful art color pictures, size over 1 1/4 x 1 1/4 feet, and sell them at 25 cents each. Remember, this Diamond Ring will be sent you all charges prepaid by us when we receive from you the money for the pictures. Everything is plainly stated, and if you want this Beautiful Diamond Solitaire Ring, as described above, write for the art pictures immediately. The ring will not cost you one cent. If you want this Gold Ring, set with a sparkling Genuine Diamond, address at once, T. LESLIE, Dept. 548 Pearl St., New York City.

To offer a "genuine diamond ring for selling \$2.00 worth of goods" seems a policy that is well-nigh suicidal. Yet the advertiser does as he agrees. It must be explained, however, that the diamond, is a "chip" and worth about 50 cents.

CHAPTER XIII.

Advertising Mediums.

You perhaps have an advertising campaign in view. You think that your goods, and your plan for disposing of them is a winner, but you cannot be sure of this, until you have tried the scheme on the public.

Now let me be candid—we have known many mail order schemes that looked like winners, and yet they failed to catch on with the public. Every experienced mail order man will tell you the same thing, if he is disposed to be honest and candid. Mr. Sears, of Sears, Roebuck & Co., who probably knows as much if not more about mail order advertising, than any man in the business, says that mail order advertising is merely a matter of experiment.

There are some so-called advertising experts, who will tell you that their advice is infallible—that if they put the seal of their approval on your scheme and literature, it is bound to make a fortune for you. This may be comforting before the event, but you are likely to find out how little their advice is worth after you have taken it.

A writer in one of the advertising papers says that the advice of an advertising man who says "he don't know" is worthless—that it is his business to know. It is certainly his business to know some things, but he cannot be sure of some other things until the scheme has been tried out.

No physician can guarantee to cure a patient who is very ill, with an acute or chronic disease. Unexpected conditions are always likely to arise. The more the physician knows, and the greater his reputation and skill, the more ready he will be to say he does not know about some things. Quacks give guarantees—which are worthless.

No lawyer of reputation will undertake to guarantee that he will get a verdict. That depends upon how the judges or jury look at the matter. The lawyer may feel that the weight of the law and evidence is on his side, but the

case must be tried before he can say that it is an absolutely sure winner.

In an advertising campaign, the public is the judge and jury; the case must be presented to them. The advertising man can prepare the case so that it will have the best chance of getting a verdict from the public.

It was said, in a preceding paragraph, that it was the business of the advertising man to know some things. Some of these things are, he should know what has been done in the advertising field; he should know what replies will cost for different kinds of advertisements in different classes of publications—not exactly, of course, but approximately. He should be a student of human nature, and so be able to form an opinion as to why some advertising fails, and some pulls with different classes of people. He should be able to write the kind of advertising matter that will stand the best chance of success with the people that the advertiser wishes to reach. The more experience he has had, the better he will be able to advise intelligently. The successes and failures will teach him the road to success, and the places in the road where the tires are likely to be punctured. Mail order advertising is a matter of experiment, but in many lines some one else has already made the experiment, and it is useless for the new advertiser to try a losing proposition over again. The right kind of an advertising man knows about those experiments. While he cannot give infallible advice, he will give intelligent advice.

If you have goods that the people desire, will sell them at the right price, and will tell about them in earnest, straightforward, convincing manner, using the right mediums, advertising will sell the goods. Whether you can make the business pay will depend upon the margin of profit, and your business methods.

The success of scheme advertising of

any kind, depends upon the way the scheme is shaped up and the literature written. This is a matter of natural ability, experience and knowledge of human nature.

USE GOOD MEDIUM.

There is not so much competition in the mail order business as many suppose because there are so many advertisements run that count for nothing, that is they are so lifeless that they are never noticed. They make no more impression upon the reader, than so much blank space.

Then there are also a great many who are advertising in papers that could not possibly bring them in one cent's worth of business. A large number of people try the mail order business and after one or two ineffectual attempts, give up. It takes a little nerve to place ads in papers where the rate is from 25 cents to \$3 a line, but they are the only papers that can pay.

The beginner in advertising is too apt to consider the cheapness of rate without regard to circulation, and in this way fritters away his money in dribbles on worthless mediums, without getting returns. The most important point to consider about a paper is its circulation. A paper without a circulation large enough to bring replies is dear, even at a cent per line. Amateur papers should be avoided—no matter how tempting the price may seem. They always were and always will be, of absolutely no value whatever. If the money to be spent for advertising is limited, use some of the well-known, low-priced mediums. They bring excellent returns in proportion to their cost and carry the announcement of nearly all experienced advertisers.

THE CHEAP MONTHLIES.

What kind of papers are best for the mail order business? Undoubtedly the cheap monthlies. These monthlies seem to have taken the place of old literary weeklies and their coming each month is awaited as eagerly.

They reach the people of the great middle class who have not the opportunities to buy at their local stores and who have become accustomed to order goods by mail.

Writers in advertising papers, who do

not know much about the mail order business, decry the "cheap monthlies." As a matter of fact these "cheap monthlies" supply the entire intellectual life of millions of our countrymen who are as interested in them as their city cousins are in the latest novels and magazines.

The answering of a mail order advertisement may seem a commonplace affair, but to people in the backwoods or farmhouses, the answering of an advertisement that arouses their curiosity is a mild form of excitement.

The "cheap monthlies" are not only read by country folks, but they are studied. The head of the house reads the ads to find bargains in the necessities or luxuries of life, the younger people read the ads to hear from their small change. You may wonder how or why these papers are read, but they are, and they bring results to advertisers who want to do business by mail.

The ordinary family in the country takes a local county paper, perhaps a semi-weekly or tri-weekly edition from the office of a city daily, occasionally a monthly, semi-monthly or weekly agricultural paper, and three or four monthly story papers of the mail order class. Among these papers the ones most attentively read are, county paper for the local news of friends and neighbors, and the mail order monthlies for their stories, cooking recipes, directions for dress-making, lace-making, and last, but not least, for the ads, which are read and re-read, even more eagerly than the reading columns of the paper. It is only the head of the family who takes much interest in political matters or in agricultural articles in the tri-weekly or the agricultural paper, but the whole family read the ads and stories in the story paper. To these people a paper means something they do not tear it up to kindle fires—they keep files of their favorite publications, year after year, so that they can reread the continued stories when they have nothing else to read.

Some of these papers have exchange columns, and in these exchange columns may be seen offerings of a year's numbers of certain papers for a like quantity of other publications. In these exchange columns may also be noted calls for lost numbers of certain publications. It is owing to this fact that the papers

are kept and reread, and passed along for others to read, is due the experience of many mail order advertisers in receiving replies months, and even years, after the ad appeared.

Do not think that the people who treasure a cheaply printed paper are to be held in scorn, or that their trade is worthless, many of them have more money than the average city mechanic or clerk will ever have, and live better. If you think these people are all people of little or no intelligence, just read some of the letters that appear in the correspondence departments of some of these publications. If your stenographer can use as good a grade of English and can spell as well as some of these country women, whose chief relaxation is reading and writing letters to the mail order monthlies, you are in luck.

I said that the women and girls and boys of the family were not often greatly interested in political or agricultural contributions, but this is not to say that all agricultural papers are left unread by them. Indeed, many farm papers publish stories and have departments which appeal forcibly to the women and young people of the farmer's family. These are the agricultural papers in which it pays to advertise many miscellaneous articles, aside from agricultural machinery, live stock, and veterinary medicines and other articles, which appeal directly to the farmer as a business man. There are, to be sure, all classes of readers in the country, and there are some few who have grown away from the publications I have described and take a daily, "The Saturday Evening Post," and a "Success" club instead; but the masses in the rural districts still rely upon the mail order monthlies for their light reading, and no mail order man who is selling a low or medium priced grade of goods can afford to ignore the mail order monthlies' clientele.

MAIL ORDER WEEKLIES.

There are some of the weeklies which go to much the same class of people as do the monthlies. But a rather larger share of the circulation is put in the larger villages and factory towns rather than among the farming population. However, the goods that interest the latter will often interest the former,

especially anything in the way of novelties.

Good representations of this class of weeklies are "Boyce's Weeklies" and "Grit." These papers are sent out to newsboys on consignment, copies sold to be paid for at 3 cents each. However, it is not customary to send many more copies than the boy is able to dispose of.

Not only have these papers a large circulation in the factory towns, but they also have considerable circulation in the rural districts; the boys find a ready sale for them to farmers who come into town Saturday afternoon or evening for the week's supply of groceries. Railroad men are also large purchasers of this class of papers. Besides the two papers already mentioned the names of two others of considerable circulation may be added; these are "The Saturday Globe" of Utica and "The Illustrated Record" of New York. Most of these papers devote considerable space to sporting events, especially prize fights, and to sensational events, such as murders, executions, etc. A considerable amount of fiction is printed. Grit publishes a story supplement, as well as a picture supplement. The Saturday Globe issues a number of local editions for the various mill towns, and in these editions prints the pictures of various local celebrities, often social leaders among the mill workers themselves.

This is a very taking feature. The Globe, be it said, is printed on first-class paper, which shows up a photo-engraving as well as those appearing in the ten-cent magazines.

Some of the weekly agricultural papers are good mail order pullers for the right class of goods.

And there are about three high-class weeklies that are good mediums for a high class mail order proposition. These are "The Saturday Evening Post," "The Youth's Companion" and "Collier's Weekly." The two first mentioned have a large number of mail subscribers in the villages and country districts, while the great bulk of Collier's edition is placed in the cities, through news stand sales. These weeklies give results equal to the best monthlies and superior to the weaker monthly publications.

ONE PAPER OR MANY.

The beginner in the mail order business, with a limited capital to use in trying out his proposition, hesitates between using one paper or several. It all depends upon what he is advertising, and how much money he has at his command.

As a general thing it may be said that if the article that is to be advertised is high grade and considerable money is demanded for it, it is better to select the paper best calculated to reach the class likely to be interested in his goods, and to use reasonably large space in that paper for a considerable period of time. The best copy and illustrations should be used, and the goods being exploited should, if possible, appear in the illustration and be mentioned in the headline.

It may be wise to use new copy each issue, so as to hold the interest of readers. If the proposition is a good one, and the proper supplementary literature is used, the advertiser will soon be in a position to extend his field and to take similar sized space in other publications of the same general character as the one first used.

If the advertiser is offering a low grade article, or is pushing a scheme that appeals to people out of employment, it will be better to run a small ad in several papers that have a good record for getting the kind of orders that the advertiser is after.

These ads should be carefully keyed, so that one may know where the inquiries come from. Then the papers that do not give profitable results can be cut out and others tried. If none of the papers give good results it will be found that there is something wrong with the ad or the plan, or both. This should be remedied and the papers tried again.

It is well to have a reliable advertising agent make up the list of periodicals rather than for the inexperienced advertiser to try to do so himself. An advertising agency that has had large experience in handling mail order propositions will also be able to give an intelligent opinion as to whether the plan and the goods are likely to prove a success in the mail order field. However, a plan may seem plausible, and apparently have every element of success in it, and still prove a failure. The oldest and largest advertisers are willing to own that they do not know it all, yet. Mr. Sears, of Sears, Roebuck & Co., is quoted as saying that "the whole advertising problem resolves itself in a series of experiments—finding your way." But it stands to reason that the advertising agents who have been in business, have made mistakes and achieved successes for years will be more likely to find the right way, and find it quicker than will the novice.

LIST OF PAPERS.

The placing of advertising is a rock upon which most of the new advertisers are wrecked. A paper may be a good medium one month and a poor one the next. I might give a list of mail order media today and two months from now some of the papers may be of no value whatever. Besides some papers may be good for some propositions, but poor for others. I prefer therefore to make up special lists for advertisers. Submit a copy of your advertisement, let me know the amount of money you propose to appropriate and I will be pleased to make you up a list, covering same.

Or, to get quicker action, you can send me the amount you want to spend for advertising, a description or circular of the article, and I will get up the ad and place it in the most and best papers, according to the amount you send.

CHAPTER XIV.

How Space is Measured.

An inch means a space one inch high and one column wide.

Sometimes a price per line is quoted. Unless otherwise specified, this means a measured line—14 lines agate measure to the inch—and has nothing to do with the number of counted lines in the advertisement. For example: In an advertisement occupying ten lines of space agate measure, four or five lines of space may be occupied by one heavy display type. Ten lines simply means tenths of an inch.

DISPLAY ADS.

Display advertisements are placed among the ordinary advertisements in the publication.

It is customary to use some of the type in large sizes to attract attention, with or without illustrations. It is not necessary, however, to use display type, even where one is buying display space. But an advertisement set in shape of reading matter and grouped among display advertisements would be out of place, and in most cases not particularly effective.

READING MATTER ADS.

Readers are set in different type without display of any sort except that a heading is generally allowed in a black-faced type of small size. The price varies according to the position in the paper, being highest on the editorial, if allowed there at all; they often cost more if set in the reading-matter type of the paper. Generally the rate is higher than for display space in the same publication.

A FLAT RATE

is a fixed rate for advertising space, regardless of amount of space used or number of insertions. It means one rate to all.

Papers used to give special discounts for long time contracts or where an ad-

vertiser agreed to use say, a thousand inches in one year. In order to get a reasonable rate, advertisers had to contract for a large amount of space. This arrangement proved unsatisfactory, as some advertisers were led to use more space than they could use with profit, while small advertisers were placed at a disadvantage.

A "Flat Rate" saves ever so much figuring; it puts all advertisers on an equal footing and enables them to buy just so much space as they need at the lowest price.

CLASSIFIED ADS.

Classified advertisements are those which are set without display type and are grouped under proper headings in some special section of the publication. They are carried by all daily publications, most of the large weeklies and trade papers and some of the magazines. The rate is generally slightly less than for display space in the same publication.

As classified ads are mostly small and inserted by people who know nothing about space rate, it is more convenient to charge so much per word and this is done by nearly all papers.

POSITION.

Naturally every advertiser desires to have his advertisement placed in a position where it cannot fail to be noticed by the reader. Position alongside of reading matter is very desirable. Full position, meaning top of column and next to reading matter or first ad in broken column next to reading, is better yet. But since the number of "full positions" possible in a paper are limited and by no means equal to the demand, they generally command an extra charge of from 25 to 50 per cent and cannot always be granted even at that price.

HOW TO SEND COPY.

"Copy" is a term used to describe the material for an advertisement in the form it is given the publisher. This may be in a complete printing plate, or simply the text matter and cuts (if any are used), with specifications for proper arrangement of the same.

Send the text matter of the ad plainly

written on one side of the paper. Do not attempt to make it look as it will in print. Simply indicate by marginal reference what are to be the principal display lines and write any further instructions on a separate sheet. Where it is important and time allows, the paper will submit a proof of the advertisement after it has been put in type.

CHAPTER XV.

Postal Pointers.

Do not enclose with catalogues or merchandise, letters or other writing, as by so doing you will subject the entire package to letter rates of postage. Third and fourth-class matter is inspected and detained for improper enclosures.

Matter sealed against inspection is charged letter rates of postage. Do not seal up packages of merchandise, catalogues, etc. The government is not responsible for mail matter placed on a mail box. It must be dropped into the box.

The objection to abbreviations, except those generally understood, is rooted in the postal service, and the individual who spends valuable time in sending new and curious ways of abbreviating is looked upon as an enemy. So it is that the postal service expects that all names shall be written out fully and plainly, without flourishes or attempts at condensation. If your friend's name is John, do not write it "J." for this stands for James, Jeremiah and Jane, and in case he has moved to another locality you place it out of the power of the post office to get a letter to him. If you feel tempted to abbreviate a long name, whether individual or corporate, remember that you are likely to repent it later.

Mail matter may be delivered through a lock box when addressed to the lessee of such box, or in his care, to his employes, to any member of his family, or to his temporary visitors or guests. Boxes will not be rented to persons using fictitious names, nor to persons engaged in unlawful pursuits.

Separate firms, or two or more per-

sons not associated in business, can not secure mail through the same box.

The rent of lock boxes and drawers at the Chicago post office is three dollars per quarter for lock boxes, and four dollars per quarter for drawers.

Twenty cents additional will be required as a deposit for each key.

Where boxes or drawers will not accommodate all mail received by individuals or firms, they must rent another.

The Post Office Department offers to the public the Registry System as the safest method of transporting valuable matter in the mails. With little regard for the labor and cost involved, it has placed about the registered mails numerous safeguards that assure to the valuable matter contained in said mails the greatest security within its province. Registered mail is kept in the special custody of sworn agents of the Post Office Department and no unauthorized person is permitted to have access to it.

The Sawyer Pub. Co. of Waterville, Maine, have established a legal bureau and at great expense retained one of the foremost postal lawyers in the country to conduct this department of its business.

The services of this counsel are always at the disposal of the patrons of The Sawyer Pub. Co. without charge of any kind. The Sawyer Pub. Co. will foot the entire cost of this enterprise, in order to remove all doubt and uncertainty as to the legal rights and privileges of mail order dealers and advertisers and to establish and maintain amicable relations between its patrons and officials of the Post Office Department.

CHAPTER XVI.

Growth of the Mail Order Business.

Comparatively few years ago the mail order business was almost unknown. It began with the selling of small trifles which could be sent by mail, and gradually developed till the selling of small novelties in this way became a more or less important business. There followed a period in which the grafter flourished. All sorts of fake schemes were exploited by mail, as, for instance, the man who offered to tell how "To Double Your Money Quickly," and who, on receipt of a dollar for this information, told the victim to "fold it." Another fake of this kind which coined money for its originator was, "How to Write Letters Without Pen or Ink." This information also cost one dollar and the victim was told "Use a lead pencil." Another ingenious fake was the offer of "A High Grade Steel Engraving of the Father of Our Country—George Washington—for 50 Cents." This proved to be an ordinary 2 cent postage stamp. Another of this kind was the offer of "A Suburban Lot, \$15." This was ingeniously advertised with photographs of a suburban town with attractive looking homes, lawns, streets, etc., but the advertising omitted to state the size of the lot and the victim, when he investigated, found that his lot was about 3 ft. by 4 ft. in size, and the houses shown were simply toy houses.

All sorts of dishonest schemes of this kind sprang up and, for a long time, cast discredit upon the entire mail order business. Gradually, however, the tide turned. It was found that essentially the same methods which were so successful for these schemes were even more successful when the proposition was an honest one, and as more and more honest, reputable concerns engaged in mail order merchandising the way of the mail order transgressor became harder and harder. The public gradually became educated and capable of discriminating between good and bad propositions. Meanwhile, the United

States Post Office Department became more and more active in tracking the dishonest mail order operator to his lair and suppressing him, until during the last five years their methods have become so rigid and their ubiquity so complete that it is as much as one's business life is worth nowadays to attempt the perpetration of a fraud through the mail.

It would be safe to say that 99 per cent of the propositions one sees nowadays advertised are absolutely on the square and beyond reproach. Working in connection with the Postal Department, publishers of all sorts of periodicals which carry mail order copy, have been active in suppressing questionable advertising and the publicity of propositions which cannot bear the most searching scrutiny. Many publications have gone further and refused to accept liquor and cigarette advertising, as well as the advertising of some medical propositions considered objectionable by publications going into the homes of the people. As a further precaution against having their readers swindled by unscrupulous advertisers nearly all of the better grade of periodicals now make a definite offer to reimburse any subscriber for loss accruing through the dishonesty or misrepresentation of any of their advertisers.

Co-incident with this campaign of purification, the mail order business has grown at a phenomenal rate, spreading out and expanding more rapidly than the proverbial green bay tree. Unlike many kinds of business, the mail order business offers exceptional advantages to the man or concern operating on small capital, and holds out splendid inducements to the man or concern who can command large capital. Partly for this reason, perhaps, mail order concerns have sprung up by the hundreds everywhere—in large towns and small—even in remote rural communities—and in many instances their rise, growth and development has been truly marvelous.

With just a few notable exceptions, the largest and most prominent and successful mail order concerns date their beginning no further back than fifteen or twenty years. The progress made by the art of advertising has paralleled the progress of mail order business, because advertising is the very backbone of mail order business and is the vital force upon which it is dependent for success.

If I may consider mail order business as an "industry," it may be safely asserted that no other one industry has kept pace with it during the past ten years. Statistics are not available as to the aggregate amount of mail order business done per year in the United States, but statistics show that for the past four or five years there has been spent in the United States alone an annual average of more than \$500,000,000 for advertising. It is entirely conservative to state that one-half this sum has been expended for mail order advertising as distinct from retail advertising and that sort known as "general publicity" advertising. It can be readily seen from these figures what a tremendous enterprise mail order business is at this time. The two largest mail order concerns each do an annual gross business close to the \$50,000,000 mark. There are some hundreds of other concerns whose annual business is known to aggregate from \$10,000,000 to \$25,000,000. Those concerns which do an annual business of from \$100,000 to \$500,000 can be counted by the thousand, while the "lesser lights" are almost innumerable.

At the time this chapter is written, the country has just passed through a "panicky" period of severe money stringency and disorganization of financial and business conditions generally. It is a notable fact that, with comparatively few exceptions, mail order concerns suffered less than almost any class of business concerns, and there were fewer failures in this line than in almost any other. Advertising expenditures and shipments of goods continued throughout the stringent period at almost a normal point. Perhaps the most potent reason for this is that more than 90 per cent of mail order business is done with people who live on farms and in the smaller towns and villages. Sixty-nine per cent of the population of the United States live outside of towns or cities of 10,000 or more inhabitants. This large class,

usually termed "the rural population," form the mainstay of all mail order business, and it has been convincingly demonstrated that though Wall Street may be in a turmoil of agonized shortness of cash, and the financial institutions of the country going to smash on every hand, this "rural population" has plenty of money and spends it.

This factor of stability and safety in the mail order business has attracted to it a large number of conservative business men, and has been another important factor in the rapid growth of the business. Further, there is what mail order operators term, "the mail order habit," which, as its name implies, is simply the habit of buying by mail. This mail order habit has grown and spread and taken root in new territory, and flourished to a point where it may now be reckoned with as a definite, success-making force. We are almost a nation of mail order customers and this is recognized by the business world, and again accounts in part for the rapid rise of mail order business. Certainly, the mail order business is a promising field which is not found wanting when weighed in the balance of cold facts and searching investigation. It has developed into a business which a man seeking safe and profitable investment of his money can have every reasonable certainty of safety and practically the assurance of large profits. The development of the business has produced a large number of people who devote their time and talents to the various phases of the business. For example: There are advertising agents who make a specialty of mail order advertising—some do not handle any other sort of advertising. There are writers of copy, illustrators, printers, etc., who know from experience the peculiar needs and requirements of mail order business, and who, each in his special line, is capable of rendering services which return the maximum results to the mail order operator. I, myself, make a specialty of writing, illustrating and placing mail order copy so that returns to the advertiser will be a matter of cold calculation based on experience, instead of being a haphazard gamble with the chances largely against the advertiser.

SCHEME CONCEIVED IN 1872.

This manner of reaching the consumers of the goods and actually competing with and defeating in his own locality the country merchant is said to have been conceived by the head of one of the large Chicago firms about the year 1872. He took advantage then of the farmers' grange organization and sold through its channels, dealing at first only in dry goods. The success of the venture soon made its wider possibilities apparent and the scope of the business was broadened accordingly as rapidly as it could be done systematically.

Rivals invaded the field, but only in Chicago. The geographical location of the city made it a distributing point that cities in the eastern and far western parts of the country could not compete with.

HAS REACHED GIGANTIC PROPORTIONS.

Now the mail order retail business has reached such gigantic proportions that the volume of daily shipments of merchandise sent out is surprising. From one house alone, that of Sears, Roebuck & Co., which has been in existence since 1894, and which rates its annual sales as the largest in that line in the city, the following figures were supplied for the volume of affairs transacted in just one day of a week:

First delivery of incoming first-class mail received weighed 655 pounds and included more than 11,000 cash orders for merchandise, varying from a few cents to several hundreds of dollars each.

Shipments of freight for filling orders amounted in the day, in actual figures, to thirty-six carloads, which included shipments made direct from factories as well as from the Chicago warehouses.

Postage on shipments by mail for one day nearly \$800, indicating that more than two tons of merchandise were sent by mail.

Following an order received by one of the large houses as it goes through the hands of various employes until the goods are sent to the customer, the observer first sees letters being opened in bunches of fifty or more a second by machinery. The opening machine con-

sists principally of a roller covered with sandpaper, revolving like a buzzsaw, and on the surface of which a bunch of sealed envelopes is pressed for a second while the roller revolves and the sandpaper wears through the edges of all the envelopes at once.

AUDITING FORCE READS LETTERS.

Stamping the hour and date of receiving is done by a machine. An auditing force reads the letters and another force enters the orders on tickets made out suitably for the various demands of customers. Routing through the proper channels of the establishment is done by another set of clerks, after which a distributing force delivers the orders to the proper departments, where the orders are filled from the stocks of merchandise. After the articles are selected for sending out they are assembled in the shipping room, where the packers do their part of the work. The shipping clerks are the last to get the goods before they are delivered to the teamsters, who take them to the post office or to the railway companies.

Addresses of country buyers are kept in indexed drawers filled with cards filed by state, town and county. Lists of hundreds of thousands are to be found in the mail order houses of the city, kept corrected daily so far as the town names are concerned by reports from the postal department at Washington. All of the houses do their own manufacturing in small lines and control the outputs of factories in many other lines.

HOW THE BUSINESS IS CONDUCTED.

How rapid has been the growth of the business is illustrated fairly in the mail order department of the John M. Smyth Company, which is a separate concern from the local retail trade. It occupies buildings by itself and is conducted as an independent project.

"Push has been the watchword from the start," said Maurice D. Lynch, office manager for the firm, in commenting on the manner of doing business there. "This house opened four years ago and already requires a force of 1,000 employees."

"There is one word that explains the growth of the mail order business. That word is 'advertising,'" explained Mr. Lynch. "The first thing to do is to select the proper mediums for advertising. That will attract people so that they will send for your catalogue. Once you hear from them, you have to keep at them with 'follow-up' letters until they buy. Once they buy, it's the same as in any other business. If you treat them better than they ever have been treated before they will come again. Any house that sells to a customer only once will not stay in this business very long. Haste in delivery is as important as low prices, and sometimes more. The house that can ship the most promptly to fill its orders is the house that is going to get the orders.

"Liberality of treatment given to customers is one of the secrets of success. That applies to all of the Chicago houses. No trouble is too great for any of them to take time to 'square' a 'kick.' We take back goods or exchange them or give the customer's money back if the goods are not satisfactory."

CIRCULARS.

There are cumulative results of circular advertising as well as in general advertising. In order to get the best results from your circulars you must send them out in a systematic way. A list of a thousand names of people who might buy your goods, if well cultivated, will bring better returns than a list of five times that number that are circularized but once.

A man may read your circular, catalogue or booklet, when it is sent him and he may be favorably impressed with it, but he may not need your goods just at that time or he may not happen to have the money. It is only by reaching him persistently and continuously that you finally strike him when he is in a buying mood. It would be money thrown away, however, to circularize a haphazard list in this way. But if every person on your list is known to be a possible purchaser of your goods, or needs your goods, then your circular advertising is bound to yield results. Every circular that you send to the same person will add to the force of those you sent before.

KEYING ADS.

Experienced advertisers key their ads. This is one of the most important features of the business, as it enables them to judge the relative value of the different mediums for their purposes and to restrict their advertising to papers bringing profitable business.

A keying system, to be satisfactory, must possess the elements of simplicity and accuracy. A method that seems to have these features is that of simply placing a signifying letter before the street number. If, for example, the address of the advertiser is 318 River street, he could vary it by running it in one publication as A 318 River st., in another B 318 River st., etc., giving a different letter for each publication. Then by keeping a record of the sources from which his replies come he can invariably tell exactly what results each paper is producing. This is the essence of simplicity.

Where the street address is not given in an advertisement, place the key letter ahead of the post office box number—example, Box H 126. If the boxes are not numbered, as is the case in the smaller post offices, and simply the town address is printed, a fictitious box number can be adopted without causing confusion or miscarriage of mail.

If the advertiser finds by these methods that a certain paper is paying, he should stick to that paper so long as it continues to pay.

If the paper is a poor one, he should get out of it and concentrate all energy in paying papers; or, if he is working them to the limit, try new ones.

If the returns from even his best papers are not satisfactory, there is probably something wrong with the ad or the methods. His prices may be either 'too high or too low. If he cannot locate the trouble himself, he should call on the papers he has been using, for suggestions.

THE VALUE OF GOOD COPY.

Mail order men know the worth of advertising. They realize the importance of using good copy as is obtainable, though they are not always able to judge where to get the best copy, nor to know the best copy when they see it. But their business depends upon their

advertising being effective. They can see the returns roll in; they know that all the business done comes directly or indirectly from the advertising put out.

With the retailer, the jobber and the manufacturer it is somewhat different. The largest and best managed of such concerns give the same careful attention to the matter of securing value received for the advertising appropriation that they do to getting just return for other money expended. But other concerns do not give the advertising department such careful supervision. It cannot be exactly ascertained how much business the advertising brings; they cannot be certain that better advertising would bring perceptible increase, and if it did bring such increase no one could prove that the advertising did it. So things are allowed to drift. The same ad is used. The literature is prepared without expert direction.

One reason that people consider writing advertising matter comparatively unimportant work is the fact that it consists of just words—words. Everyone uses words. Everyone can talk and write a bit. To the uninitiated words are very much alike. There seems little difference between the words that sell the goods and those that make no impression.

A man sees the necessity of going to a good engraver in order to have the illustrations made. He sees the importance of going to a good printer to have the booklet gotten out. He knows nothing about engraving, nothing about printing, and he knows that he does not. But he can write a letter, he uses words, therefore he considers himself a judge of advertising matter, and thinks that he can write it. Perhaps he can, but that remains to be proven. There, in your dictionary are more words than Shakespeare ever used. We have all the words at our command, but we are not Shakespeare. The chances are that the advertiser isn't a good writer or ad writer, either. He would better spend his time in doing something that he is sure he knows how to do than to go up against an uncertainty. He can make the money to pay an experienced ad writer, and have something left.

Advertising is but words; but how important that every word should be weighed, and exactly the right one used. Not a word, not a sentence should ap-

pear which is not essential to making the argument convincing; neither should a word, sentence or argument be omitted which will add to the strength of the whole.

MAIL ORDER BARGAIN SALES.

The enterprising mail dealer of the future will give more attention to special bargain offers, than is at present being done. It is understood that much in the way of bargain advertising, of one kind or another, is now being put out by the mail order fraternity. Many of the leaders advertised by the big mail order concerns are sold at or near cost, in order to make an impression on readers and buyers. The regular line, of course, pays a fair percentage of profit.

Then the advertiser who cuts his regular price in his follow-up letters, if he finds he cannot land the order at the full price, is something of a bargain advertiser. In the case of medical propositions the price is often cut down one-half or more. Unless the special offer is made in a very plausible way only the more credulous would have anything to do with a concern that adopted such tactics.

But the kind of bargain advertising that the writer has in mind is the straightforward, special sale advertising such as is used with great effect by the department stores, and many other retailers.

The special bargain sale of a limited stock, or a sale that lasts a limited time, has the merit of making people act at once. The regular lines, advertised in the catalogue, can be obtained any time during the year—people therefore put off buying, unless they are in urgent need of the goods.

When people can obtain desirable goods at less than the regular price, they are willing to purchase immediately. They see how profitable it will be for them to obtain a concession of twenty to thirty per cent on goods that they must buy some day. The fact that this is so is shown in the packed isles of the department stores at the seasons when special or clearance sales are being advertised.

Now, there is no more economically minded class of citizens in this country than the farmers. Money does not come to them easily; they have to earn every

dollar of it in the sweat of their brow. They know its worth, and they want to get full value when they let it go. Farmers' children are brought up on the "Poor Richard" maxims.

What more desirable class than this, to obtain returns from, in reply to bargain advertising? Many dealers in the smaller cities and towns have found it paid them exceedingly well to advertise their special clearances to the farmers in the territory surrounding the city. Those close enough, drive in to attend the sale. Many of those living at some distance send their orders by mail.

Macey's and Wanamaker's have both, during the present season, sent out circulars to those on their mailing list, offering special bargains for prompt acceptance. The large mail trade done by these firms, however, is probably to a great extent with villagers, rather than with farmers.

But the Cash Buyers' Union does a large trade with farmers, and this concern has put out two special cut price catalogues, offers in which could only be accepted for a limited time. Like regular department store advertising, these catalogues gave former prices, as well as cut prices. The regular five per cent discount to shareholders was not allowed on these special offers. The special offer has a great future before it in the mail trade.

SELLING BOOKS.

When selling one book, it is requisite that it should allow a large margin of profit in order to make a net profit for the advertiser. In order to obtain a price that will allow such a profit, it is necessary that the book should be exclusive, and be of such a character that the advertiser will have a chance to persuade the mail order buyer that it is a desirable purchase at the price.

If you cannot get such a book, and still wish to handle books, you should handle a line, so that you can make many sales to the same person.

Among the best sellers for a mail order man may be mentioned books for self-instruction in practical subjects, and books which will inform the purchaser how to make money. Marriage guides and similar medical books, written in a popular manner, and fully covering the

subjects, also interests a large class of people, especially young people. Song books are good sellers, and the cheap ten-cent editions have been found among the very best leaders to advertise a popular line of books and novelties.

Sensational books, which are advertised in such a way that young people think they are going to read something they ought not, have had a large sale. The books themselves are much milder than the advertising would lead one to think, and, indeed, they must be mild or they will not be allowed to go through the mails. The authorities, however, do not put the ban on the classical authors, even though they go much farther than the novelty books used by the mail order trade will be permitted to go.

Zola's earlier novels, Daudet's *Sappho*, Camille, Balzac's novels, and Fielding's *Tom Jones*, though containing decidedly risqué situations, are allailable.

Selling standard books is not, as a rule, very remunerative, because so little profit can be realized on them. Still, it is a clean, straightforward business, and if satisfaction is given you can deal with the same people year after year. Since the new ruling concerning the mailing of paper-bound novels has gone into operation, there is little difference in postage whether one sells a paper-bound book or one in cloth, and cheap cloth books can be purchased nearly as cheaply as the paper issues.

Therefore, it is advisable to push the cloth-bound books. A good location for a mail order book business would be in a suburban town near a publishing center. This would enable the dealer to save on rents and still get his books without paying freight charges.

Several firms have made good money out of the newspaper subscription business, but here, too, the margin of profit is very small, and the subscription agent must depend upon a vast amount of business for his profit. Most of the successful subscription agents are doing business in villages or small cities where the cost of rent and help is less.

In the books the same principles apply as in other branches of the mail order business—have good literature, a good follow-up system and give good values, so that your customers will buy from you whenever they want anything in your line.

PRIZE OFFERS.

You should not attempt to offer prizes for guessing or counting or solving riddles or making large sales, unless you are prepared to advertise largely. These methods only attract a large number of inquiries when large space is used in a large number of papers.

There was once a beginner who thought that this was a winning method of advertising, so he took an inch space in a paper of ten thousand circulation, and advertised a ten-cent leader, offering a prize of five dollars to the person who guessed nearest to the number of replies he received to the ad, it being a condition that each person who guessed should buy the ten-cent leader. He got one reply. He actually thought he was going to get enough replies to net him a profit on the transaction.

CORRESPONDENCE SCHOOLS.

Instruction by correspondence in the various branches of arts and sciences is one of the achievements of the past century, made possible by advertising. The advantages of this new system of education are not even now fully realized by those for whom it was primarily created. Young men and women who are

ambitious, yet whose means and circumstances do not permit them to take up a regular college course, can qualify themselves for the professions at home.

About everything is now being taught through the correspondence system, from civil engineering to the writing of advertisements. Although there have been many branches essayed, the teaching of which is impracticable, there is no doubt of the fact that the correspondence schools in general are a source of great good, stimulating ambition and raising the standard of knowledge and mental equipment among those who do not possess the educational advantages of a course in high school or college.

The opening of a correspondence school offers a rare opportunity for a man of education and ability, with a few hundred dollars to appropriate for advertising. The advertising of such schools is constantly on the increase, and people have come to have confidence in their honesty of purpose to furnish them the education desired. We would not advise anyone to start a school for the teaching of any subject unless he understood that subject thoroughly, or could employ someone who did, to prepare his course and take care of the students.

CHAPTER XVII.

Financial and Investment Advertising.

Many promoters, brokers and real estate agents are doing a large and paying business by mail. This field offers rich returns, because it is not so largely worked as some other branches of the mail order business. The whole country is prosperous, and the prosperity of the rural population is the foundation of all the other prosperity, so that many financial propositions could profitably be set forth to rural residents.

If you have stocks or bonds of a good company for sale, you can sell them all over the country at a comparatively small cost if you will tell the people who have money to invest about your proposition, and give them conclusive reasons why they should put their money with you.

LITERATURE AND METHODS.

A good booklet is necessary in setting forth a financial proposition of any kind. The financial advertiser must explain the whole matter at length. People in the first place are much concerned as to the safety of their money—they must be convinced that it will be just as safe in proposition under consideration as in any other business. It should be acknowledged that there are some slight risks perhaps, but it should also be shown that there are risks in every investment. Banks fail, real estate depreciates in value, etc. It may be shown also that there are large risks in going into business and handling one's own money—a large proportion of those going into business fail. Go on to prove that the business being exploited is in fact less risky than most conservative investments which pay a small rate of interest, and the dividends are sure to be several times what may be hoped for in any so-called conservative proposition. The arguments to be used, of course, depend upon what the proposition is. Different arguments would have to be used to sell a gold mine than in a broker's advertisement of a discretionary pool. But these foundations could be

used in both cases; in fact, in all financial advertising—safety and large profits.

It is often wise to sell securities by the installment plan, as this will allow many to invest who would not be able to do so otherwise. An argument as to the wisdom of saving a small amount monthly and investing it where it will grow into something big may be urged with good effect.

Prove to the reader that the few dollars per month the stock costs will deprive him of nothing that makes for his real happiness. That it is merely a question of doing without certain frivolities which he would do just as well to drop. Then appeal to the gambling instinct which exists in most people—show the fortunes that have been made by those who have purchased similar securities at ground floor prices and held on till the raise. It is easy to do this in mining, oil or most other investments.

BROKERS.

A broker who is asking for orders to buy on a margin can adduce many instances of those who have doubled and quadrupled their money in a very short time. A broker's booklet should show the whole plan of buying and selling on margin so plainly that one who knows nothing of the business can have no difficulty in understanding the whole mode of operation.

Some brokers have put out the discretionary pool scheme by which they are given the right to use the money to buy such stocks as they consider best and to sell when they please—in other words to use their own discretion. There have been undoubtedly many dishonest schemes of this kind, but that is not to say that all brokers who run them are dishonest—it depends on how the business is managed. The famous Franklin syndicate of New York, which agreed to pay ten per cent weekly, made no winnings on the exchange, for they did no buying; they merely paid dividends out of the capital. But no one need seri-

ously consider running another pool on those lines—the postal authorities are on the lookout for that kind of schemes, and they will be nipped in the bud before they have a chance to make a start. An investment proposition should be run on honest lines and have enough solid foundation to give the investor a chance to win out as promised.

MEDIUMS.

Most of the mail order monthlies do not offer particularly well for financial advertising. The dailies are good to reach a portion of the investing public—particularly those residing in urban or suburban communities. A considerable portion of the kind of people who have money to invest, and who live in small villages and on farms get the dailies also. The others, semi-weekly and tri-weekly newspapers, issued from the office of the dailies.

The agricultural weeklies, semi-monthlies and monthlies can also be profitably used. Many of the agricultural papers, however, refuse to accept this class of advertising.

REAL ESTATE.

Real estate as well as stocks can be exploited as an investment if it is located in a section that gives the advertising man a chance to show that it is likely to appreciate in value. Real estate near large and growing cities offers such a chance. If the city is small and yet is growing fast and there are reasons which can be adduced why it is likely to be a future industrial center, the argument can be made as convincing as though the realty were located near a metropolis. Examples can be shown of the fortunes made in well chosen real estate that equal those made in gold mines or on the stock exchange.

There are several real estate agents advertising certain blocks of lots as being good investments, but the agents who are doing a general real estate business have not put forward this feature of their business prominently. That is, they have not appealed to investors looking for a chance to place their money profitably, but who have not yet decided where they will place it. The real estate agents usually make their talk to those who are already looking for desirable real property.

Many financial advertisers, instead of using periodical advertising, are sending out their literature to lists of investors. This will do very well in some instances, but the names should be well selected, and some consideration given as to where the names were obtained. For instance, if you are desirous of floating some gold mining stock, it is not likely to pay you to send your literature to a list of stockholders in another similar mine which proved worthless. Better to send it to the names of those who made inquiries, but did not invest in the defunct mine.

There are many other financial propositions which can be profitably exploited by the means of booklets and form letters. Building and loan societies can get new members in this way, and one new member in a community may be the nucleus around which will be eventually gathered a large local association.

Even savings banks are now going out after savings by the mail order methods, so there are few financial openings which it will not be found profitable in this way.

If you have any investment proposition which you wish to exploit, I can write the literature which will convince prospective investors of the safety and large profits which your business offers. The financial booklets that I write are informing, interesting, convincing.

They make investors of a large proportion of those who read them. I also write form letters, to go to those who fail to respond to the booklet and first letter. A good follow-up system is necessary in financial as well as other mail order advertising. The follow-up letters that I write will secure an investment from every person whom it is possible to influence in this direction.

Do not fail to write for estimates if you intend to start a financial campaign.

It may be said that good references as to the character and business ability of the officers and management of any enterprise will help sell the stock. For instance, if you are trying to sell stock of a gold mine, it will avail much to be able to print in your booklet a letter of indorsement from banks, state and city officials, leading business men, etc., saying that they are acquainted with the officials of the company and believe them to be honest and efficient. It would be well also to have references as to the

ability of the manager who has charge of the mining operations.

Below are three letters which are to be sent out in answer to a request for information concerning a gold mine. They will show you how literature of this kind should be written.

FIRST LETTER.

Dear Sir: We have your valued favor of recent date, asking us for information concerning the value of the Snake River Gold Mine stock as an investment. We accordingly take pleasure in sending you under separate cover a booklet which should prove conclusively to you that this mine is bound to pay large dividends on the par value of the stock just as soon as the mine is developed.

We are selling stock merely for the purpose of development. Tunnels must be dug in order to get at the ore. Mills must be built to reduce the ore and to extract the gold which exists in paying quantities throughout this vein. Costly machinery must be installed—and all this costs money.

This Snake River mine consists of six mining claims in the rich Cripple Creek district of Colorado. The present stockholders have put in the venture all that their means will warrant, otherwise we should not sell a share of the stock. On both sides of us are mines producing ore which is milling twenty to thirty dollars per ton, and the stock in these mines is held at five times the par value. We have expert authority for the statement that the Snake River mine is richer than either of these, and contains a deeper body of ore.

Read our booklet carefully, notice the diagrams showing the location of our rich gold-producing neighbors—note that the vein runs directly across our property. Also read the statement of Mr. C. A. Jones, an expert mining engineer, who gives it as his deliberate opinion that the vein runs deepest on our property and is undoubtedly richest there.

We are offering the stock at sixty cents per share—as soon as enough is sold to put the requisite money in the treasury for developing the property, so that it will be on a producing basis, the stock will be withdrawn from the market. We are offering you an unequaled opportunity to get in on the ground floor of a mine which we confidently expect

will be among the richest producers in the country.

We inclose blanks which will permit you to order at the cash price or to remit by monthly installments, as you see fit. The stock on the installment plan costs 62½ cents per share. Orders will not be accepted for less than one hundred shares. Trusting that you will be with us in the development of this mine, and share in the rich dividends, we remain,

Very respectfully yours,

SECOND LETTER.

Dear Sir: We want to call your attention to the fact that a legitimate gold mining proposition is not a gamble. After the mine is once located and it is proven that gold-bearing ore in paying quantities exists on it, gold mining becomes simply an industrial enterprise. It is simply a matter of machinery, labor and business management, to get the ore out of the earth, crush it and extract the precious metal.

We know we have the gold-bearing ore, and we hope our booklet has given you convincing evidence of that fact. Not only is the ore here, but it is rich and easily treated. It has been estimated by our manager, an expert of year's experience, that the ore can be mined and the gold taken from the ore at a cost of less than six dollars per ton. When it is taken into consideration that the ore assays at from fifteen to thirty dollars per ton, and that the vein is so wide and deep that it will not be exhausted for years, some little idea can be had even by one not acquainted with mining operations of the value of this property.

The next question is: Are the men at the head of the corporation, such as will manage the property economically and to the advantage of all the stockholders? Our answer to this question must be that the officers are business men who are well known in their own community, and are willing that you should write to or ask anyone acquainted with them concerning their integrity and business ability. References are given in the booklet. They believe in the mine, and have backed their judgment by putting in it all the money they could raise, they intend to get this money out of the mine several times over; that is, putting it very conservatively—if we were to tell you what some of these

hard-headed business men really expect the mine to do, you would think they were dreamers.

What they get out of it, you will share in pro rata if you become a stockholder.

Can you afford to miss this chance? If you have money to invest you cannot put it in an enterprise which is safer. No speculation or gamble promises such large returns as a conservative estimate shows this mine is sure to give. If you are a salaried employe, our installment plan of payment offers you the chance to save the money without feeling it. You will only need to go without a few luxuries or amusements in order to purchase enough stock to give you a start in life, and perhaps to make you independent. Had you not better join us in this?

Subscription blanks enclosed.

Yours very truly.

THIRD LETTER.

Dear Sir: The men who succeed are those who have the discernment to realize a good opportunity when they come across it, and nerve enough to act immediately on their judgment. The man who deliberates too long will lose his opportunity.

You will meet scores of men who will tell you of the opportunities they once had to buy certain stocks cheap which are now worth phenomenal prices; you will meet others who will tell you of the chance they had to buy, perhaps for one hundred dollars, land on which great office buildings are now located. If these men had possessed the insight to look into the future, they would now be millionaires—instead of that they are poor men. We have offered you the chance—the question is, will you believe and act. Snake River stock is selling rapidly, and the largest blocks have been purchased by those who have made a personal examination of the property. We shall soon have money enough to begin operations, and then the chance to buy stock from us will be closed. The only way you can buy stock then will be from the individual stockholders, and as soon as we begin paying dividends the stock will sell for many times its present price. Only those who *must* have the money will sell at any price.

Can you afford to invest your money in real estate mortgages, paying five or six per cent? Can you afford to leave

your money in a savings bank and draw three or four per cent? Only those who are rich can realize any considerable income from this rate of interest.

The man of small savings only draws interest enough in the course of a year to buy a suit of clothes. You can never make any headway towards wealth by such means. The men who are millionaires put their money where it would increase rapidly in value. The late Senator Hearst made his in gold mines, William A. Clarke made his in copper mines, John D. Rockefeller made his in oil wells, the Astors made theirs by buying real estate and holding it while a city grew around it. No man ever made or saved any great amount of money by merely putting it out at interest. Money breeds money only when it is invested in something that offers a large increase.

There is nothing surer, nothing safer, nothing that offers larger returns than an investment in a good gold mine, if the stock is purchased at ground floor prices before the mine has reached the producing stage. If the gold is there, and can be profitably mined, the investment is as safe as government bonds—it is safer than any bank. The product of a gold mine does not have to be sold—it is legal tender anywhere in the world. It is only necessary to take it to a mint in order to receive coined gold or government paper in return.

As soon as we get our mill built and machinery installed, the Snake River mine will begin to produce gold for the stockholders. If you want a share in this product you must speak soon. We shall not write again, and this offer will not be held open. We reserve the right to return the money sent, if your remittance arrives after we receive the amount estimated by our directors as being sufficient. But if you send at once, either cash or first payment on the installment plan, you will doubtless be in time. Hoping to hear from you, we remain,

Yours very truly.

Of course, it is often advisable to use more than two follow-up letters in the case of an investment proposition. A half dozen or more are usually used, and where so many are used each letter can be limited to arguing one phase of the question, and they can be made somewhat shorter than the samples I have given.

CHAPTER XVIII.

Entertaining and Instructive Miscellany.

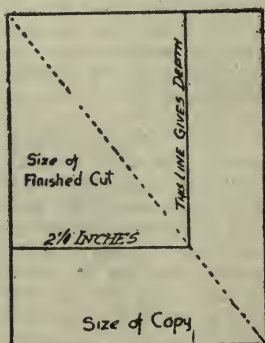
This chapter is the most important of the whole book, and you should not miss a word of it. In it I have collected various ideas, suggestions and information that do not seem to come under any particular head, but which if absorbed by the mail order advertiser will give him a great many ideas that may be of service in gaining success in the mail order field.

RULE FOR ESTIMATING THE REDUCTION OF ENGRAVING.

To many advertisers the process of estimating what the dimensions of a given piece of engraving copy will be after it is reduced is a profound mystery. In reality, few things are simpler.

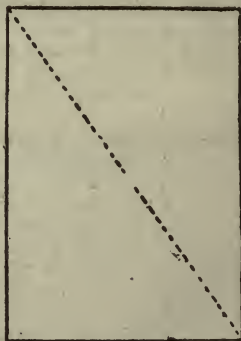
Dimensions are all based on a simple diagonal line, drawn from the upper left-hand corner of the photograph or picture to be reduced, to the lower right-hand corner. In ordering an engraving to fit a standard newspaper column of two and a quarter inches, for instance, the advertiser knows the width of the engraving that will result. But sometimes he is at sea to the depth of a given piece of engraving copy will give.

This diagram shows how to find the depth of the finished engraving by measuring off its width:



By laying a ruler across the copy, horizontally, or east to west, after drawing this light diagonal line from the two corners, he can move it up and down until he has found the point at which there is just two and a quarter inches between the diagonal line and the left-hand margin of the copy. The distance from this line, then, to the top of the copy is the depth the plate will be when reduced.

This diagram shows how the line should be drawn through copy—it may, of course, be just an imaginary line, indicated by a taut string or ruler:



The principle, once committed to memory is about as likely to be forgotten as the fact that two times two makes four. It is a piece of printing knowledge that will be useful every week in the work of an advertising man.

The same rule applies to preparation of engraving copy to fit a given space. For example, an advertising man finds it desirable to make up a group of newspaper clippings to fit a space the size of a page of this book. Trimming the margins off a solid type page of advertising carefully, to get the exact size of the printed matter on the page, he lays it at the upper left-hand corner of a large sheet of white card-board. Care must be taken to have the margins

of cardboard and printed matter exactly even. Then a ruler is laid on the printed page from upper left-hand corner to lower right, and a diagonal line drawn through the printed matter and straight on down the big sheet of white cardboard as before.

Intersect this diagonal line at any point and mark out an oblong from the point of intersection, and you have the proportions for a piece of copy the size of the printed page you want to fit. Paste the newspaper clippings, ads, or whatever is to be reproduced, onto this oblong, letting them come up to the very edge of the cardboard. When done, send the copy to the engraver, with directions to reduce to the width of the printed page. You don't have to worry about depth. It will come out all right in the engraving.

This, by the way, is one of the things taught in the course of the Chicago College of Advertising. They teach possibly 1,000 other valuable points of equal importance—points that would come in mighty handy at some time or another.

FOLLOW-UP SYSTEMS THAT WORK ON THE "MARKED DOWN" IDEA.

One summer a Chicago woman stopped at an obscure New England village and was attracted by an advertisement in a prominent household monthly, offering a correspondence course in cooking and domestic science for \$30, the fee which seems to be a standard price for every kind of mail tuition. An inquiry brought explanatory booklets, with a dignified personal letter, and these were followed by another letter ten days later. The inquirer in this case did not reply. Ten days after the second letter a third was received, offering a special "summer course" in cooking at the reduced price of \$18. This was ignored, likewise, and then the matter dropped. Before Christmas, however, the inquirer received a fourth letter, informing her that she was one of fifty fortunate persons who had been selected to take a course free, as a means of advertising, and that she would be enrolled on receipt of \$4.50 to pay for lesson papers, postage and text-books.

This "marked down" plan of follow-up work seems to be greatly favored by

certain classes of mail order advertisers. Many of the correspondence schools find it a grand old standby. In other lines the "marked down" plan is in favor.

A very little thought on the subject will show that this is distinctly a demoralizing influence on mail order business. The correspondence school may make money by bringing the public in on such special offers and reductions, but where one person is caught by such a transparent scheme there are fifty who see that somebody must hold the bag. These fifty skeptical persons will tell friends, and within a very short time the advertising of that correspondence school will be discontinued in the magazine.

If this were all, it wouldn't matter. But the evil goes further. The advertising of all correspondence schools will be discounted, and then the public will easily and quickly learn to discount other mail advertising. By careful, honest dealing, the best firms in the mail trading field have built up a good name for mail order business, rescuing it from the fakirs who operated in a small way twenty years ago. A mail price is now looked upon by the average man or woman as a low price, and therefore a fixed one, and honest, "Marked down" advertising will lead to distrust, and the public will hesitate to send its money for anything until it is sure that nobody can get the goods cheaper.

The "marked down" method of working inquiries is really an attempt to do what has been found impossible in mail order operations. There is a certain point at which follow-up work must stop, and stop with great abruptness. The first letter will bring a certain percentage of cash orders. The second letter will bring another certain percentage. A third and fourth letter may bring results, depending on the commodity and its price. But there is a point at which wise mail order advertisers stop following up. Profit ceases beyond it. The "marked down" advertisers evidently do not know where to stop, but offer the demoralizing bait of reduced prices, thinly veiled under plausible pretenses, until they run their proposition into the ground.

CERTAIN ADVERTISING ILLUSTRATIONS MAY BE COPYRIGHTED.

In the circular sent to applicants for copyright by the Librarian of Congress are mentioned things that are not protected by copyright. This includes advertisements. But decisions of the courts within the past few years furnish a warning to advertisers who are in the habit of appropriating other advertisers' ideas for their own announcements. The text of an advertisement has never been considered in an infringement suit, but illustrations have, and the courts hold that when advertising pictures are of sufficient artistic merit to be classed as works of art they may be protected, irrespective of their use as advertisements. The standard of advertising art is being raised so steadily and rapidly that the plagiarist runs considerable risk in picking and choosing ideas suitable to appropriate.

WISE ECONOMY.

The mail order dealer should practice economical business methods. Even if one has a very profitable proposition—one which will allow carelessness, and still pay a good margin of profit, it is not advisable to take advantage of that fact. There will likely be competition some day. See that you get good value for every cent you spend, from the beginning, and you will be the better able to meet competition when it comes.

Much has been said about the value of good stationery, and well-printed literature, yet this sort of thing can be over-done. It doesn't require heavy plate paper and lithographic illustrations to sell a washing machine. A neatly printed booklet, on paper of medium weight, with illustrations that show the machine, and how it works, is all that is required. The kind of advertising talk is of more importance than ornate covers.

Not only will the more modest booklet cost less for printing and paper, but it will permit one to save on the postage bill. An effective little booklet can be sent out under a one-cent stamp. Make the booklet a trifle heavier, so that it and the envelope weighs slightly over two ounces, and it will cost two cents to

mail. You have doubled the amount of the postage account.

If one does print a heavy expensive catalogue, it is not wise to send it out promiscuously. Better get up a smaller booklet or circular to send to a list of people that you are not sure will be interested in your proposition. Those who want to know more concerning the matter will write for the large catalogue, if attention is called to the matter in the booklet.

NEW MAIL REGULATIONS.

By a new arrangement of the Post-office Department any person may mail circulars, catalogues, samples, etc., in lots of 2,000 or more, without stamps. Anythingailable as third or fourth class matter is included in the new regulation, but the number of pieces must be not less than 2,000, and all must be alike. Certain requirements as to printing of the sender's name and address on envelopes and wrappers are imposed, and the mailing can only be done by means of blanks furnished by local postmasters, who can give directions to advertisers who wish to take advantage of the convenience.

SIMPLICITY.

Plain speaking in the advertisement—little words and not too many of them—is one kind of simplicity. Another kind has to do with the proposition itself. When the proposition has been simplified the man who writes the ad thinks simply and writes that way.

Intricacy in advertising comes from trying to tell too much. Some men can say "Royal Baking Powder is absolutely pure," and say it so earnestly, forcefully, that people believe. Other men think it necessary to give the history of cream of tartar and tell how the word "pure" came originally from the Sanskrit "pu," meaning "undefiled." Such writing is frequently interesting. But it's seldom advertising.

All the physiology, pharmacy and materia medica of a complex subject have been compressed in the phrase, "Hood's cures." Whole volumes of photographic and refraction problems are embodied in "It's in the lens." Advertising must deliver the finished product—not perplex readers with raw material and processes.

CATCHING ON IN THE EAST.

The mail order trade is an old story with Chicago and other western department stores, many of which have built up large business by energetic advertising in general mediums. But New York department stores have always been skeptical of this side line, so far as its application to their own traffic was concerned, holding that in the populous East everybody is in reach of large markets and no necessity exists for mail-buying.

Now, however, the success of the idea in the West has drawn the eastern stores into general magazine advertising. The metropolitan suburban trade alone is somewhat stupendous, for within delivering distance of New York live more than 7,500,000 people. The suburbanite no longer carries bundles, as per the comic paper joke, but orders today through a catalogue the merchandise that will be delivered tomorrow by the big stores' wagons. Beyond the wagon radius lives a public three or four times as large, that receives its goods almost as quickly by express, and beyond this clientele there is still another that attaches enough prestige to the trademark, "New York," to buy from the metropolis.

New York's mail trade, in fact, is based on its reputation, whereas that of the West is largely a matter of cheapness and convenience. The staid old house of Tiffany, for instance, finds it profitable to advertise prices in general magazines—and the ten-cent monthlies bring as good returns as the higher-priced publications. In answer to each inquiry a leather-bound catalogue costing fifty cents is mailed, and the inquiries received are so uniformly good that 90 per cent of the patrons thus attracted have a sound rating in Dunn or Bradstreet's.

Where will the mail trade stop in the East? This business built up by the department stores is scarcely a year old. Already the volume of such advertising is increasing in the more popular magazines, and is running over into the religious press, the farm papers and mail order journals. If eastern people buy by mail from the big stores as a side issue, they will also buy from houses that cater to nothing else but the mail trade.

Will New York eventually have its

Montgomery Ward & Co. and Sears, Roebuck & Co.?

KEEP UP STEAM.

Many men who start in business push their work with enthusiasm, so that they make an immediate success. But as the business grows, their interest and energy wane. They give less time to business affairs, and more to pleasure.

This is all right, if it is possible to hire men who will do as good work, and who will take as much interest in pushing it, as did the proprietor of the business at the start. But such men are not easy to find—they are usually in business for themselves—or are going to be.

It is all right for the proprietor to delegate some of the detail work that he formerly did, to subordinates, but he should keep his hand on the throttle. He should see that the work is being done right. He should see that the business is being pushed with the maximum of energy. He should see that the firm goes out after business with as much vim as it did in the days when he was doing three men's work himself;—he should see that just as much attention and care are devoted to holding customers of the house.

Another thing, in many cases, it will not do for the proprietor to turn over the task of meeting customers, and discussing business affairs, to subordinates. It is desirable that the head of the business should be known to the customers of the house. It should be understood that he is no figurehead, but really at the head of the concern—the man who makes the plans. If customers come to identify the business with an employe, that employe can carry away a large share of the business, when he wishes to start up for himself.

The proprietor can turn over the detail work to employes, but as the business grows, there will be more executive work for him to attend to, and this is work that he cannot profitably trust to others. A business cannot run itself. No matter how well established it may be, nor how well systematized, it must have a man at its head to decide things and to keep things running.

The Stewart store was at one time the greatest retail establishment in New York. Hilton & Co. had the organization and the prestige that A. T. Stewart

had built up, when they took over the store at Stewart's death. But the store's trade dwindled; instead of making profits on the capital invested they ran millions to the bad during the few years they had the store. It was a manager that store wanted, and found when John Wanamaker bought the business.

Don't lose interest in your business, or you will lose the business itself. Every business must have brains and energy at its center, or the wheels will stop turning.

A MAIL ORDER INSTALLMENT HOUSE.

Installment firms in the large cities are able to do a large business, and there is no doubt that such a trade can be worked up in the country districts. The only trouble will be the expense and difficulty in making collections.

It may be said that the farmer likes to get things on credit from his home merchant—and this is true. He likes to run a bill for groceries and other necessities until he makes a crop.

But when the farmer is ready to buy a sewing machine, an organ or a stove he usually has the money on hand.

The installment plan appeals more strongly to people who are working on salary, and who spend all they receive as they go along. By paying a certain amount weekly they obtain goods they would never be able to acquire in any other way, for they would never save a large enough sum to pay cash down.

SPECIALIZE.

Don't try to do everything yourself—don't have any one employe working at too many different things if you wish any one of those things accomplished in a satisfactory manner. It takes a long time to learn to do a thing with facility. The time of a man who knows how to do a thing is too valuable to be wasted in other work that he does not thoroughly understand. No man has the time to learn everything thoroughly. Better find out what you are best fitted for and then specialize on that. Devote your whole attention to it. If you can do a thing better than the average man can do it you will find no difficulty in obtaining business or a position.

It makes no difference whether the thing you know how to do is writing

advertising or hammering iron, whether you are an adsmith or a blacksmith. Learn to do it well, learn to accomplish results, and the world is willing to hand out good money in return for your work.

There is a story being told of the proprietor of a small business who considered himself somewhat of a mechanic. The office typewriter got out of order and he undertook to fix it. He tinkered at it for a week, neglected far more important work, and finally called in a mechanic, who fixed it up in an hour at a cost of \$2. While the typewriter was out of order the stenographer had been answering letters with pen and ink, and had got far behind in her work. The manager of the business was behind in his work, and he was a man who could command fifty a week if he were not running a business of his own. He couldn't get that sum through fixing typewriters.

Many men who, though not likely to waste time in this way, do trifling tasks about the office that could be as well done by a low-salaried employe. The man who can plan and manage should put in his time doing those things.

SOME LEGAL POINTS.

A cash sale is a conditional sale, and the title of the goods remains with the seller until the conditions are fulfilled, or the conditions waived. Delivery without payment does not vest the title with the purchaser, unless such waiver can be shown.

The validity of a signature depends not only upon how it was made, but also upon the intention of the signer. Even if the paper is signed otherwise than in the customary manner, or in the customary place, if it can be shown that the party so signing it intended to enter into the implied contract, or intended to bind himself by the instrument so signed, the signature is binding.

An instrument does not even need to be signed by the manual act of the person who is making the contract. In signing important papers, it is customary to have another write the name of a person not able to write his own signature, and to have the party making the contract write his "mark" between his christian and surnames. But, if another signs the instrument at the direction of the party who should sign the

instrument, it answers the same purpose. For instance, if a party were to make a note, and ask his wife, child or an employe to sign same, such signature would be binding as his own.

In the same way, a rubber stamp signature is valid, if made by a person having authority to act for the principal. This rule comes from the principle of the agency, which holds one person for the acts of another, if the former has given the latter authority to act for him.

The above is the common law rule. In some cases, however, the statute law requires that certain papers should be signed in special ways. Such papers must therefore be so signed in order to meet the acceptance of the authorities.

A partner is responsible for the entire indebtedness of the firm in which he has an interest. When all the partners can be reached, they are held pro rata for the interest each had in the concern, but if property of one or more of the partners is insufficient to meet the pro rata share of the indebtedness, other partners must make it good, if they have the assets to do so. All partners are held for the acts of the one, if he acts in good faith, with the interests of the firm in view, and without culpable negligence. They must stand their pro rata share of losses made through an error of judgment.

LARGE AND SMALL PROFITS.

Large sales at a small percentage of profit is the modern business method. But on an exclusive specialty it is sometimes advisable to take a large profit. This is especially so if the specialty sells to a limited class.

It may be noted that because a manufacturer or dealer makes a large profit he is not necessarily giving poor value for the money. As an illustration of this, take a new machine which enables an operator to do five times as much work as he could formerly do. Even though the manufacturer makes 500 per cent profit it may be an extremely profitable investment for the people for whom it was invented.

But large profits do not usually last long. Competing goods soon come into the field and prices speedily tumble. It is rarely that a manufacturer can have the field without competition. This is a good thing for the general public, even

though it may not suit inventors and promoters.

Many goods that sell at several times their manufacturing cost still do not pay the immense profits that one might think they should. There is generally lots of competition in the field, and the selling expenses are large.

MAGAZINE PUBLICITY.

In recent issues of Profitable Advertising there has been a rather heated discussion of the respective merits of magazines and newspapers, as general publicity mediums. Frank G. Macomber holding that the advertiser with an annual appropriation of \$10,000 a year would better use the dailies, while T. Balmer and W. C. Howland contend that the \$10,000 advertiser would better use the magazines, and not to use magazine until his appropriation reached the hundred thousand mark.

But does not something depend upon the class of goods that are to be marketed? For instance, with goods that appeal to the masses, the advertiser would better get his goods on sale in a limited territory, and then use the dailies to create a demand. Of course, it is the contention of Messrs. Howland and Balmer that the magazine advertising will create such a demand for the advertiser's goods that dealers will be forced to put them in, to meet this demand. But the advertiser who acts upon this idea must have a large bank account and a larger store of patience if he is ever to see results.

Let us show why this is so. Suppose we are advertising a new biscuit or breakfast food. Each grocer in town we will say caters to about 225 families. One family in fifteen purchases one of the magazines in which the advertising appears. Two out of fifteen are interested enough to inquire of the grocer if he keeps the biscuit. Will he stock up with new biscuit in order to meet this limited demand? Even the two who ask will in most cases be satisfied with "something just as good."

It may be said that these figures are too low, that more than one family in fifteen buys a magazine. Perhaps, but Messrs. Balmer and Howland say that the advertiser should use only a few of the strongest magazines. It is a question if one family in fifteen would see the ad. Certainly it would have to be

a strong ad and it must appear many times before two out of fifteen would ask for the goods.

Suppose you stock up the grocers in this territory, and then use the newspapers. You can bring the goods to the attention of practically every family in town. You can do it daily. The advertising in the newspapers is backed up by signs and display of the goods in the stores. The advertising is making sales, not creating a languid interest, by a long, slow process.

To be sure, there are some classes of specialties which can be sold by direct mail order methods, in places where dealers do not handle them, and in such cases the right kind of magazine advertising can be made to pay well. Dealers can be forced to stock up by showing them the amount of trade they are losing by not handling the goods. Every consumer who orders may be required to send the name of his dealer, and a few orders will be leverage enough to move the retailer. This is a different matter from asking for the goods, and then taking something else, when they are not in stock.

The general publicity advertiser should not wait for the advertising to make his market. If he advertises wisely and well it will be of great assistance, but to rely upon it absolutely is to invite failure.

He should in the meantime attempt to make a wholesale market for the goods. He should secure the co-operation of retailers, or should have a selling plan that will secure their interest in the success of his campaign. It is hard to fight against the indifference or animosity of the retail dealer. Magazine advertising is all right in its place, but the advertiser must not think his page ad is going to create such a wild desire for the goods that people all over the country are going to rise up and mob the retailers in order to secure the kind that's advertised.

DISTRIBUTING ADVERTISING.

The placing of advertising directly into the homes of the people by the means of distributors has its place in the field of modern publicity. But it cannot displace other forms of advertising, nor is it equally valuable for all advertisers.

There are two principal classes of

advertisers who can use the distributor's services, who has his goods placed with retailers in the section to be covered, and the retailer, to fully cover the territory in which he can hope to make sales.

Among general advertisers, the medicine men find distribution particularly profitable. Their sales are made to practically every family among the masses of the people. When a calendar, an almanac, a cook book or other literature is handed out to a person, it can be depended upon that in most cases he is a possible customer. He is likely to have some complaint, and the chances are he will be willing to try a proprietary medicine, if the advertising matter is sufficiently convincing.

A well-gotten-up almanac or other booklet is kept and read in the ordinary family. Literature of this kind gives the advertiser the opportunity of telling his story at greater length than he can in the newspaper or magazine ad. The value of this class of advertising can no longer be questioned. Ayer's Almanac is the best advertising put out by the firm. That fact was proven one year when the appropriation was much reduced. Hood's calendar and the literature that goes in the green envelope with it is one of the most effective forms of Hood advertising. These calendars are placed by distributors in the larger places, by the dealer in the smaller towns. In many cases it is well to distribute samples of the advertised article along with the advertising matter. The sample, if good, clinches the argument.

The retailer can profitably use circulars to advertise his special bargain offers, especially mid-winter and mid-summer clearances. Many people do not see the ads published in the local dailies. This is true of those who live in the advertiser's home town. Many people prefer the papers published in the nearest metropolitan city, and only purchase the local sheet occasionally. Then, the nearby small towns can be distributed; there is only a comparative small circulation of the local paper in these usually. Circulars can be thrown in the farmers' dooryards by the distributors as they pass in wagon from one village to another.

The special bargain offering will bring many new patrons to the store, and a fair proportion of them will become reg-

ular customers, if they are given fair treatment. It will be wise to take the address of those from out of town, and put their names on the mailing list.

Circular distributing is not a satisfactory method for most mail dealers. Too large a proportion of the people circulated will not take the trouble to order goods by mail. In spite of the immense mail trade throughout the country, many people have not contracted the mail buying habit.

It is better for the mail dealer to buy or rent late letters from a class of people who have shown that they would be interested in the advertiser's goods, and that they would send for them, if prices and values were right. It will cost little more than to have the matter distributed, and the returns will be far larger.

Few mail dealers appeal to everyone, and experiments in distributing by those firms whose goods do appeal to practically every family have been far from satisfactory.

GIVE YOUR CUSTOMERS ATTENTION.

The mail dealer is likely to be bothered with fool questions, even though he tells all about his proposition, plainly and clearly in the advertising matter. Some people will not read carefully, and even if they see the information cannot adapt it to their own use, unless it is applied specially to them.

But these cheerful idiots often have money to spend, and it is not profitable for the dealer to yield to his feeling of irritation. In fact, there is no excuse for his so doing. When one is dealing with customers face to face there is far more excuse for letting their idiosyncrasies get on one's nerves. The mail dealer has time to think before replying, and if he is cut out for a mail order man he will reply courteously and fully, answering all questions.

People who are enough interested in one's proposition to go to the trouble and expense of making inquiries will commonly order the goods if their queries are answered satisfactorily. And leave out the sarcasm, even though you think they are too dull to see through it. Leave it out.

But in order to reduce questions to the minimum, the advertiser should strive

to answer all possible inquiries in advance.

DO NOT SELL TRASH.

Advertisers should not sell trash, even if they sell it at a low price. Goods that do not wear and give satisfactory service are dear at any price. Low price is not the first consideration, but the goods. Good values is a better watchword than low prices. If a customer buys trashy goods, no matter how cheap he gets them, he will set the dealer down as a "cheap John" and will pass him by when he wants goods for quality. This is as true in the case of the mail dealer as in retail advertising. Confidence is at the very heart of the mail trade. If a person sends money in advance for goods he has never seen it is because he believes in the advertiser's honesty and good faith. If the mail dealer makes good, if he gives such satisfactory values as to retain the buyer's confidence, he can hold the trade. He will receive other orders. If he violates the confidence reposed in him he will not get the second chance to prove the worth of his goods. Sell meritorious goods at a reasonable price.

HOW MUCH CAPITAL.

Thousands of times the question has been asked, "How much capital will I have to have to start a mail order business?" So many things enter into such a question that to give one set figure is impossible.

It depends a great deal on who is going to use the capital, their capabilities to rightly use it, and the kind of mail order business one desires to start. The nature of the business to be carried on has a great deal to do with the amount of capital that is required. In every case the more capital one can command the better one is prepared, of course. Again, one particular kind of mail business will not require the amount of money to start it as will another.

The line of articles one wants to advertise and carry may be of such a nature as to require an investment of quite a sum; but another may be one requiring hardly no investment whatever. On the other hand, when there is a head full of brains in the deal—a head that has thoughts in it that are as good as money, then small capital is not much

of a barrier to success in the mail order business.

Many instances are on record where great big successes have been made on surprisingly small capital; but make a note of it, each case was backed up either by articles that happened to be "whirlwind" sellers or men with brains.

If "starting" were the end of it, a few dollars might do, but as "continuing after starting" is the slogan, a few dollars more than a "few" dollars should be easy of access. Someone has said that "nothing is impossible to the determined," which may be applied to a man seeking success in mail trading as well as to a man having any other ambition.

ALMANACS AND ANNUALS.

Many concerns which indulge in no spectacular newspaper campaigns are yet able to hold or increase their business from year to year. They are advertising, even though those interested in the usual forms of advertising are not aware of that fact. Many such concerns put out millions of almanacs or annuals each year, and a large proportion of these annuals go into homes where they are kept and referred to for a year or more.

Among the oldest and most familiar of the almanacs is Hostetter's, with its blue cover. Beside the almanac proper with its calendar, moon's phases, information concerning coming eclipses, etc., the booklet is made up of a melange of Hostetter advertising, wise and philosophical sayings, useful information, jokes and humorous illustrations.

Hostetter does little or no newspaper advertising in these days, and yet there is still a large call for it in country districts, owing to this little blue almanac.

Ayer also issues an old-fashioned almanac, along much the same lines as they have done for years. The newspapers carry little Ayer advertising in these days, and the magazines none at all, the annual is relied upon to keep Ayer's customers in mind of their favorite remedies. Some years ago an experiment was made by this firm of decreasing the almanac appropriation and increasing the newspaper advertising, but the result was that they went back to almanacs.

C. I. Hood & Co. do not get out an almanac, but instead they put out the

most popular and widely circulated calendar produced in America. They aim to put this calendar in practically every American home, and they very nearly succeed. The calendar is enclosed in a blue envelope, and booklets and other literature is enclosed with it. But this concern also aims to make the calendar valuable aside from its beauty and intrinsic worth. On the back of each leaf containing the dates is weather forecasts, between the calendar leaves are other leaves, some of which contain coupons entitling the holder to a collection of flower or vegetable seeds, others contain coupons entitling him to enter a prize puzzle contest, etc. A nominal amount in stamps, or a trade mark from the Hood products is required in addition to the coupon.

Dr. Pierce gets out two annuals in the way of memorandum books, one for ladies and one for men. Each book contains a great deal of advertising matter, as well as the blank pages for accounts. The book for ladies, of course, is largely devoted to advertising the Favorite Prescription, which Mr. Bok had his little knock at last summer.

Many advertisers would take the ground that the palmy days for this class of advertising were numbered. It would doubtless seem that with the increase in the number of periodicals sent out, country people would find no time to read an almanac or other annual. But they should remember that every one in the country districts does not take the dailies. Comparatively few buy enough reading matter to fully occupy their time during the winter months. Even if they did have enough reading of other kinds to keep them busy, there are lots of country people who would turn to the almanac or annual instead. These men who get up the almanacs understand pretty well what the average country person likes to read. The day of the annual has not passed by any means. It will not pass until every farmer and farm hand has a college degree.

IDEAS.

The mail order business holds vast opportunities for men with ideas. A few years ago a druggist living in Ravenswood, Ill., thought that there was a good field open in selling country doctors the medicines that they prescribed

for their patients, so that they could handle their own drugs instead of sending their patients to a drug store. This was the origin of the country doctors handling the medicines they prescribed and has in a few years grown into one of the largest mail order enterprises in the country, having over 20,000 steady customers. At about this same time another man discovered that surgical instruments supplied to doctors* were charged for at several times their real value—in fact, most of them were common hardware, with the name “surgical” attached. He started to furnish surgical instruments at a fair margin of profit, first taking up a few simple articles that his capital would allow him to handle, and gradually increasing. Today he has the bulk of the trade among country doctors in this line, built up by liberal advertising with catalogues and circulars and space in medical and surgical journals reaching country doctors.

STARTING RIGHT IN THE MAIL ORDER BUSINESS.

The beginner who proposes to start a mail order business is beset with a thousand handicaps, doubts and perplexities. The greatest of these is of course, his own inexperience. Many people see others make a success of mail order business and get a notion that they may just as well participate in the enormous profits they see others making. But as to how, when, where, with what and with whom to start they are totally ignorant.

First of all the beginner must get some money. The idea that five or ten dollars will start a business which will soon be bringing in millions is the merest foolishness. Without some capital, the beginner had best leave the mail order business alone and work at something he knows something about. Just how much capital is necessary cannot be definitely determined. Different propositions require different amounts to start with. Some kinds of schemes could be started with fifty dollars, but that sum would be wholly inadequate for others. But some money must be raised from somewhere before a start is made. Suppose a person undertakes to start a mail order business with ten dollars. Away goes all his money for one ad, one time, in

one medium. If he gets no immediate cash returns from that ad his mail order business is bankrupt—it “died a-bornin’.”

The money raised in sufficient quantity to make a start, the next step is to determine what will be sold. Too many beginners hope to reap a rich harvest from the sale of one small article. It probably looks to them like a good seller because they wanted it and bought one or because it happens to be an article that appeals to their individual desire. The instances in which a notable success have been made from the sale of one article by mail are very rare. True, it has been done, but for a beginner it is a risky proposition. Better select a good, clean, fast selling line of goods and sell all of them. Some things can be sold to one class of people and other things to others, but within reasonable limits the mail dealer should be prepared to meet the demands of all classes.

The articles selected, the next step is the follow-up literature. The beginner would naturally imagine that the first thing to do would be to advertise his line. That is just one of the thousand mistakes he is liable to make. Before a line of advertising is placed, his follow-up system should be just as perfect as he can make it, and indeed, a beginner would far better pay an expert his fee to prepare this follow-up literature right than to get it up himself “any old way” and trust to experience to get it in some sort of shape that will bring business. The day has gone by when follow-up matter of just any kind will command the attention of people to whom it is sent or that will get the orders even if it succeeds in getting itself read.

The follow-up system properly arranged, written, printed and ready to send out, the next step is the advertising. Here again too many beginners fall down. In many sections of the country a beginner will get the notion that the way to do his advertising is to use first his local paper, then the local papers in neighboring towns and possibly a want ad in his nearest city paper, the idea being to gradually branch out from a small beginning.

This is wrong. In ninety-nine cases out of a hundred he never gets beyond the third or fourth local paper. The

advertising agent is a twentieth century fixture. He is of the same value to the advertiser that a lawyer is to a litigant. Better the beginner entrust the steering of his advertising ship to a competent navigator, who understands the shoals and rocks of the mail order channel, than to attempt to feel his way along unaided. The thing necessary for the beginner to do is to raise all the money he can for the purpose and turn it over to a recognized and successful mail order advertising agent to spend for him. That agent knows how to make it get the maximum amount of orders for the minimum amount of money per order. Some beginners who might write to a prominent mail order monthly for their rate would feel the need of smelling salts when told that it was eight dollars an agate line. His county paper charges probably ten cents an inch, and the inexperienced beginner oftentimes can see no difference between the two mediums. The advertising agent is invaluable to the beginner.

The advertising properly attended to, the next step is to handle the orders that do come in. Woe unto the beginner who is careless at this stage of the game! His business is just as sure to meet with disaster as the sun is to rise in the east. Too much care cannot be exercised in the prompt, careful filling of orders. Whether carefulness or promptness is the more important is hard to determine. But there can be no question that these two points are quite the most important things to consider in building up a successful mail order business.

Some correspondence is going to be necessary between customer and dealer, and the better that correspondence can be made, on the dealer's end of the line, the better are his chances for success. "Success" in this instance means making a regular customer out of the person who for one reason and another, orders one time. It is the repeat orders the dealer has to depend on for his money—his ultimate profit. The first order is doubly important, because if satisfactorily filled and the customer is pleased, he at once becomes a walking advertisement among his friends for the dealer; but if dissatisfied, not pleased, and he considers himself beat or swindled, he will tell his friends not to order from that particular dealer.

The influence of a pleased customer reaches farther than merely his own orders.

Many concerns offer mail dealers stationery either free or so nearly free that the inexperienced beginner thinks he has struck a good thing and gets some of it. It is, in the very nature of the case, cheap and shoddy. The mail dealer who uses it is stamping his business with the impress of cheap business methods, and creating a bad impression among the more intelligent of his customers. Some of the flowery art (?) studies used on mail dealers' letter-heads and envelopes would turn your hair gray. A mail dealer's stationery should be of good quality, neatly and tastefully printed, with no attempt to show off a lot of worthless and worn out stock cuts. If your local printer is unable to supply good printing, there are a multitude of printers in the cities whose charges are moderate, and whose work is worth what they charge for it.

The use of a typewriter is of great value to a mail dealer. It cannot be called an absolute necessity, but typewritten correspondence nowadays is taken to mean business of some kind. Business people have set the seal of their approval upon the typewriter as an adjunct to business, and when machines are comparatively so inexpensive and their use is such a simple matter, a mail dealer would best possess himself of a typewriter and learn to use it himself. Here again comes in an opportunity for a beginner to exercise good or bad judgment. Purchasing an old, worn out, run down typewriter is the poorest investment a man can make. The appearance of some typewriting is about as bad as the old fashioned pen writing. Get a machine that will write clearly and legibly, or don't get any. If you cannot afford to buy one of the \$100 standard makes, there are several cheaper ones which answer the purpose in all things but speed.

Few mail order beginners are good letter writers. The writing of good business-bringing, convincing letters, with sufficient selling force to bring the order every time is an accomplishment of which anyone may well be proud. It could not be expected that the beginner would be expert in even his own correspondence. His follow-up letters and other form letters had best be written

by an expert who understands the principles of correct letter writing and can put them into practice. BUT, the mail dealer can TELL THE TRUTH in the letters he does write. If he undertakes to deceive his customers he had better not write at all. Attend to all the little kicks that come in. It may seem trivial, but to the person who writes in to have it adjusted it is exceedingly important. The proper handling or improper handling of just one little "kick" might mean the loss or retention of a mail order customer who in the course of several years might spend hundreds or even thousands of dollars with one mail dealer.

ABOUT THE ADVERTISING OF CORRESPONDENCE SCHOOLS.

The newspaper paragraphers indulged in many a witty fling at the correspondence school product, very probably with a large element of truth underneath their wit. But these same newspapers profit more by the advertising of correspondence schools than perhaps any other class of people concerned. Whether instruction by correspondence is or is not a good thing for the student who pays for it is a question debatable and hard to determine. But there can be no doubt that as a mail order proposition instruction by correspondence pays—and that's the point with any mail order proposition.

Ten years ago the writer would pause in the perusal of magazines to read over and over again a little advertisement containing a picture of Cupid or one of his brothers whispering the secrets of the law into the ear of a prosperous-looking young fellow who apparently enjoyed the proceeding. The writer at that time had a sort of a vague notion that he would like to be a lawyer, but for various reasons attendance at a law school was out of the question. But the idea presented in that little one-inch ad STUCK. It went home and although it did not secure a student for the correspondence school in question, it implanted an idea which has since resulted in payment—in advance, for at least four correspondence courses in different branches of learning.

Passing over those same ten years we see advertisements galore of everything from real estate business, nursing

and dancing to engineering, navigation and school teaching showing that, whatever else may have happened in the correspondence instruction field, the number of institutions devoted to this class of work and spending millions of dollars annually for advertising and multiplied with a rapidity scarcely equalled by any other mail order proposition.

The question at issue, is would this be the case if it did not pay? Assuredly not. Correspondence instruction might be classed as one of the prominent steps in 20th century advancement. People would not continue to pay out good money for advertising this class of propositions if it did not pay. And, indeed, any observing person who follows current advertising cannot fail to note the advancement of many new schools by their advertising. Time and again a school has started, doubtless with small capital, using small space and its advertising has grown and grown with the growth of the school until now whole pages and double pages are used in the most costly mediums of the country. The correspondence school has come to stay, and as an advertising proposition has to be reckoned with.

There are hundreds of thousands of persons in the United States to whom a course in a correspondence school can be sold through advertising to whom most other things could not be sold. The American people want to learn things. That is one thing that has made them great. Almost every young man and woman and many old ones, too, have in their heart a longing to take up the study of something. To many of these attendance in person at a college is impossible, because of the cost, because they are making a living, and can't stop, because they are married and cannot leave their families—and for a thousand other reasons equally as good.

To some others the opportunity to remain at home while learning is attractive, although they might be financially able to attend a college, or might have practically nothing to prevent their attendance.

When all of these people and others besides are taken into account, one is led to believe that the field for correspondence school advertising and its opportunity to "make good"—bring business—is as nearly unlimited as it could be for any proposition.

CHAPTER XIX.

The Experiences of a Mail Order Man.

Has it ever occurred to you to place yourself in the position of a novice who for the first time receives a catalogue? Let me tell you that the man who writes a novel is not in it with a catalogue writer. I think I see myself as I read page after page, not consecutively, but dipping here and there, catching on to the headlines in bold face type—just where the writer wanted me to read—"One agent made \$46 in a single day." "Another made \$5.80 in one hour." "You can sell from two to six in every house." "You only have to show the goods and they sell themselves." Talk about novels being exciting. This was the most exciting literature I ever read. Did I believe it? Of course not but the funny part of the matter is, I believed just half of it and that is what I never could understand about the average reader of advertisements or catalogues. If you say "An agent made \$5.80 in one hour," he will exclaim, Well, I don't believe that, but if he made half that he did pretty well. Explain it if you can. I give it up.

Well, I got excited, as most people do who read such literature for the first time. In those days circulars and catalogues were not as common as they are now, and remember, I was but twenty years of age, with a family of brothers and sisters depending on me for support.

I did not allow myself to be carried away, but will admit the glowing testimonials written (presumably) by agents, the flat-footed statements of big profits made with but little exertion, and the impossibility of getting anything else to do, all seemed arguments in favor of my taking up the work. I even made up my mind that if I was unable to get anything to do by a certain date I would make the attempt. I had settled in my own mind just what goods I would sell—where I would go and when I would start—when something happened which possibly altered the whole course of my life.

It is reasonably safe to assume if I had gone on the road I should not have made a success of the business. I am not a good canvasser and while I have done a little canvassing in my day it has not been agreeable to me and I always avoid it if I can.

MY FIRST EMPLOYERS.

The members of the firm by whom I was employed were as different in every way as you could possibly imagine. One started with nothing. I suppose in the past twenty-five years he must have made nearly a million dollars. At any rate he has had diamonds, fast horses, yachts, etc., and if he is not a millionaire today it is his own fault. I never knew any one who could make money faster and more easily. He told me his first experience was taking order for a book—a very expensive volume which retailed at \$10. I think I remember his telling me he made \$27 the first day. Another time at the beginning of his career he took out some cheap jewelry to a champion boat race where the crowds were enormous. He made \$67 that day. Still he was no sluggard—a man who talked little and made every move count. I remember one man saying he was the hardest nut to crack from a salesman's standpoint he had ever met. Why! he said, the fellow lets you talk and says nothing himself and no man can keep on talking without giving himself away some time. Perhaps there is a lesson in this for us all. A still tongue makes a wise head. Many a fool has gained credit for great wisdom by keeping his mouth shut.

The other partner started life with a considerable sum of money. His father gave him additional sums amounting to nearly \$100,000 in all. The last I heard of him several years ago was that he was hard up. As I never saw him anything else, but hard up I was not surprised. It seems strange that such a man with a splendid education backed

up by opportunities such as seldom fall to the lot of man and still further aided by the gifts of large sums of money should not have succeeded at least as well as the other. He was one of the hardest working men I ever saw, with strictly temperate habits. Any one who tried to get ahead of him would speedily find he had run up against the wrong man, yet in spite of it all he frittered away his money. I think the trouble was that his ideas were bigger than his ability was to handle. Many men get an idea into their heads that because they can run a \$10,000 business successfully they can run a \$1,000,000 business with equal success. My young friend, get that idea out of your head quick. I say, my young friend, because the old fellows have found their place by the time they have been in the business long enough to grow old either at the top of the ladder or on the rubbish heap. You and I may as well realize that such men as Jay Gould, Rockefeller and Carnegie are smarter men than we will ever be. Not that I would throw cold water on a laudable ambition to rise in the world; far from it, but every man has his limit and he who "bites off more than he can chew" will soon find his proper level.

EXPERIENCES WITH AGENTS.

At this time the business in which I was engaged was mostly with agents. Many of these agents made trips to town to select their stock of goods and many an interesting chat I had with agents whom I had first got in touch with through my advertisements and by letter.

There was one curious character called Old Tobin. His specialty was the magic tobacco box and many a gross he bought from me. Wherever there was a crowd you might expect to find Old Tobin.

Old Tobin came and went for many years. The last I heard of him he was seen walking up and down outside of a side show to a circus, repeating the following. "Step in ladies and gentlemen. Don't pass this great show. Come inside and see a man get his head cut off. Try your luck shooting the dolly. Try your luck, three shots for five. If you hit him once you get one cigar. If you hit him twice you get two cigars. If you hit him three times you get half a dollar," and so on.

Old Cholette, another of my agents, used to trade cheap jewelry, photo frames and such things for chickens, butter, eggs, etc., and then peddle the produce he had thus collected. He was an honest old Frenchman and for all I know may be still in the poultry business.

"18 K" BRASS RINGS.

One day a half tipsy man came in and after a good deal of haggling bought a cheap watch for which he paid \$4.50. In two hours he came back and got another—said he sold the first for \$10 and expected to trade off the second for a horse.

Another agent was very anxious to get plated rings stamped solid gold 18k and seemed quite annoyed that I would not have this done. The rings cost me 80c gross and I sold them at 20c per dozen, but my agent was not satisfied with such meager profits—he got 50c each for them.

An experience I had with a customer coming in to town to hunt me up shows how very unreasonable some people are.

A SIX-STORY BUILDING.

How well I remember this man coming in one day and looking around with a vacant expression such as one often sees on the face of a stranger from country districts.

"I'm looking for a man by the name of Lee—James Lee. Ever heard of him?"

"Yes, sir, this is the place."

"Eh. What?"

"This is the place and I am the man."

"Oh, no," with a wise shake of the head.

"The man I want to see is an old man—has a big six-story building. You ain't the man I want to see."

"Well, what do you want with him anyhow?"

"Oh, I just want to see him—bought some goods of him—you know he puts out big advertisements in the papers and I kind of thought I'd like to call in and see what he'd got."

"Did a mail order business, did he?"

"Yes, sir."

"Well, I guess this is the place."

"Say, you mean to tell me you're the man that puts out all them big ads?"

"Yes, sir."

"Well," a pause. "Well," another

pause. "Well, I guess that's all. I don't see what any man wants to go and get up them ads and humbug the people for, anyhow. Make them think you got a big six-story building."

Then I got my Irish up. "Look here, my friend," I said, "did you ever send me any money for goods?"

"Oh, yes, lots of times."

"Did you get the goods all right?"

"Yes, sir, every time."

"Did I ever say in any of my letters, advertisements or circulars that I occupied a six-story building?"

"Well, no—don't know that you did."

"Well, what's the matter with you—what are you kicking about anyhow?"

"Well you got no business to deceive people anyhow," and the old man turned on his heel and went off grumbling in an undertone in which I could distinguish such words as fake, swindle, deception, etc. Kind reader, think of it. Is a man obliged to say in every advertisement what he is not.

SOME PULLING ADVERTISEMENTS.

Years ago it was possible for almost any one of moderate ability to write out an advertisement which would draw replies and if followed up properly, pull out even or pay a good profit. Times have changed and it now takes an expert to do the work well enough to produce this result and sometimes even the expert will fall short.

For several years I used to spend the best part of every Friday in drawing up ads, checking returns, etc., etc. Anything more tiresome I can hardly imagine. Some people may enjoy writing out ads—to me it is the hardest kind of work.

My usual plan was first to consider carefully in a general way whether it was best to advertise the goods out and out. In other words call for money at the start or instead of this to write a short catchy ad for names and follow this up with printed matter—letters, prods, etc. It is impossible to make a cast-iron rule which will apply to every case. For my own part I have had some little success in both ways, and sad to relate, I have frequently "got it where the chickens got the axe"—i. e., in the back of the neck. Some schemes which

offer apparently big value for small sums, say 10 to 25 cents, will pay by direct advertising—others which call for \$1.00 or more worded in the same way will fall flat.

A BLIND ADVERTISEMENT.

Many advertisers offer something free and when sending out the gift send their circulars at the same time. There can be no doubt that such ads bring in an enormous number of replies, but it is a question in my mind if there is any money in it. Yet I know of two firms who are both making money with this kind of an advertisement for their drawing card. They both have a fine large ling of goods to follow up with and I think in this is the secret of their success. Yet even here I can remember that some one told me not long ago how one of these firms was on the brink of failure and was only saved by a legacy which came to him most opportunely.

I once got out an ad something like the enclosed. It occupied one inch and had a heavy black border all around.

A FORTUNE.

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Return this slip with 50 cents and we will send you a package of goods worth many times 50 cents, which may start you in a business that will establish you for life and may possibly make your fortune. Money returned to any one not satisfied.

This is called a "blind adv." and I do not think is now looked upon with favor by the postal authorities. Notwithstanding this fact, it was perfectly legal at that time and pulled me in over 5,000 replies. Every one seemed satisfied with one exception, and I don't think that was bad out of 5,000 replies. Many reordered several times, some getting as much as \$50 worth of goods.

A FAST SELLING BOOK.

Another advertisement which did good service and which may be seen today, was the following:

LIFE IN THE WOODS.

This is a very useful book, being a guide to the successful Hunting and Trapping of all kinds of animals; tells how to fish. It gives the right season for trapping; how to make, set and bait traps for minks, weasels, skunks, hawks, owls, gophers, birds, squirrels, muskrats, foxes, rabbits, raccoons, etc.; how to make and use bird lime. How to catch live all kinds of birds, how to tell the true value of skins; how to skin all animals, deodorize, stretch and cure them; how to dress and tan skins, furs and leather; to tan with or without wool or hair; to skin or stuff birds; baits and hooks for fishing, how to fish successfully without nets, spears, snares, "bobs" or bait (a great secret); how to choose and clean guns; how to breed minks for skins. We have a limited number of these valuable little books on hand and as long as the supply lasts we will sell them for 15 cents each, sent postpaid. Send stamps or silver.

This is a good little book and well worth the money asked. I do not know how many thousands I have sold.

"FUN AND MYSTERY PACKAGES."

One of the greatest winners I ever handled was the 3 cent Library got out some years ago by F. M. Lupton, New York. (A man who, by the way, I have always admired for the upright, honorable methods he has used to build up his enormous business.) I was one of the first to use them. The books cost me, I think, 1 cent each, mailed and sold for 3 cents. The quantity I sold was enormous and others must have used vastly more than I did.

Another strong puller was the Fun and Mystery package, originally got up I believe by F. M. Porter, now publisher of the Hearthstone, New York. This is a collection of cards, games, autograph albums, verses, jokes, etc., etc. It sold at that time for 30 cents, and every one was pleased. Now there are dozens of such packages selling all the way from 10 cents to \$1 and giving but doubtful satisfaction.

SOLID GOLD BAND RING FOR A DOLLAR.

A good puller and a most satisfactory article to handle, was the Solid Gold

Band Ring for \$1.00. They cost me at that time \$6.50 to \$7.00 per dozen and sold like wildfire. Any one who could get a gold ring for \$1.00 thought it a snap, and so it was. I have one at home which has been in use for 15 years and is as good as ever. There are so many gold-plated, gold-filled, gold-laid, imitation gold, Borneo gold, etc., etc., rings sold now that a man with a good old-fashioned solid gold 9k ring for one dollar has no show.

SPY GLASSES AND QUASSIA CUPS.

One day I took a fancy to try this ad:

SPY GLASSES.

"With this glass you can see horses in a distant field. You can find squirrels in the trees. You can distinguish people at a long distance. It is invaluable to every farmer as it brings his furthest field as close to him as though it were at his feet. Price only one dollar."

I started with six dozen spy glasses and in a short time I had bought up every spy glass in the city and was importing them from Germany.

Another strong puller was a violin for \$3.50. Bow, \$1.25; case, 75 cents. All these goods gave splendid satisfaction and it was a pleasure to handle them.

Another fine seller was the "Oilograph," so-called. It was a departure from the ordinary crayon, and I believe is sold now under a variety of names. The Oilograph was a tin type, slightly enlarged and touched up in color, then framed in a black walnut frame.

An article which had a great run was the Quassia cup made from Quassia wood. When filled with water it gave the water a bitter taste which was supposed to act as a tonic. When the supply of genuine Quassia wood ran low some firms had cups made out of ordinary wood and steeped in a bitter solution of some kind.

Another good seller was the American Prize Paste Stove Polish. The demand for this is now largely filled with Enameline, a similar preparation. It cost me \$20 for the recipe after I had wasted \$200 in experimenting. If any man thinks he knows how to make the American Prize Paste Stove Polish I would suggest that he first try it in a small

way and allow his product to stand for three months. He will save money by going slow.

PRIZE STATIONERY PACKAGE.

I must not forget the old reliable Stationery package. Here you are, gentlemen, 24 sheets of excellent note paper, 25 splendid cream-laid envelopes, one best American lead pencil, one beautiful Colorado Golden pen, one accommodation penholder, one convenient key ring, one glove buttoner, one shoe fastener, and one to three elegant pieces of jewelry all for 25 cents. Remember you have a large assortment to choose from. Ear rings, watches, chains, scarf pins, stick pins, brooches, rings, etc., etc. A watch positively guaranteed with every 144 packages. Agents can sell them as fast as they can hand them out, only 25 cents each. Price to agents, \$1.75 per dozen packages, or \$18 per gross, 500 packages, and an extra watch for only \$60. Did they sell? Well I should say they did. I often wonder why these goods are not put up any more. They were as staple as flour and being good goods the agents would come again and again for them.

A line which took well in the right season was revolvers. At that time it was considered a great thing to buy a 22 caliber, 7-shot revolver for \$1.75, yet there was nearly a whole dollar profit in them. There is a chance here for some bright advertiser to get up a nice, attractive revolver ad, say about August or September. I think it would pay if properly handled.

Another thing that is lost sight of is notions or small wares. Pins, needles,

shoe laces, hair pins, knitting needles, cheap pocket handkerchiefs, and all the little jim cracks usually kept in the notion department of a large store. The orders are small, but the percentage of profit is large and the orders keep coming, coming, all the time.

The foregoing matter is quoted from "25 Years in the Mail Order Business," or "The Experiences of a Mail Order Man," written by James Lee, the veteran mail dealer, and published by Arthur E. Swett.

Whatever there is of romance, fascination and excitement in the mail order business is embodied in the book of the above title. A mail order man who has been in the business twenty-five years, has been induced to put his experiences into book form and has written them up with a charm and style that holds the reader spell-bound from the first page to the last.

The book is in the half narrative, half reminiscent style. It is not a book for the general public, but just a plain, unvarnished tale of every day happenings in the mail order business. Those who are in the mail order business will read this book and find in every page some incident or experience that will strike a responsive cord, while a large and numerous class who are not yet in the mail order business but are anxious to learn all they can about it, will find in this book many of the lessons taught in the hard school of experience, which they can learn without the expenditure of the large sums they cost the author.

Several thousand copies of this book have been sold. The price is \$1.00, cloth binding; 50 cents in paper; 176 pages.

CHAPTER XX.

Chicago Mail Order Business Today.

Interviews with Successful Mail Order Men—Their Ideas as to the Essential Qualifications to Attain Success—Advertising as a Factor Today—Lessons from the Life Book of Hard Experience.

The business of the Chicago mail order houses grows apace. It is now almost two million dollars per week, and there is every indication that before many years pass it will be one million dollars per day.

Here are the figures for the last three years from the *Chicago Tribune*:

1904	\$60,000,000
1905	78,000,000
1906	97,000,000

This estimate for 1906 includes only houses which do a business with the individual consumer, such as Sears, Roebuck & Co., Montgomery Ward & Co., Jno. M. Smyth & Co., Albaugh Bros., Dover & Co., etc.

In reality Butler Bros., Lyon Bros., The Chicago Mercantile Co., and many other big firms relying solely on their catalogs to bring them business are mail order houses. The only difference between Ward and Butler is that one sells direct to the consumer and the other to the dealer. Both rely on the U. S. mails alone for orders.

One branch of business in Chicago which should really be classified under the head of mail order trade is that of tailoring to the trade. It is true that tailors to the trade employ agents; but the agent has very little individuality. The orders are gathered on the strength of the big tailor-to-the-trade firms in Chicago. A form is filled up very similar indeed to that used by country buyers from the large mail order houses. One agent is appointed in each town; he does not travel about getting orders, but usually stays on the spot and advertises the merit of the clothing his firm makes.

This business has grown to enormous proportions. Last year it amounted to \$26,000,000, or half a million dollars per week. It is computed that Chicago does

seventy-five per cent of the tailoring to the trade in the country.

The huge house of Butler Bros. last year took over the old warehouse of Sears, Roebuck & Co., at Fulton and Desplaines streets. Other wholesale catalog houses report progress, and altogether the outlook for many firms who are competing against the mail order business is not a bright one. Salesmen on the road find it vastly harder to sell today than they did even five years ago. They have to cover much more territory to make a fair average of sales. The dealer is growing more independent. Instead of going up to the sample room of the hotel to see the drummer's goods, the salesman not infrequently is now obliged to carry his samples down to the merchant.

Chicago is the natural center of the mail order field. Strenuous attempts on the part of eastern houses to capture a portion of the business of the country are not meeting with success. One reason for the failure of New York City to successfully "break" into the mail order business is that there are too many small towns and cities in the eastern states to make mail order houses necessary. The people evidently prefer to deal at the stores in the small town city. Then if the easterner tries to get mail orders from states in the middle west he finds he is handicapped by the question of higher freight rates.

STATE STREET STORES FAIL.

That it is impossible to serve two masters is evidenced by the failure of most of the big State street stores to enter the mail order business successfully. Several houses have abandoned the attempt to go into the mail order trade after losing a considerable amount of money in the experiment.

One reason why State street stores fail is because they try to sell the same goods to town and country customers alike. Chicagoans get the first pick of bargains, and often when the country customer sends in an order he is often too late to secure a really profitable bargain. Then, too, merchandise gets worn and shop-spoiled, and the country customer obviously dislikes such goods. Further the State street stores found the utmost difficulty in selling according to catalog through various reasons, and had to resort to a great deal of substituting with attendant dissatisfaction on the part of the country customer.

DEMANDS ALL A MAN'S TIME.

These are the reasons on the surface. The real reason why the State street stores failed is because most of them tried to make the mail order business a side issue. Now the mail order business demands all of a man's brain power, not a part of it. The problems of the mail order trade do not form a fascinating pastime to be studied late in the afternoon or at night. It is safe to say that a firm invites failure when it attempts to run any other business if it is engaged in a mail order trade.

FOUNDATION OF THE MAIL ORDER BUSINESS.

All mail order men agree that the real foundation of the success of the mail order business is the ability to sell at a lower price than competitors. Advertising or printers' ink of any kind is the only salesman. Most any advertisement will bring inquiries and some of these will develop into orders. But to get repeat orders, the customer must be satisfied. He must use the goods, test them, compare them and be sure in his own mind that he has gotten a bargain, before a mail order firm can fully count on him as a customer. All concerns who do business solely by mail agree that getting new clients is a costly thing, and that if a concern continually loses its customers through bad service, too high prices or telling lies, it will not be long before that firm goes to the wall.

In an interview with Mr. R. W. Sears last year, the head of the big mail order house gave utterance to the following statement: "I think a lot of people

waste good money on advertising because they say things in their copy which are not just so."

At the same time, however good a firm's intentions may be, it takes time and money to learn the mail order business. This is the belief of Mr. Albaugh, of Albaugh Bros., Dover & Co. This firm is credited with doing a business of over five million dollars per year. In the course of an interview Mr. Albaugh said:

"It takes lots of experimenting to make a success in the mail order business. Experience may be said to be the only really safe guide to success; but when success does come it repays all the previous labor, effort and anxiety a hundredfold.

"It takes time and money to build up a good catalogue; for instance, we consider it impossible to build up a catalog of about a thousand pages similar to ours under the expenditure of a million dollars.

"Every page, every illustration, every word costs good money to print. Goods in a catalog which it does not pay to sell must not be offered. Merchandise which experience shows the country wants and will pay a fair profit on, must be pushed hard.

"The departments must be organized so that it is known exactly how much each one makes and how much each one loses. We have gotten things down to that stage now that we can tell just what profit each department is making, what its expenses are, what its income is, etc.

GOOD MEN NECESSARY.

"Into the question of running a successful mail order business enters the vital question of good assistants. Poor men, we have found, are dear at any figure. Men who can achieve results and make money are worthy of high salaries.

"Do I consider it pays to sell a specialty in the mail order business or carry a large assortment of goods? Frankly I believe that the more varied the lines sold the greater the chance for success. The same buying organization can handle the purchasing of a number of lines. The same amount of postage will often cover the offering of a number of articles for sale as if a specialty were offered. The chances of making a sale

are largely increased when a variety of things are offered for sale.

"What about the future of the mail order business? Do I consider the field crowded? By no means. I think there is room for at least ten large concerns like Sears, Roebuck, Montgomery Ward & Co., John M. Smyth & Co.

"Speaking for ourselves we may say that our business doubled in volume last year. This fact in itself is a good proof of the rapid growth of mail order trade in Chicago."

FIELD NOT CROWDED.

The opinion of Mr. Albaugh that the mail order business is even yet in its infancy was corroborated by other mail order men. The manager of one of the biggest concerns in Chicago—a man who has spent the better part of his life in studying mail order problems—said: "There never was such a good chance for enterprising men to make good in the mail order field; because the seed has been sown. A vast amount of educational work has been done by the big mail order houses and the country people have been educated into buying through the mails. They make less mistakes in ordering than previously. They are less impatient if a delay occurs now and then. The people know they can buy more cheaply but at the same time they are always on the lookout for new firms and new offers.

"On the other hand, the country trade will not stand for glittering promises which are not fulfilled. The people know the purchasing power of money, and will not be satisfied unless good value is given.

"Beginners in the mail order business must take full note of conditions in the mail order field today. The pace has been set by several large, responsible firms, and a slower gait will not be tolerated. The firm which can 'go competitors one better' either in delivering goods more quickly or in selling more cheaply is the one that will succeed.

GOOD MANAGEMENT SUCCESSFUL.

"Of course, it is necessary to know how to handle business expeditiously when it comes. Many mail order men have nerved themselves to face disap-

pointment, hard luck and slow upbuilding of a business, but in many cases they have not prepared for an enormous success.

"When I came in here, my firm was simply 'rushed to death' with orders. They had more business to handle than they could get out quickly."

Nearly all mail order men agree that the hardest part in a mail order firm's career is the start. But when success does come, it arrives in large measure. There is nothing paltry or half-hearted about it. One mail order man told the writer that he had done 50 per cent more business last year than he anticipated, and in consequence has moved into much larger premises.

One lucky man on the south side was discovered who has been in the mail order business but a little over two years. He started with a capital of but \$2,000 and now claims to have an income of \$5,000 per year.

By all accounts December, 1906, was an exceptionally good month for people in the mail order business. The two largest mail order houses in Chicago have been employing an entire night force in addition to the day staff. The *Chicago Tribune* stated: "The success of these two large concerns has not passed unnoticed, and there are a large number of others in the mail order line. The eager buying of goods in this way has not been checked by high prices of manufactured articles."

MAIL ORDER TRADE LITTLE KNOWN.

There is no saying just how many firms there are in the mail order business in Chicago. It is safe to say that Chicagoans know next to nothing about the business. Everyone knows of Sears, Roebuck & Co. and Montgomery Ward & Co., and yet many people are not aware that John M. Smyth Co. and Albaugh Bros., Dover & Co. do a very large mail order trade, running into very many millions of dollars yearly.

There are scores of medical mail order firms doing a very successful business. These concerns are scattered all over the city. There are a number of mail order jewelry firms, quite a few clothing concerns. There are a very large number of mail order firms engaged in miscellaneous businesses. Some

small firms do a profitable business in one room; others are on the top floors in out of the way buildings in the loop district. The public knows and hears nothing about them unless they fail, which is seldom, or unless they attain a gigantic success like Sears, Roebuck & Co. or Montgomery Ward & Co., which takes time.

Some pessimists say the mail order business has reached its limit and it will not expand any further. This appears to be arrant nonsense. The same thing was said fifteen years ago, and it will doubtless be said fifteen years hence when the mail order business of Chicago will doubtless have become two or three times as big as it is today.

List of Manufacturers, Mail Order Supply Houses, Etc.

PICTURE CATALOGUES AND CIRCULARS.

The James Lee Co., 134 Van Buren st., Chicago.

NOVELTY CATALOGUES AND CIRCULARS.

I. Whiteson, 240 E. Madison st., Chicago.
Smith & Smith, Fifth ave., Chicago.

Chicago Specialty Co., 70 Dearborn st., Chicago.

Eureka Trick & Novelty Co., 87 Warren st., New York City.

Rex Trade Supply House, 108 Fulton st., New York City.

Cunningham & Co., Stamford, Conn.

Murphy Mfg. Co., Stamford, Conn.

Central Supply Co., Kansas City, Mo.

International Co-operative Co., New York City.

FURNITURE CATALOGUES.

Western Business Agency, Chester, Ill.

HOUSEHOLD UTENSILS CATALOGUES.

Pease Mfg. Co., Seneca st., Buffalo, N. Y.
American Consumers' Alliance, 60 Wabash ave., Chicago.

MEDICINE CATALOGUES.

The Mixers' Guide, Fort Madison, Iowa.

Stearns & White Co., 181 Chestnut st., Chicago.

FANCY WORK CATALOGUE.

De Cella Stamping Co., Portland, Conn.

Saratoga Stamping Co., Victory Mills, N. Y.

BOOK CATALOGUES AND CIRCULARS.

F. J. Drake & Co., 211 E. Madison st., Chicago.

Will Rossiter, 225 Washington st., Chicago.

Kerr & Co., 56 Fifth ave., Chicago.

Thompson & Thomas, 338 Wabash ave., Chicago.

J. Regan & Co., 415 Dearborn st., Chicago.

Manhattan Supply Co., 415 Dearborn st., Chicago.

F. M. Lupton, City Hall place, New York City.

C. E. Curtis, Lehigh, N. Y.

Thompson News Co., 415 Dearborn st., Chicago.

Excelsior Pub. Co., City Hall place, New York City.

LADIES' AND CHILDREN'S GOODS CATALOGUE.

Venus Mfg. Co., 134 Van Buren st., Chicago.

COMBINATION CATALOGUE.

F. W. Smith, Alliance, O.

Note.—The above list should be conclusive proof that you can get a ready-printed catalogue on most any line you want to handle. Any and all of the firms listed above supply catalogues and other printed matter to mail order dealers.

LAMPS, DISHES AND CHINA CATALOGUE.

W. E. Cummings & Co., 160 State st., Chicago.

MUSIC CATALOGUES.

National Music Co., 266 Wabash ave., Chicago.

McKinley Music Co., 355 Wabash ave., Chicago.

AGENTS' SUPPLIES.

Andover Stamping Co., Andover, N. Y.

Richardson Mfg. Co., Bath, N. Y.

Godoy & Co., 34 Park Row, New York City.

National Novelty Works, 60 Wabash ave., Chicago.

Household Novelty Works, 23 Randolph st., Chicago.

Chelsea Mfg. Co., Chelsea, Mich.

Handy Things Co., Ludington, Mich.

Hoote Foundry Co., Frederickstown, O.

Paxton Hdw. Mfg. Co., Paxton, Ill.

Agents' Goods Co., 2 Elm st., New York City.

Krueger Mfg. Co., 155 Washington st., Chicago.

MEDICAL, TOILET AND HOUSEHOLD FORMULAS PUT UP WITH YOUR LABEL.

C. W. Howe & Co., Boylston bldg., Chicago.

NOVELTIES, GENERAL MERCHANDISE, SUPPLIES, TOYS, ETC.

A. Coulter & Co., Fifth ave. and Madison st., Chicago.

Lyon Bros., 250 E. Madison st., Chicago.

Butler Bros., Randolph bridge, Chicago.

N. Shure & Co., Madison and Market sts., Chicago.

Western Bargain House, 272 Madison st., Chicago.

Marshall Field & Co., Adams and Fifth ave., Chicago.

Coe, Younge & Co., 612 St. Charles st., St. Louis, Mo.

Singer Bros., on the Bowery, New York City.

Levin Bros., 30 N. 6th st., Terre Haute, Ind.

I. Eisenstein, 44 Ann st., New York City.

W. F. Miller, 134 Park Row, New York City.

A. Guggenheim, 529 Broadway, New York City.

Wm. Beck & Sons Co., 10 Garfield place, Cincinnati, O.

Am. Toy & Novelty Co., 959 W. 21st place, Chicago.

Selchow & Righter, 265 Canal st., New York City.

M. Gerber, 326 South st., Philadelphia, Pa.

SILK REMNANTS.

H. C. Buchanan & Co., Box 1528, New York City.

ADVERTISING NOVELTIES.

Meek & Beach Co., Coshocton, O.

GLASS NOVELTIES.

Chicago Vial & Mfg. Co., 1533 W. Lake st., Chicago.

NOVELTY MIRRORS AND CELLULOID SPECIALTIES.

Parisian Novelty Co., 163 Canal st., Chicago.

CHEWING GUM.

Allen Mfg. Co., 165 Canal st., Chicago.

SEA SHELLS.

Mrs. Susan M. Mohr, Lealman, Fla.

W. O. Penny, Nathan, Fla.

J. F. Powell, Waukegan, Ill.

TIN BOXES.

Gill & Co., Columbus, O.

Economy Can Co., Dickey bldg., Chicago.

PAPER BOXES, CARTONS, LABELS, ETC.

H. S. McCracken Box & Label Co., 52 W. Van Buren st., Chicago.

FOUNTAIN PENS.

Diamond Point Pen Co., 102 Beekman st., New York.

O. E. Weidlich, Cincinnati, O.

JEWELRY.

Holsman & Alter, 180 Madison st., Chicago.

Jos. Brown & Co., Fifth ave. and Madison st., Chicago.

C. H. Eden & Co., Attleboro, Mass.

A. C. Messler & Co., Providence, R. I.

Smith Bros., Providence, R. I.

Geo. N. Babington, Edy st., Providence, R. I.

WATCHES AND TRUST SCHEME JEWELRY.

I. M. Bach, 109 Randolph st., Chicago.

ENVELOPES AND TAGS.

Denny Envelope & Tag Co., 18 Michigan st., Chicago.

RINGS.

Clarke & Coombs, Providence, R. I.

PRINTED NOVELTIES.

G. S. Vibbert Co., Clintonville, Conn.

W. S. Everett & Co., Lynn, Mass.

Danihy, Rochester, N. Y.

KEY CHECK OUTFITS.

S. H. Quilt & Sons, 15 S. 4th st., New York City.

Geo. W. Jopson, Meriden, Conn.

PLATING OUTFITS.

Gray & Co., Cincinnati, O.

SOAP FOR AGENTS.

W. W. Soap Mfg. Co., McCarty and West sts., Indianapolis, Ind.

Parker Chemical Co., Madison and Market sts., Chicago.

Davis Soap Co., 356 Dearborn st., Chicago.

ALUMINUM NOVELTIES.

Aluminum Mfg. Co., Two Rivers, Mass.

Florence Mfg. Co., Florence, Mass.

ALUMINUM HOUSEHOLD GOODS.

Wagner Mfg. Co., Sidney, O.

FLAVORING TABLETS, SHEET BLUING POLISHING CLOTHS.

Francis Chemical Co., 507 Elm st., Cincinnati, O.

FORMULAE EXPERT.

Dr. R. P. Brook, Jamaica, N. Y.

TOY BALLOONS.

F. Patural & Co., 16 Warren st., New York City.

ELECTRIC BELTS, INSOLES, ETC.

Electric Appliance Co., Burlington, Kas.

WIRE WORKERS AND SEA SHELL NOVELTIES.

Geo. H. Fuller & Son Co., 103 State st., Chicago.

Theo. J. Mott, 415 Dearborn st., Chicago.

Joyce Bros., 354 Dearborn st., Chicago.

Rogers, Thurman & Co., Powers bldg., Chicago.

5 AND 10-CENT GOODS.

5 and 10c Syndicate Co., 440 Broadway, New York City.

U. S. STAMPS PURCHASED.

Arthur E. Swett, Royal Insurance bldg., Chicago.

MAIL ORDER PRINTING.

Curtis Printing House, Lehigh, N. Y.

A. W. Aurand, Beaver Springs, Pa.

Sentinel Pub. Co., Seymour, Mo.

Chas. D. Meyes, Berrien Springs, Mich.

LETTERS FOR RENT.

G. C. Aldrich Co., 326 Dearborn st., Chicago.

C. A. Davis, 1634 Ohio st., Chicago.

IMITATION TYPEWRITTEN LETTERS.

M. M. Rothschild, 96 Fifth ave., Chicago.

CUTS FOR ILLUSTRATING.

Standard Electrotype Co., Wilmington, Del.

Spatula Pub. Co., Boston, Mass.

ADS SET AND ELECTROTYPED.

Chicago Ad-Setting Co., 130 Dearborn st., Chicago.

H. E. Becker, 308 Dearborn st., Chicago.

HANDY HAT FASTENER.

Fair Mfg. Co., Racine, Wis.

HOUSEHOLD AND OFFICE WIRE GOODS OF EVERY DESCRIPTION.

Western Wire Goods Co., Buffalo, N. Y.

J. R. Dawson Mfg. Co., 1520 Palethorp st., Philadelphia, Pa.

Killbourne Mfg. Co., Troy, N. Y.

National Mfg. Co., Worcester, Mass.

DRUG IMPORTERS AND MILLERS.

Murray & Nickell Mfg. Co., Chicago.

TISSUE PAPER SPECIALTIES.

Dennison Mfg. Co., 128 Franklin st., Chicago.

Idea Stimulators

FOR MAIL ORDER MEN

These three books contain nearly 200 pages of ideas, suggestions, etc., that can be selected and "warmed over" into a good paying mail order scheme. The three books will be sent on receipt of only \$1.00 or your choice for 50c.

JUST MONEY MAKERS

Is a collection of formulas, schemes and plans for the use of mail order dealers and canvassing agents. Complete directions with each formula and plan as to where to buy the ingredients, and cost of same. By Chas. W. Howe.

MY SILENT PARTNER

The information given in this book is worth a fortune to any man or woman of sufficient energy to start and persevere in any one or more of the business opportunities herein set forth. We have made everything so clear and used such plain language that any person who can read will easily understand it.

In the back of this book will be found a number of Trade Secrets, which alone are worth many times its price.

SCHEMES FROM SMITH'S PARTNER

Being a choice collection of mail order schemes with instructions how to advertise them. The advertisement, circulars, etc., are all written out. Many good ideas easy to follow.

The above three books for \$1.00 or your choice for 50c.

A. E. SWETT
Royal Insurance Building
CHICAGO

A Course of Eight Lessons in Mail Order Advertising \$3.00

To those who want to study the technicalities of mail order advertising, the following announcement of the Chicago College of Advertising, of which I am manager, will be of interest.

They are now offering a separate course in this branch of advertising. This course consists of eight lessons on mail order advertising, taken from the regular, complete course of the Chicago College of Advertising, which covers all branches of advertising.

The course in mail order advertising will instruct you fully in the preparation of all kinds of mail order literature. It will teach you to write ads, booklets, circulars, form letters, etc., that pull. It will teach you how to follow up inquiries in a way to land the largest possible percentage of orders. It covers every phase of the subject from writing and designing the ad to keeping records by the card system.

The lessons have been prepared by some of the most successful mail order advertisers in the country. You will have the personal instruction and criticism of the manager of this college, who is well known as an advertising agent and advertising writer who makes a specialty of mail order advertising.

No other branch of advertising has such a bright future before it as has mail order advertising. There is no other branch of the advertising business that offers larger salaries to the competent advertising writer and manager. The young man or woman who can produce results is always in demand by the big mail order concerns, and is paid a generous salary. Or, you can use this knowledge in a mail order business of your own. In this way you receive all the profits that come from your knowledge and skill.

If you intend to go in the mail order business, or to start a mail order department of your regular business, this course will teach you how to shape up the proposition in order to get a profitable volume of orders. By taking this course you will save many times its cost. You can write your own literature, instead of paying a large fee to an expert—you will be an expert yourself.

They send the complete course of eight lessons on mail order advertising, including personal instruction and criticism, for \$3.00. The price of the forty lessons in a complete advertising course is \$40.00, so you see this is a bargain offer.

If you mean to go in the mail order business, you should take advantage of this chance. Not only will the course make you a good ad writer, but it will make you a good correspondent as well. Good correspondence is one of the most important features of the mail order business.

Here is a Synopsis of the Eight Lessons Comprising the Course:

Lesson No. 1.—How to lay out an advertisement. The careful use of costly space. How to save time. Diagrammatic method. Examples in successful use. Problem.

Lesson No. 2.—Mail order advertising. Importance of the mail order business. Success particularly depends on the advertising manager. No chance for display of goods, advertising must take its place. Problem.

Lesson No. 3.—On preparation of booklets. Application for a booklet by advertiser a positive asset. The bait that lands the fish. How to collect material. Proportions. Characteristics, etc. Problem.

Lesson No. 4.—The follow-up system. A most powerful factor. What it includes. Methods to be pursued. Material to be used, etc. Problem.

Lesson No. 5.—The inquiry bringer. What causes merchant to advertise. Audience to be reached. Human curiosity always fresh. Inducements that will bring inquiry, etc. Problem.

Lesson No. 6.—Card system and tracing results. No haphazard methods. Card system at your elbow every moment. Results must be only test of success. Problem.

Lesson No. 7.—Keeping records and statistics. Absolute information, not guesswork, the only way. Hard work and careful planning certain to win out. Methods of handling facts, etc. Problem.

Lesson No. 8.—The placing of advertising contracts with publications of general circulation. How to secure best rates. Two distinct classes. Kind of letters to write publishers, etc. Problem.

Send \$3.00 any safe way, and the lessons will begin at once.

CHICAGO COLLEGE OF ADVERTISING

ARTHUR SWETT, MANAGER

Royal Insurance Building

CHICAGO

Four Big Bargains

Retail Advertising Course \$1.00

Test book of Advertising school—tells how to write retail advertisements from the ground up. Will teach merchants and business men to write their own advertisements. No teacher necessary. Fully illustrated, over 100 pages. Send \$1.00 today.

Learn Shorthand in 30 Days for \$1.00

Boyd's Syllabic Shorthand can be learned at home. Great thing for business men, lawyers and other professional men. Use it in your business. No teacher needed. Colleges charge \$10.00 to \$20.00. I charge only \$1.00 for great book that enables you to learn it at home. Money back if not satisfied. Only a few copies left.

25 Years in the Mail-Order Business or the Experiences of a Mail-Order Man

Over 150 pages, intensely interesting and instructive. Tells what schemes he ran, what success he had and tells the ups and downs in this fascinating, interesting business. Written by James Lee, the veteran mail-order man. A book for the beginner as well as the old timer. Price 50 cents.

Learn Newspaper and Story Writing

I have a few courses of the N. W. School of Journalism. Teaching, reporting, writing of special articles, short stories, etc. 17 complete lessons and full instructions how to get and hold positions on newspapers, how and where to sell your manuscripts, etc. All for \$1.00. Big bargain.

Any of the above will be sent on receipt of price or the entire collection for \$3.00.

Extra Bargain.—Send \$6.00 and I will send you all of the above books, also all books mentioned on page 111 and also the mail order course of the Chicago College of Advertising.

ARTHUR E. SWETT

518 Royal Insurance Building

CHICAGO