

BUILDING BUSINESS WITH A LETTER



1. "All right. Regular 'process' letters. Five thousand, and match this typewriter ribbon. Be sure you do match it, too!"



4. "Only three answers! Well, at this rate I'll be lucky to get one per cent. I wonder what was wrong with that bunch of letters?"



5. "I'll give Hooven a chance to prove that statement about replies just as soon as I get downtown to the office."

2. "Five thousand—let's see. That's \$55 for letter-heads and printing, 8 days' office time for filling-in, addressing, inserting, and stamping—and \$150 for stamps—even circular letters require three-cent stamps. Wonder if I can count on 8 per cent replies?"

3. (What the prospect did with the imitation letter.) "Marked personal, too! 'Process' letter sticking out all over it! What do those people take me for, anyway?"



7. "If this shows up according to your claims, it's only the first order. I'll send my typist in for a few days' instruction,—and be sure you rush delivery of my Hooven, for I'm anxious to get started."



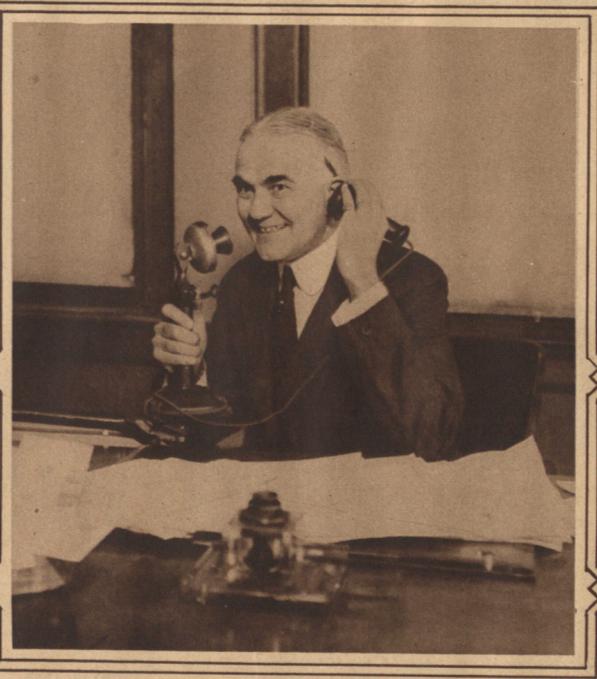
8. "That Hooven perforator makes a record that looks as if you could feed it to the piano, doesn't it? I guess this was a good purchase, considering that there are more than 500 representative concerns in all parts of the country who bought before I did—and especially as the cost of the whole outfit is less than the salary of one typist for a year."

6. "What you are really buying is not the letters, but the replies to the letters. A Hooven letter is a separately and actually typewritten letter, personalized as much as you please, and it hits each man on your list just exactly as if he was the only one you were writing to. That's why Hooven letters get replies where 'process' letters fail."

9. "Here, Smith, this is that Hooven automatic typewriter I told you about. Watch it run itself while the girl folds the letters. I figured it out and I find that the machine is actually doing four times as much work as any good typist I have. I don't have to proof-read these letters, either."



10. (What the prospect did with the Hooven letter.) "Gentlemen: I have read your letter of the 15th carefully. Please send me—"



12. "Hello! I say, Smith! Call up Hooven Service, Madison Square 4144. You need those people in your business! You know how many replies came in from that first letter I turned out on my Hooven automatic typewriter? Fifteen hundred and eighty—nearly 32 per cent! Have a Hooven man come around and see how much of an outfit you need. Yes, they will 'Hooven' your letters for you at their office if you don't think you have enough work to install an outfit yourself. If you don't telephone, write 'em at Hooven Service, 387 Fourth Avenue. I'm doing you a favor, Smith, and don't you forget it! You remember I told you that machine was a wizard when you saw it typewriting like chain lightning—and now I know it is, by the results!"



11. "Eighteen per cent replies up to this morning, and coming strong. I wish somebody had told me about that Hooven machine a year ago."