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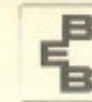
BEB

Business Extension Bureau
PRINT | DIRECT MAIL | DATA | MULTI-CHANNEL
MARKETING



Check out the breaking news
about the "new"
Zone Improvement Plan
that was launching in July-1963.
It was the first time the USPS used
ZIP Codes!

February 1963



BUSINESS EXTENSION BUREAU
of Houston, Inc.
JA 8-5568 • 719 Anita St. • Houston 6, Texas



To: Our Customers
And Friends

Direct Mail Newsletter

DM Shorts

GOOD MAILING LISTS. There is an old truism in mail-order that you can sell even a "weak" product to the right mailing list—but you have a hard time selling even the very best product to a bad mailing list.

HOUSEHOLD INCREASE. There are now 54.65 million households in the U.S., an increase of 2 million over the 52.6 million of 1960, the U.S. Bureau of Census reported.

NOT TOO EXPENSIVE. Do you know of anyone who has used direct mail regularly and found that it cost him more for stamps than he made in commissions?

MAIL TO GO FASTER. Coming up from the Post Office Department by July 1, 1963: A new system designed to speed delivery of out-of-town mail by as much as 24 hours. Called the ZIP code—for Zone Improvement Plan—the system will be used primarily by firms that handle large volumes of mail. Such firms originate about 75% of the nation's first-class mail, and most of them now use electronic data-processing equipment. With the new code, the nation will be divided into geographical units. ZIP mail, marked with 5-digit numbers by the data-processing machines, will bypass many routine handlings.

POST CARD ADVERTISING. Double or triple fold post cards are a very useful form of direct mail. These provide enough space for a short message about a product or service and have a self-addressed return post card which a customer can tear off and drop in the mail to you. If you use enough of these, you can arrange with your local Post Office for a registered postal number which you can print on the return card so that your prospect doesn't even have to put a stamp on it.

How To Cut Costs And Improve Efficiency With Simplified Addressing

by E. Odell Crowe

A high-speed addressing system which imprints literature of several different types and sizes automatically from a standard tab card is cutting direct mail promotion costs and improving efficiency for the Sunday School Board of the Southern Baptist Convention in Nashville, Tenn. The system utilizes equipment manufactured by Scriptomatic, Inc., Philadelphia.

The Southern Baptist Convention has some 9 million members throughout the U.S., and over 31,000 churches. The Sunday School Board's Scriptomatic addressing system is used primarily to promote sales of books, church supplies, and related items through 49 bookstores. Advertising literature bearing the imprint of each store is mailed to its customers and prospects from Nashville, at frequent intervals. This material is addressed from master impressions which are typed on a deck of tab cards in a specially-formulated duplicating dye.

One of the Scriptomatic system's big benefits is that it permits literature advertising a particular type of product to be mailed only to those individuals who will be most likely to buy.

The Southern Baptist bookstores sell 4 basic categories of merchandise—books, visual aids, music, and church supplies. Each mail promotion usually features just one type of item. A hole, punched in each tab card, indicates what product classification the customer or prospect is interested in. This information is sensed by a Model 101-S Scriptomatic machine which transfers the name and address information from the master to each mailing piece.

If literature advertising, say a book, is being run off, the equipment will reproduce only those tab card impressions representing individuals whose punches indicate they are interested in books; all other cards will cycle through without being utilized. Likewise, mail promotions can be addressed selectively to any of the other 3 groups.

The Sunday School Board formerly used metal plate addressing masters, which were a good deal more expensive than tab cards. It previously cost 10 cents to add a new name, or correct an existing listing, when the individual moved. Now, the charge is less than a penny. This benefit alone reduces our mailing costs by approximately \$2,000 a year.

Preparing tab card masters is at least 50% faster than cutting metal plates, and this produces an additional saving of comparable size.

Continued on back page

Direct Mail Pointers



- * Check your postal scales. An error as small as a fraction of an ounce can cost hundreds of dollars a year.
- * Do not send special delivery letters to post offices that do not provide this service, nor to mail addressed to box numbers.
- * The use of airmail for letters going less than 250 miles is an unnecessary expense. It saves no time on short distances.
- * Modern novelists sprinkle asterisks through the story to indicate where the reader is to use his imagination. Sprinkle a few through your sales letter.
- * Postal rate increases, to take effect in steps at the start of 1963, 64, and 65 are going to make it advisable for you to screen all lists carefully, so as to weed out bad addresses, marginal names, etc. Unless you have already been careful about this, you will find you can recover much of the increased cost by proper pruning of your lists.
- * Pamphlets on the addressing, packaging, and wrapping of letters and parcels are available at any postal station. Many a disappointment can be avoided by taking a few minutes to do this small job correctly.
- * Every mailer will find it profitable to maintain an idea file built from mailings of publishers and those engaged in the sale of business services.
- * Premiums and free gifts will usually increase the response to a given offer, but they should be selected with extreme care. For there is always the danger the respondent will reply only because of the appeal of the premium or gift. And when this happens, the entire objective of the mailing is destroyed.
- * Unless there is a definite tie-in with your product or service, it is best to avoid delivery of your mail when interest in current news or events is intense, such as during the week of a national election. Within the limits of control, it is best to have your mail arrive on days when the mail is the lightest. Your mail will usually get more attention on Tuesday rather than Monday.

Mailing Piece of the Month



DRAMATIZE THE GOLDEN RULE

The Railway Express Agency used a double mailing to hammer home the fact that customers feel unhappy when receiving damaged shipments. Common carriers constantly are trying to reduce loss and damage to merchandise shipments in transit. Designed to put expressmen in the customers' shoes, the Railway Express mailed 30,000 broken ceramic ashtrays to the home addresses of their operating employees. The first ashtray was broken intentionally, prior to the initial mailing, and a small printed enclosure pointed out the continuing importance of loss

damage prevention. The note further said: "Now, you know how the customer feels when he receives damaged merchandise."

The second mailing was the same ashtray in unbroken condition. It was simple in design with the engraved slogan, "Loss and damage prevention means job protection." It served as a reminder of damaged shipments throughout the year.

Promotional Calendar

FLOWERS OF THE MONTH

Daisy or Sweet Pea

BIRTHSTONE OF THE MONTH

Diamond

PROMOTIONAL MONTH OF APRIL

Cancer Control Month
Natl. Automobile Month

PROMOTIONAL WEEKS OF APRIL

8-14 Natl. Sunday School Week
14-20 Pan-American Week
20-26 4-H Conference
21-27 Natl. Library Week
22 Natl. Garden Week (Week of)
27-May 4 Natl. Coin Week
28-May 4 Consumer Credit Week
28-May 4 Natl. Baby Week

PROMOTIONAL DAYS OF APRIL

1 April Fool's Day
7 Palm Sunday
9 Passover (1st Day)
11 Maundy Thursday
12 Good Friday
14 Easter Sunday
15 Passover (7th Day)
16 Passover (Last Day)
19 Patriot's Day
24 Natl. Secretaries Day
28 Natl. Christian College Day

HISTORICAL EVENTS OF APRIL

1 Excise Tax cut to 10%, 1954
2 U. S. Mint established, 1792
6 U. S. entered World War I, 1917
8 Louisiana joined Union, 1812
9 Natl. Labor Board created, 1918
12 First Printing Press, N. Y., 1693
13 Thomas Jefferson born, 1743
13 Our flag with 13 alternate red and white stripes and a union of stars flew over Washington for the first time, 1818
14 Washington Conference created Pan-American Union, 1890
15 Japanese Peace Treaty signed by Pres. Truman, 1952
19 Paul Revere's Ride, 1775
21 Spanish-American War began, 1898
23 James Buchanan born, 1791
24 Library of Congress established, 1800
27 Ulysses S. Grant born, 1822
28 Japanese Peace Treaty in effect, 1952
28 Maryland entered Union, 1788
28 James Monroe born, 1758
30 Louisiana Purchase, 1803
30 Navy Department formally created, 1798
30 Congress enacted Neutrality Bill, 1937

Direct Mail Question Box

QUESTION: How soon should inquiries be answered?

ANSWER: Within 24 hours if possible. To secure the inquirer's business, or to make a sale, you must strike while the iron is hot.

QUESTION: In securing prospects through direct mail, how frequently should letters be mailed?

ANSWER: Usually, letters securing prospects should be mailed to about 25 names every day. The secret of success in direct mail selling is consistency.

QUESTION: Since postal authorities have regulated the minimum size of cards and envelopes, is there a regulation covering the maximum size?

ANSWER: No. The postal authorities have no regulations covering maximum size. They do, however, recommend 9" x 12" as the maximum.

QUESTION: What are the chief reasons for people buying by direct mail?

ANSWER: There are 3 basic reasons. (1) Exclusiveness: The major reason why people buy by mail is that there is a wide variety of merchandise, not obtainable in the retail store, but obtainable only by mail. (2) Convenience: The trend toward more casual living has strengthened the appeal of shopping by mail. (3) Price: The mail-order house, because of its method of group selling and its practice of mass buying, is in a position, almost without exception, to offer commodities to the purchaser at a savings.

How To Cut Costs . . .

continued from page 1

The addressing master is recorded on the tab card by a standard electric typewriter which is equipped with a dye-impregnated carbon roll, in addition to the conventional ribbon. As the name and address are typed on the face on the card, in conventional ink, the identical information is imprinted simultaneously in reproducible carbon on the back. Afterward, 2 holes are usually punched; they show respectively, the addressee's product interest category, and the date on which the master was prepared. The card is then ready to be used.

The date punch permits obsolete cards to be culled from the list mechanically at the end of every year. Before this purging run begins, the Model 101-S is programmed to sense the date field on each card. The machine then automatically puts the old cards—those prepared prior to the current year—in one discharged pocket, while the remainder of the deck goes into another. Being able to remove out-of-date addressing masters by machine reduces list-maintenance expenses substantially.

The Sunday School Board's Scriptomatic machine imprints 4,000 to 4,500 mailing pieces an hour. Each tab card master impression produces more than 200 clearly-legible copies before it begins to wear thin.

Number 10 envelopes are usually used, although 6- x 9-inch envelopes and folded material ranging in size from 3 x 5 inches up to 9 x 12 inches are sometimes involved.

Tab cards play a key role in several other of the Board's addressing activities. Through its Broadman Press, the Sunday School Board publishes books and music which are sold by some 4,000 independent bookstores, as well as the denominational outlets. This business is promoted heavily via direct mail, and Scriptomatic masters address the sale literature.

The fact that we plan to use tab card addressing masters exclusively indicates how we feel about them. We are fully convinced that the savings produced by the changeover will be enough to repay the capital cost of the Scriptomatic installation well before the end of its normal amortization period.

Since 1949



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