

MAIL-ORDER ADVERTISING

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MAIL-ORDER MERCHANDISING

1. **What Mail-Order Advertising Is.**—Mail-order advertising is the highest form of advertising. Whatever its nature—magazine, newspaper, catalog, circular or letter—mail-order advertising is called upon to do a full and complete job—that of selling goods or services by mail alone. Our definition of mail-order advertising, therefore, would be, advertising which, from beginning to end, attempts to make a complete sale through the mails.

In this respect it differs materially from advertising of a trade-marked product and the advertising of a retail store. In the first instance, little effort is made to complete a sale. The object in trade-mark advertising is to gain what is termed “consumer acceptance,” or favorable notice, and it attempts to guide the reader to the stores of retailers or to distributors of the goods advertised. It has a measure of publicity value; it sometimes begins a sale but seldom completes it.

Retail advertising does only half the selling job. It accomplishes its purpose when it succeeds in getting the prospective customer into the store. The sale must then be completed in the store by salespeople. Often, however, the sale is not made, in spite of a visit to the store by the prospective customer.

But mail-order advertising does all of these things—from interesting the prospect to completing the sale—by mail alone. This is why it is considered the highest form of advertising.

