Mail-Order and Trade-Paper Advertising

Ву

HOMER J. BUCKLEY

PRESIDENT BUCKLEY, DEMENT & COMPANY
ADVERTISING MAIL SPECIALISTS

G. D. CRAIN, Jr.

PUBLISHER OF INDUSTRIAL MARKETING

AND

MAXWELL DROKE

DIRECT-MAIL PUBLISHER

MAIL-ORDER ADVERTISING

BY HOMER J. BUCKLEY

INDUSTRIAL AND TRADE-PAPER ADVERTISING By G. D. Crain, Jr.

ADVERTISING LETTERS

537 B

Published by
INTERNATIONAL TEXTBOOK COMPANY
SCRANTON, PA.



Industrial and Trade Paper Advertising: Copyright, 1937, by INTERNATIONAL TEXTBOOK COMPANY.

Advertising Letters: Copyright, 1936, by INTERNATIONAL TEXTBOOK COMPANY.

Copyright in Great Britain

All rights reserved

WW.LIBRUM.U

24-28

29-34

35 - 43

44 - 60

CONTENTS	
Note.—This book is made up of separate parts, or sections, as by their titles, and the page numbers of each usually begins with this list of contents the titles of the parts are given in the order they appear in the book, and under each title is a full synopsis subjects treated.	h 1. In in which
MAIL-ORDER ADVERTISING	D
Mail-Order Merchandising	Page: 1-60
Mail-Order Methods P	2- (
Advantages and Disadvantages of Buying—by Mail	7–10
Merchandising a Mail-Order Business	11–16
Getting the Prospects	17-20

to consider in selling on time.

ducing letters.

Variety of Mailing Pieces.....

The catalog; Selecting a printer; Literature to send with catalog; Circulars and folders; Sales-pro-

Getting the Money..... Honesty a builder in mail-order business; Things

A Sample Mail-Order Campaign.....

Exhibit of a Direct-Sales Campaign......