

BOOKS

48

ALLES MANAGEMENT...
...thereby secure a much more effective action than would be the case if the classified lists were used when it comes to the selection of outlets in which the manufacturer can secure exposure for newspaper advertising. Consequently, the manufacturer recently selected a list of five hundred outlets for newspaper advertising. These outlets were selected not only for their location and also for the fact that the manufacturer had excellent direct-mail lists in each of the five hundred outlets. It was proved that the manufacturer had excellent direct-mail lists in each of the five hundred outlets. It was proved that the manufacturer had excellent direct-mail lists in each of the five hundred outlets. It was proved that the manufacturer had excellent direct-mail lists in each of the five hundred outlets.

Another excellent use to which lists of prospective merchants can be put is in the selection of locations for billboard advertising. Here again the town selection, if based upon lists showing that effective dealer representation exists in that town, will be much more productive than if billboard advertising is placed without taking into account the specially classified merchants.

From the point of view of securing most effective use of sales-promotion helps and material these classified merchant lists are invaluable. A reduction of waste in the distribution of display material, advertising cuts, direct mail helps, and catalogs can be made which will far offset any cost involved in setting up and maintaining these lists.

Using Classified Lists—Some interesting results have been achieved in the use of these lists of aggressive merchants for promotional purposes. In the first place, a total of ten thousand aggressive merchants were secured for a specially prepared list. This list was intended to be used by the dealers, printed with their names and addresses, to be mailed to customers and prospects, used in counter booths, and also distributed by hand in schools and other places where a children's audience was available. Circularization of the dealers offering to them imprinted copies of this booklet, was confined to the ten thousand classified dealers. This circularization resulted in orders from over three thousand dealers for over two hundred thousand imprinted copies of the booklet.

PROMOTION

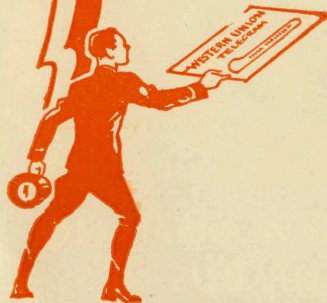
In another case, a manufacturer wished to secure as many prospect names for products of the company as possible. He prepared a list of the ten thousand aggressive merchants and sent in an illustrated letter with a prepared idea, and this letter sent only to the ten thousand selected dealers out of the total dealer list of fifty thousand. As a result of this one letter over one hundred thousand prospect names were secured. If sales-promotion work is placed under the direction of one executive, and that executive made responsible for the sales, greatly increased effectiveness

AN OLD WORD TAKES ON A NEW MEANING
IN ITS APPLICATION TO YOUR BUSINESS.

MILLIONS and millions of dollars are spent annually in advertising. Newspapers, magazines and billboards all furnish the advertiser with a large coverage of widely different markets, enabling him to tell a story in simple words.

Now another advertising medium is rapidly achieving remarkable success. . . . That medium is the telegraph—a sure-fire method of carrying direct, in the most attention-arresting form, without loss of time in transit, the meat of any selling story. It is exceptionally effective in supplementing other forms of advertising and selling. In the event of some brilliant sales inspiration, it pinch-hits with telling effect when everything depends upon getting attention and action in the shortest possible time.

It is for business men who demand that their sales message be put across to specific customers and prospects in a most forceful manner, without waste of time or money, that we suggest the use of "Book Messages." A "Book" is one telegram sent to a list of addresses. We suggest their use for the following four major reasons:



1. Psychological Effect

When you receive a telegram, we'll wager you lay aside everything else to read it. So does everyone else. No telegram is ever discarded unopened or unread. The yellow color itself has come to denote urgency and action.

2. Adaptability

You can use book messages in any season, for any occasion . . . to move surplus stocks . . . to promote special sales . . . to accelerate sales in slow seasons . . . to take advantage of a changing market . . . to extend seasonal greetings . . . or any number of things that may come up in the intricate field of selling.

3. Ease of Preparation

The preparation of a book of messages is simple. Just prepare one message and a list of addresses. We do the rest at no extra cost.

4. Low Cost

Book messages, figured on a basis of percentage of cost to returns, are inexpensive. It is not unusual for us to receive reports that telegrams cut selling costs to as low as one-half of one percent . . . Our local manager will gladly tell you the cost of telegraphing to any given list of addresses.

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The value of Western Union book messages has been proved by a multitude of users in all lines of trade. The results of a few campaigns are listed on the following pages.



APPLAUSE!

Comments from a few of the satisfied users of Western Union Book Messages



• ASSOCIATIONS •

Carthage, Mo., association sent 28 Night Letters announcing closing date for registration for banquet. Results: 318 reservations (1303).*

An association in Portland, Ore., used telegrams to oppose a late-hour bill brought up against their interests. Hundreds of telegrams to legislators protesting against the bill performed a large part in defeating the measure (1347).

• AUTOMOBILES •

Breckenridge, Tex., auto supply dealer sent a book of 50 telegrams to car owners suggesting they put anti-freeze in their cars before cold weather began. 27 responded at once and four more telephoned they had already taken care of their cars (1757). Dealer in Bloomington, Ind., is greatly pleased with results obtained from book of 53 telegrams extending invitations to auto show (1353). A book of 25 Christmas Greeting

**Figures within parentheses refer to testimonial letters in our files.*

Telegrams sent out by one Gainesville, Fla., motor dealer netted responses from every telegram and sold three cars (1305).

• BANKS •

In Duluth, Minn., a well known bank sent books of Thanksgiving Greeting Telegrams totaling 1095 messages. They received a great number of favorable comments on these messages and feel they derived much benefit from them (1634).



• CLOTHING •

Hot Springs, Ark., clothing store used book of 400 telegrams of invitation to the opening of their new store with very favorable results (1751). Dallas, Tex., men's shop sends book of several hundred telegrams each year at the beginning of straw hat season. They realize a high percentage of results on their investment (1719). The results obtained from a book of 100 Night Letters repaid many times over the cost to another Hot Springs, Ark., clothing dealer (1485).

• CONFECTIONERS •

The Wilkes-Barre branch of a nationally known confection company used a book of 500 Night Letters to put across a

special sales plan. They say the telegraph was the only successful medium for handling the campaign (1068). A book of 50 Night Letters sold Easter candy for one Buffalo confectioner (1630).



· DEPARTMENT STORES ·

Department store in Saginaw, Mich., sent a book of over 300 telegrams to teachers attending convention in that city. The results were shown by the heavy sales of their ladies department during the convention (1502). In Schenectady, N. Y. one department store sent telegrams to parties applying for marriage licenses. Results from these telegrams have been so favorable that recently they filed a book of 1000 messages announcing sales (1204).



· DRUGGIST ·

New York City druggist sent 293 Christmas Greeting Telegrams to patrons. Judging from the results, he considers it the best advertising investment he has ever made (1329).

· FOOD PRODUCTS ·

A pecan nut grower in Columbus, Ga., sold 250,000 pounds of pecans as a result of book of 115 Night Letters. Telegrams will sell anything (1432).

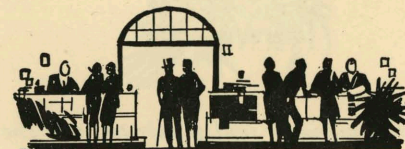
· FURNITURE ·

Dealer in Tallahassee sent 200 city telegrams to dispose of surplus furniture stock. Within two weeks \$6,000 in sales had been obtained from the telegrams (1300).

Waterbury, Conn., dealers send congratulatory telegrams to newly-engaged couples as a medium for obtaining these couples as customers. They have sent several hundred of these telegrams and a record kept by them shows that the telegrams not only brought in the business, but also secured new prospects for future business (1476).

· GENERAL STORE ·

Owner of store in St. Augustine, Fla., sent book of city Thanksgiving Day Greeting Telegrams to customers. He received favorable comments from every telegram and feels this to be the best form of advertising he had used (1632).



· JEWELERS ·

A book of 300 Commencement Greeting Telegrams sent by

jeweler in South Bend, Ind., netted excellent results in sales and goodwill (1467).

Jeweler in Amarillo, Tex., sent personal telegrams to the parents of each member of the graduating class at the local high school soliciting their business. His sales of graduation gifts were trebled as the direct result of these telegrams (1380). In Wichita Falls, Tex., this jeweler sent 187 telegrams to members of the graduating classes of local schools. His telegrams received preferred attention and, needless to say, he was quite well pleased with the results (1435).

• FLORISTS •

El Paso, Tex., florist sent book of 20 telegrams on special occasion. Result: three large orders that more than paid for the expense of the telegrams and allowed a profit for himself. He is quite enthusiastic about the repeat sales resulting from telegrams (1753). A book of 49 Night Letters sent out by Dayton, Ohio, florist netted sales far beyond his expectations (1713).



*Our local manager will gladly tell you the cost
of telegraphing to any given list of addresses.*

WESTERN UNION