

ADVERTISING LETTERS

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LETTER CONSTRUCTION

1. **What an Advertising Letter Is.**—The word *letter*, in these days of writing machines and diversified printing equipment, covers a broad variety of messages. It may be said that any letter form of message whether personally dictated, sent singly or in hundred lots, a printed form filled in and intended to look like a personal letter, or one obviously prepared as a circular, is an advertising letter, so long as it is designed either directly or indirectly to influence sales. The individual, personally dictated letter is undoubtedly the most appealing form of letter, and it is the most costly and time-consuming. The least expensive is the plainly printed letter unmistakably planned to go in the same form to hundreds or thousands of people. Both have their place in business. Whether the job at hand is a specialized form of letter intended for one reader only, or a message to go out as a duplicated form to thousands of people, the copy calls for the writer's best thought and expression. Every letter sent out by a business organization should be an advertisement for that organization. It is "the silent salesman." If it be badly planned, hastily written, poorly phrased, it represents the firm that mails it as being poorly managed, inefficient.

The simple letter acknowledging an order should be written with the same care as the letter that is designed to make a sale. Every kind of letter sent out by a business organization should be good, for each has a duty to perform, to help make the company better known, better liked. While all letters are advertisements in a broad

