

**MAIL-ORDER  
MADE EASY**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9780649148202

Mail-order made easy by Max Rittenberg

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.  
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

[www.triestepublishing.com](http://www.triestepublishing.com)

**MAX RITTENBERG**

**MAIL-ORDER  
MADE EASY**



MAIL-ORDER MADE EASY

# MAIL-ORDER MADE EASY

UNIV. OF  
CALIFORNIA

BY

MAX RITTENBERG, A.I.P.A.

*Preface by Herbert N. Casson*

Published by the  
EFFICIENCY MAGAZINE  
Kent House, 87 Regent Street  
London, W.1

50

## PREFACE

FOR years there has been a steady demand for a well-written authoritative book on mail-order, published at a low price.

There are five or six good books on this important subject, but they are expensive. This book is, I believe, the first one to be published at the low price of five shillings.

In selecting the author of this book, I had three qualifications in mind:—

1.—He must be a man of the highest standing in the industry of mail-order.

2.—He must have been connected with some of the largest mail-order firms, so that he will write from practical experience and not as a theorist.

3.—He must be able to write in an interesting and effective way. He must not be

---

## MAIL-ORDER MADE EASY

---

dull, as so many business men are when they become authors.

As you can see, the author of this book—Mr. Max Rittenberg—has all these qualifications.

He is an Associate of the Institute of Incorporated Practitioners in Advertising, a Member of Council of the Advertising Association, and Vice-Chairman of the British Direct Mail Advertising Association.

He was formerly Director in charge of Advertising with Martin's Ltd., of Piccadilly, which has, by mail-order alone, secured 160,000 customers. This is the most notable success that has ever been achieved by any British company. He now handles the public advertising of Rothman's Ltd. (Cigarettes by Mail-Order), and of other successful mail-order firms.

Also, as you can see by glancing through these pages, he knows how to write in a clear, vivid and interesting way. This book is a pleasure to read, as well as a gold-mine of practical information.

Here you will find the whole art of selling goods by mail, all set forth in a single book.



---

## PREFACE

---

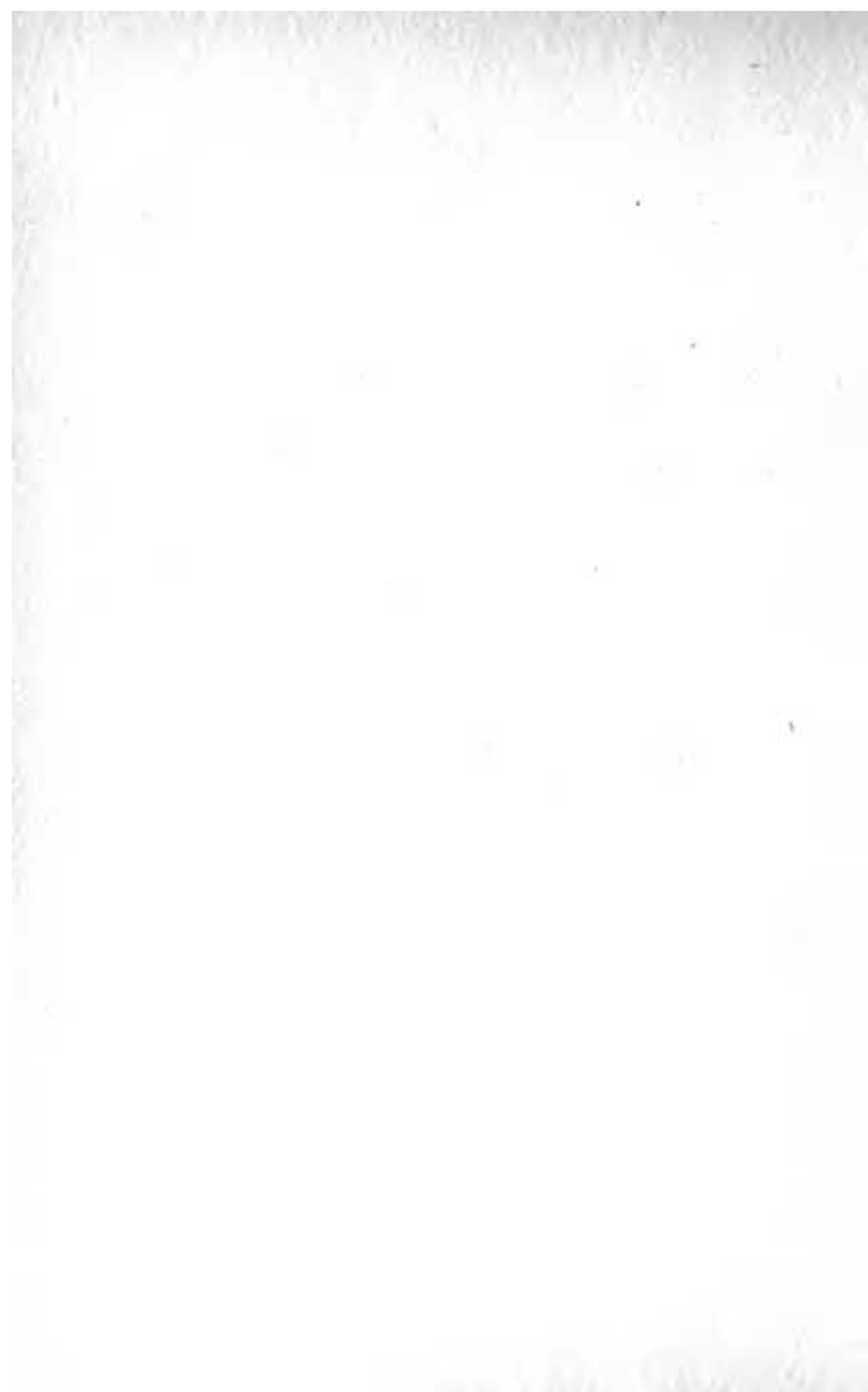
It is, in fact, a £10 10s. Course of Study, offered to business men for a couple of half-crowns.

It is an indispensable book for all business men who want to sell more goods at a lower cost—who want to reach out for a national trade, without the expense of commercial travellers.

No book on this subject, at any price, has more practical information than you will find here. The tenth chapter alone is worth the price of the book.

HERBERT N. CASSON.

THE DELL,  
CHURCH ROAD,  
UPPER NORWOOD,  
LONDON, S.E.19.



## CONTENTS

	PAGE
PREFACE - - - - -	5
CHAP.	
I. WHAT EXACTLY IS MAIL-ORDER? -	II
II. WHAT KINDS OF ARTICLES ARE SUITABLE FOR MAIL-ORDER? -	20
III. HOW DOES ONE START WITH MAIL- ORDER ADVERTISING? - -	31
IV. WHAT ARE THE PRINCIPLES OF MAIL-ORDER COPY? - -	43
V. TO WHOM SHOULD A MAIL-ORDER ADVERTISEMENT BE ADDRESSED? -	49
VI. HOW TO DEVISE SPECIAL OFFERS FOR MAIL-ORDER - - -	65
VII. THE BEST FORMS OF GUARANTEE -	79
VIII. THE BEST WAY TO FOLLOW-UP THE ENQUIRY - - - -	86
IX. HOW TO PREPARE A MAIL-ORDER CATALOGUE - - - -	99