

Direct Mail Question Box

QUESTION: What are the most important factors in selling by mail?

ANSWER: The 3 most important factors are: (1) The list, (2) the product or service, and (3) the copy.

QUESTION: What will increase the readership of your letters?

ANSWER: There are 2 things that will increase the readership of your letters, whatever the subject may be. One is the full-color letterhead, which can be compared to the advantages of color television over black and white. The other is your opening paragraph, which can hold or lose a reader with equal effectiveness.

QUESTION: How can you assure a positive reaction from your direct-mail pieces?

ANSWER: It depends chiefly upon how it's prepared. Make the mailing as unique as possible — proof that you consider the recipient an individual deserving of special consideration.

QUESTION: What is a cooperative mailing?

ANSWER: When two or more mail-order companies combine their advertising message in the same envelope, this is a joint or cooperative mailing.

Be Objective In Designing Direct Mail

... contd. from page 1

its content. 3. Be sure, too, that the mailing fulfills what it promises.

Goldsholl advised the group of direct-mail copywriters, artists, and list compilers that they consider themselves the consumer and be sure the mailings satisfy their own needs.

My job as a designer is to provide the objectivity the manufacturer needs, but finds it difficult to have. Many a manufacturer thinks of the consumer as a statistic. But as a designer, I must think of him as a human being, Goldsholl said. He emphasized that the old concept that the average intellect is just seven years old is not correct, and that pieces cannot be effectively designed on this false reasoning.

In the competition for a consumer's attention, Goldsholl explained, there may be as many as 80,000 items in a supermarket from which he has to choose. Then he has messages from the television, telephone, advertising in the newspaper, plus direct mail. It seems we are all very egotistical about our messages, he continued. We each feel our idea will get across. Yet he believes that with simplicity is the best way to be sure the mail is opened and acted upon. If we speak and do things simply, they will stand out, he said, continuing with a bit of philosophy. Never fear long words, he said. All big things have little names: Life, death, peace, war, dawn, and day. Use big words when you don't understand. Big words fool little people, he concluded.

Design can help to interest people in the mailing pieces, he pointed out, urging his audience to present its wares as interestingly, as inventively as possible, and to give designers freedom, with discipline, to invent new things.

It is possible for one to innovate in preparing direct mail. By increasing delight with basic ideas, one does not have to use gimmicks, he said. The nature of what you say can trigger the imagination, he added.

Goldsholl believes he speaks for the consumer in his objective position as a designer. To stop me, send me mail I'll want to open to get new ideas and which will motivate me, he pleaded.

SEPTEMBER 1965



BUSINESS EXTENSION BUREAU
of Houston, Inc.
JA 8-5568 ■ 4802 TRAVIS ■ HOUSTON, TEXAS 77002



BLAST PAST
from the
***EXTRA**

Take a few minutes and review this newsletter that we originally mailed in September 1965!

DM Shorts

STATE ABBREVIATIONS. The Post Office Department has authorized new and shorter city and state abbreviations. Idaho is ID; Oklahoma, OK; Hawaii, HI; Alabama, AL; and so on. The reason behind this is the Zip code and other advances of postal science, which does not allow enough room on mail-addressing machines for long abbreviations.

AMERICAN ECONOMY. The sharp rise in population, its changing age composition, and shifts in geographic distribution will bring sweeping changes to the American economy. Alert businessmen and government officials are studying these population trends and assessing their implications. They are planning how to best serve the needs of our growing and changing population.

DID YOU KNOW: The first postal system in the U.S. was legalized in 1639 by the general court of Massachusetts? The money order system was established in 1864 in 139 post offices? The first airmail line was from Washington to New York City? In 1920, it was possible to send an airmail letter from New York City to San Francisco? The first transcontinental night flight started from San Francisco on February 22, 1921, and ended at Hazelhurst Field, Long Island, N. Y., 33 hours and 22 minutes later? In July 1924, regular 24 hour transcontinental airmail was introduced?

LIGHTER SIDE. If postal rates go much higher, it will be just as cheap to marry a girl as to write her a letter every day.

Be Objective In Designing Direct Mail

by Morton Goldsholl
Reprint courtesy: Graphic Arts Buyer

A direct-mail piece must substitute for a personal visit by a salesman or company representative. And to be sure that the mailing piece does an adequate job of substitution, it must be designed to make a real contribution to the person who reads, sees it, and buys the product.

This is the view of Morton Goldsholl, of Morton Goldsholl Design Associates, Inc., Northfield, Ill.

Design must relate to people, he said, pointing out that the designer of direct-mail pieces, just as the designer of packages, advertisements for publications, or any of the graphic arts, must be aware of not just air, light, sun, or people, but of everything of the nature of the moment. The history of people, their feelings, all of the factors which make the advertising man realize that the receiver of the mail is a human being, help him to produce good mailing pieces.

Goldsholl explained that he had "grown up" in the awareness of "Total Design," pointing out that his teacher Moholy-Nagy would assign an architect to graphic arts, a sculptor to the photo lab, in an effort to make his students of design aware of all areas of design. With this approach one can bring fresh answers to the problems he faces, Goldsholl said.

He referred to the volumes of mail which come to every home and the importance of mail in the scheme of today's selling. He told of his own experience as a receiver of mail, which led to his collection of pieces with different spellings of his name. Many of those pieces I never opened, but when I open one, I ask myself why I did. I have concluded that it is because the piece had a suggestion of importance to me, and something that made me feel personally involved in it.

With the anonymity of a mailing piece, the only thing you have going for you is the thing you are offering, and you must ask if the offer has the same impact that a salesman would have in presenting it to the prospect.

Because the mailing is meant to substitute for the salesman and the personal visit, it cannot be too casually planned, but must be planned to have lasting qualities, real values. Goldsholl recommended the following criteria for planning mailing pieces: 1. Make sure that what you are offering isn't harmful. 2. Be sure that the presentation interests them graphically and in

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of Houston, Inc.

JACKSON 8-5568 ■ 4802 TRAVIS ■ HOUSTON, TEXAS 77002

Complete Direct Mail Services

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all kinds by . . .

- industry
- occupation
- income
- area (local, state, national)
- custom lists compiled

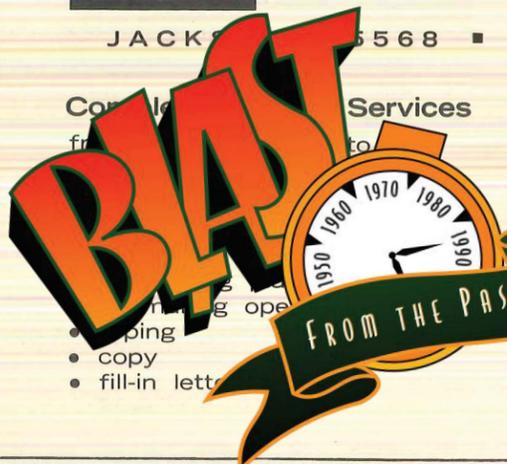
Advance Sales Leads . . .

daily reports on . . .

- letterheads/envelopes
- paper mats/specifications
- art (design and layout)
- new businesses
- business changes
- newcomers
- new homeowners
- construction

Printing

- offset & mimeographing
- brochures/forms



Direct Mail Pointers

*The outside envelope makes the first impression, good or bad. Enclosures are often wasted money because the outside envelope gives the impression the enclosure can't be important.

*Direct mail can be beneficial in securing data from employees. Letters or questionnaires occasionally directed to employees help cement a common interest in the organization and bring back practical ideas and much useful data.

*Invitations through letter or printed announcements will bring prospective customers to your showroom or factory.

*Direct mail, consistently used, will stimulate the demand for your product or service and will remind the customer to ask for it by name.

*Closing a letter sometimes presents a problem. The "close" for any mailer should ask for action. Tell your reader what you want him to do; come in, call in, send for, etc. Close every piece of mail copy with "action-getting" words or ideas.

*Enclose a business card in your envelope to business firms or professional people. Your reader is more likely to keep your card than a letter.

*Direct mail penetrates all markets; by city, county, state, even by street. Coverage can be by industry, profession, job title, or function.

*Look for ever-increasing use of sampling in the year ahead to promote existing products as well as new ones. Delivering a sample of the product to a prospect, so that it can be tried in the home, although expensive, still remains one of the most fundamental and forceful sales-making techniques.

*Give each mailing piece a specific objective. If you want the reader to act, tell him all he must know, and stress the need for immediate action.

*The language we use in direct mail should reflect the nature of our undertaking. That is what the advertising textbooks call "putting tone into the copy."



Mailing Piece of the Month

We hope you enjoy reading this scan of a BEB newsletter printed in 1965!

The collage features four distinct pieces of mail from Cutter Lumber Products. At the top left is a postcard with a postage stamp and a handwritten address to Mr. E. Dodge at the National Research Bureau in Chicago. To its right is a business card for Cutter Lumber Products, featuring illustrations of lumber, plywood, crating, and pallets, along with the phone number 444-5959. Below the postcard is a large advertisement for pallets, titled 'PALLET?? - WE STOCK 'EM!!', which lists prices for different types of pallets and includes a detailed description of their quality and service. At the bottom right is another business card for John E. Knepp, Manager, with the company's address and phone number.

LUMBER COMPANY USES OWN PRODUCT IN POST CARDS

Cutter Lumber Products, Oakland, Calif., stumbled onto the idea of wooden post cards last summer when the company wanted to send a sample of plywood to a customer. An actual sample of the plywood, cut post card size, was sent in the mail. It received so much attention that a printer was engaged to put advertising copy on the face of the card. Bold headlines, illustrations, and short copy promoted products manufactured by the company. The response was immediate and extremely favorable. A mailing now goes out monthly to industrial prospects promoting plywood and pallets.

Salesmen carry business cards of this same plywood. Sales

have increased tremendously, according to Jack Cutter, president. The salesmen are greeted with comments on the post cards the customer had previously received.

The local lettershop used letterpress for the business cards and photo offset for the post cards.

Previous to the experience of last summer, the lumber company had not used direct mail. However, Mr. Cutter enthusiastically admits he is now firmly sold on this method of advertising.

The paper has significantly aged, so we apologize for the quality of the image. Enjoy this peek from the past!

Promotional Calendar

FLOWER OF THE MONTH

Chrysanthemum

BIRTHSTONE OF THE MONTH

Topaz

PROMOTIONAL MONTH OF
NOVEMBER

Butter Holiday Promotion

March For Muscular Dystrophy

Raisin Bread Sales Month

Worldwide Bible Reading

PROMOTIONAL WEEKS OF
NOVEMBER

8-14 Youth Appreciation Week

14-20 World Fellowship Week

14-25 National Retarded Children's
Week

21-27 Know Your America Week

PROMOTIONAL DAYS OF
NOVEMBER

1 All Saints Day

3 Election Day

10 Marine Corps Birthday

11 Veterans Day

26 Thanksgiving Day

29 First Sunday of Advent

HISTORICAL EVENTS OF
NOVEMBER

2 James K. Polk born, 1795

2 Warren G. Harding born, 1865

2 North and South Dakota joined
Union, 1889

8 Montana joined Union, 1889

10 U.S. Marine Corps organized,
1775

11 Armistice Day changed to "Vet-
erans Day" by legislation, 1954

11 Washington joined Union, 1889

16 Oklahoma joined Union, 1907

16 Russia recognized by U.S., 1933

16 Federal Reserve System, 1914

18 Congress adopted Standard
Time, 1883

19 James A. Garfield born, 1831

19 Lincoln's Gettysburg Address,
1863

21 North Carolina joined Union,
1789

22 President John F. Kennedy as-
sassinated, 1963

23 Franklin Pierce born, 1804

24 Zachary Taylor born, 1784

28 First U.S. Government Post Of-
fice, 1783

30 U.S. Patent System established
in 1836

30 Winston Churchill born, 1874