



DIRECT PROMOTION

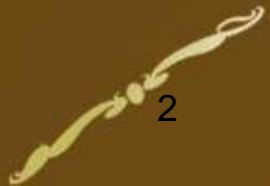
Sources and Influences in 19th Century America





“Issues of international influence rarely appeared in the evidence before the 1890s, and then largely concerned the impact of European design. Pertinent questions remain regarding international sharing and mutual influences.”

Pamela Laird





Marketing Questions

- Does more explicit comment, guidance and direction survive to document European influence? Only artifacts?
- Does pre-1890 documentation survive that taught how to conduct direct promotion campaigns and prepare tools for successful outcomes?





- **Political printing – official circulars begun 1462.**
- **1639 – First printing press in America, Samuel Dayne at Harvard College, Cambridge, Mass. Mathew Glover, first compositor.**
- **“Direct Mail Advertising Began in the 15th Century”**
George P. Winship
Direct Advertising, 1925



- Book publishers and binders used circulars. Used equipment to publicize goods. More copies than customer would buy. Create demand for product





Pamphlet first used by Elizabethan dramatists to issue stories built around themes of vanity and vice. Soon spread into political circles, then to religious tracts. Later to business





- 1679 – Newsletter publisher condemned Jonathan Holder, a tradesman, for distributing a list of articles and prices to regular customers, regarded as a “dangerous innovation” to shopkeepers and users of the newsletter.
- 1682 – Second printing press in America, Virginia.
- Early 18th century: first advertising agent in London with Royal authority.
- 1723 - Benjamin Franklin arrives in Philadelphia, enters printing business. Secures printing contract of Proprietorship of Pennsylvania. Lives in London for ten years as agent for Pennsylvania. Upon return founds American Philosophical Society, using the model of the Royal Society. Secures printing business of American Philosophical Society.
- 1750 George Farr – grocer – used woodcuts. Goldsmith’s and Silversmith’s Company used Hogarth’s woodcuts.





- 1765 – *The Cabinet and Chairs-Makers Real Friend and Companion*, Society of Upholsters and Cabinet Makers, London. Furniture makers made effective use of *The Gentlemen's and Cabinet-Maker's Directory*.
- 1796 - Archibald Binney, first type founder in the United States, arrived from Edinburgh to Philadelphia.
- 1809 - Largest printing office (US) that of the Bruces with a weekly payroll did not exceed \$100.





- 1817 - First US book publisher – James and John Harper, New York.
- 1813 - First all-iron press. George Clymer, Philadelphia.
- 1819 – First American lithograph in Philadelphia, Bass Otis.
- 1820 - Ink manufactured in the United States.
Expansion in paper manufacturing by 1828.
- 1826 - First power press.
- 1832 - First cloth book binding in the United States.





- 1833 - The *Penny Magazine*, London, New York and Boston prints four supplements describing manufacture of a publication, including type founding and presswork.
- Nathaniel Currier, New York, first mail order sales. Fire destroyed steamboat S.S. Lexington, Jan 13 1840. Newspaper asked for lithograph of disaster, distributed by mail. Distribution by peddlers, remote agents. Later mail order department, offices in U.S. and Europe.







Ads for *Fancy Books*, simultaneously London, Boston, New York 1859-1860

CATALOGUE
OF
FANCY BOOKS.

per doz.

FANNY HILL, large edition, 24 steel plates, colored, \$5, postage 24 cts. extra.					
Do.	small do.	10	"	"	15
SILAS SHOVELL,	10	"	"	"	15
ROSE D'AMOUR,	10	"	"	"	15
TWO COUSINS,	10	"	"	"	15
LUSTFUL TURK,	10	"	"	"	15
CURTAIN DRAWN UP,	10	"	"	"	15
CABINET OF VENUS UNLOCKED, 4 vol; ravings, \$1, postage 6 cts. extra.					
CONFESSIONS OF A VOLUPTUOUS LADY.					
CICELY MARTIN,	"	"	"	"	1
CELESTINE,	"	"	"	"	1
FRISKY SONGSTER,	"	"	"	"	1
FRENCH CARDS, Transparent, finest, a pack \$2, postage 15 cts. extra.					
ADVANTAGE CARDS, WAXEND,					2, 15

No orders attended to unless accompanied with the money. Can be forwarded by mail or express, optional with the purchaser.

Wholesale orders at a considerable reduction. No reduction on less than 12 books.

For the protection of the proprietors and patrons of these books we shall in future, when forwarding by mail, prepay by "letter postage," each book closely enveloped and sealed. Be sure to enclose postage as mentioned above. It is 1-2 the rate, we pay the balance.

John O'Shea
166 State St Boston

CATALOGUE
OF
FANCY BOOKS.

Small Edition, large edition, 24 steel plates, colored, \$5, postage 24 cts. extra.

Do.	small do.	10	"	"	15
SILAS SHOVELL,	10	"	"	"	15
ROSE D'AMOUR,	10	"	"	"	15
TWO COUSINS,	10	"	"	"	15
LUSTFUL TURK,	10	"	"	"	15
CURTAIN DRAWN UP,	10	"	"	"	15

CABINET OF VENUS UNLOCKED, 4 vol; ravings, \$1, postage 6 cts. extra.

CONFESSIONS OF A VOLUPTUOUS LADY.

CICELY MARTIN, " " " " " 1

CELESTINE, " " " " " 1

FRISKY SONGSTER, " " " " " 1

FRENCH CARDS, Transparent, finest, a pack \$2, postage 15 cts. extra.

ADVANTAGE CARDS, WAXEND, " " " " " 2, 15

John O'Shea
166 State St Boston

GENUINE FANCY BOOKS.
Solely contained with United States

Small Edition, large edition, 24 steel plates, colored, \$5, postage 24 cts. extra.

Do.	small do.	10	"	"	15
SILAS SHOVELL,	10	"	"	"	15
ROSE D'AMOUR,	10	"	"	"	15
TWO COUSINS,	10	"	"	"	15
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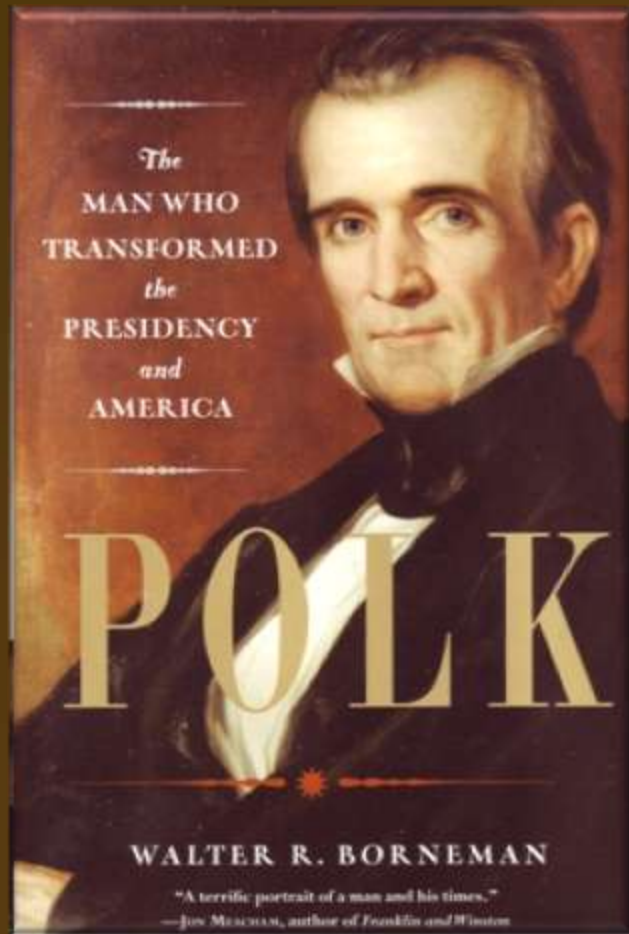
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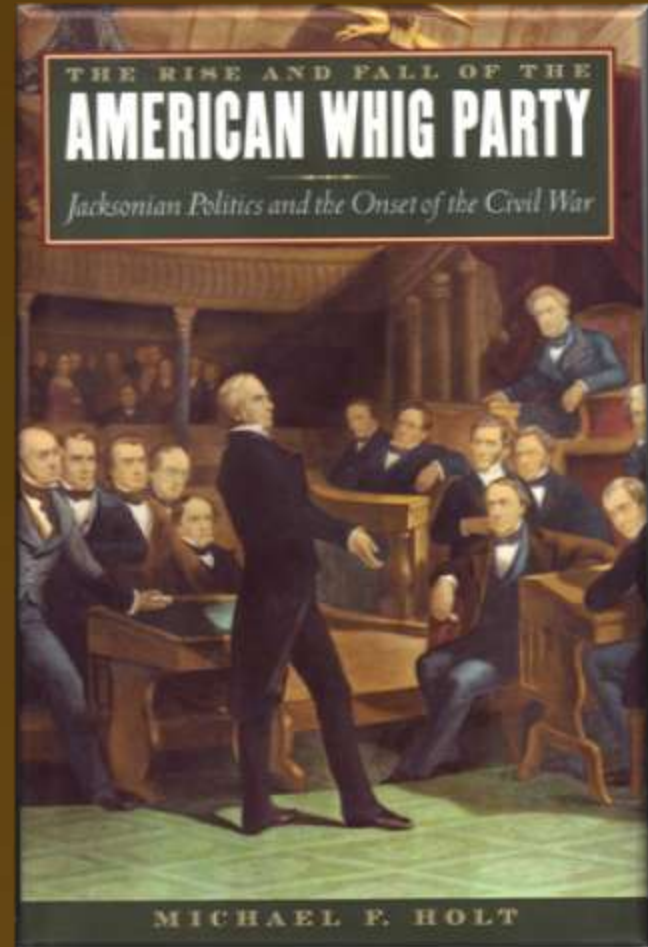
1840 – “Tippecanoe and Tyler too!” First use of direct promotion in presidential election





- 1844 - Polk campaign noted for vigorous use of direct mail, newspapers. New York Democrats most active promoters.

- 1845 - Daniel Webster reports on U.K. reforms to Congress. US reforms mirror U.K. Elihu Bullit, U.S. chargés d'affaires London, key conduit





Valentines, a direct English cultural import, date from 1817



98

98^o 5c Red Brown (1). Ample to Large Margins, tied by Blue Grid, matching "Northern R.R. 14 Feb." cds struck twice on Beautiful Blue & Gold Valentine Envelope to Sutton N.H., Floral Pattern Design on Front and Back, Etiquette Label on Back, tiny edge tear at bottom, Very Fine, A Wonderful 1847 Valentine Usage, Ex Meroni, Matthies E. 5,000-7,500



99

99^o 5c Red Brown (1). Two Singles, Bright Reddish Shade. Each with Three Margins to irregularly in at top, tied by Red Square Grids, matching Bold "New-York Feb. 17" cds on 7 1/2 x 5 1/4 in. Embossed Valentine Envelope with Original Valentine Enclosures, Lace and Silk Pateil with Silver and Gold Paste-On Decorations, Multicolored Enamel Vignette Picturing Two Cherubic Figures, Paste-On Scroll Dedication to Addressee with Hand-Written Poetic Verse Inside. Dated 1851, envelope lightly creased and with negligible splits along embossing, otherwise Fresh and Very Fine. 1847 Valentines with Original Enclosures are Extremely Rare and Desirable, Ex Pope E. 4,000-5,000



Early Single Color Designs



89

89* 5c Red Brown (1). Two Singles, one with Dot in "U" of US Variety, three clear to large margins, each barely touched at top, each tied by Blue Grid, matching "Syracuse N.Y./Oct 25/10" integral rate cds on buff Envelope with Ornate Large Red Woodcut Saleratus Manufacturing Co. Corner Card, one stamp with barely detectable light bend, Very Fine, Considered by Many to Be The Most Desirable 5c 1847 Advertising Cover Extant, Ex Waterhouse, West, Baker, Garrett E. 15,000-20,000





Agitation for Cheap Postage on Both Sides of the Atlantic

Reprinted from the proceedings under which the following items were prepared and are now published.

"At a meeting of the Board of Directors of the Great Postage Association, on the 11th of March, 1845, Dr. Howe, Dr. Wells, and Mr. Lusk were appointed a Committee of Publication. And on motion of Dr. Samuel U. Howe, it was

"Resolved, That the Publishing Committee be authorized to prepare the compilation of a pamphlet on the subject of Cheap Postage and Postal Reform.

"At a meeting of the Board, on the 28th of April, 1845, Mr. Lusk, the Corresponding Secretary, on behalf of the Publishing Committee, reported the copy of a pamphlet on the subject presented. And on motion of Mr. Henry Knapp, it was

"Resolved, That the pamphlet be printed for general circulation, under the direction of the Publishing Committee."

E. W. Lusk,
Chairman of the Board.

CLARENCE B. FARRAR, Binding Secretary.

Boston, April 30, 1845.

THE END.
PRINTED BY HENRY K. HARRIS,
STATIONER STREET.



CHEAP POSTAGE.

For more than eight years, the people of Great Britain have enjoyed the blessing of Cheap Postage. A literary gentleman of England, in a letter to his friend in Boston, dated London, March 25, 1848, says:—"Our Post Office Reform is our greatest achievement for fifty years, not only political, but educational for the English mind and affections. If you had any experience of the exquisite convenience of this system, your speech would wear eloquence to instruct you. With your increasing population, a similar measure would mean pay; and it will undoubtedly increase the welfare and civilization of the United States."

Mr. Lusk, a writer of eminence, and four years ago, "This measure will be the great historical distinction of the reign of Victoria I. Every member of the kingdom, who has children, nursing them toward a distant, lays his hand upon his pillow at night with a feeling of gratitude for this blessing."

An American gentleman, writing from London, in 1844, says, "It is hardly possible to overrate the value of this [cheap postage] as regards the exercise of moral power. At a trifling expense one can carry on a correspondence with all parts of the kingdom. It saves time, facilitates business, and brings kindred minds in contact. How long will our enlightened government adhere to its old system?"

The London Convention, when got up a national memorial for Mr. Rowland Hill, agent of cheap postage to "a measure which has opened the blessings of free correspondence to the teacher of religion, the man of science and literature, the merchant and trader, and the whole British nation, especially in the present and most defenceless position of it—a measure which is the greatest boon conferred on modern times on all the moral interests of the civilized world."

The unspeakable benefits conferred by cheap postage upon the people, are equalled by its complete success as a governmental measure. The gross receipts of the British Post-office had remained about stationary for thirty years, ranging always in the neighborhood of two millions and a quarter sterling. In the year 1839, the last year of the old system, the gross income was £2,390,582. In the year 1847, under the new system, it was £4,275,293, that is, nearly £1,884,711 short of the receipts under the old system. A letter from Mr. Joseph Hunt, M. P., to Dr. Thomas H. Weld, of Boston, dated London,



“The Great Art in writing advertisements... is to catch the reader’s eye.”

Addison & Steele

The Tattler

London, 1710

The illustrated envelope has always served one primary purpose: create enough interest to get recipient to open it.





The Nuisance of Circulars

“When the old-fashioned, unmistakable, and matter-of-fact circular of trades people was in vogue the evil was not so great. Bridget could sweep up the day’s deposit and make it useful in the kitchen-range. But the circular-senders have headed us off in that direction. Their documents are deceptive and seductive. They come in nice envelopes, and with monograms and postage stamps regularly affixed. One cannot weed them out of his morning’s mail...”

Tommy Dodd

New York Times, May 6, 1875, p. 6

In *Laird*, p. 77





“In the beginning [1882] these stories were mailed out in plain 6x9 in. white envelopes. It was soon discovered, however, that no matter how good the material inside might be, the plain envelope with its one-cent stamp had a tendency to defeat its purpose. Some men make a practice of consigning all circular matter to the wastebasket, even before investigating its contents. Hence it was necessary to incite interest from the first look. This was accomplished by printing on the envelope the title and illustration used on the story. It was figured that if the recipient saw at first glance that the advertisement was about something in his own line of business, perhaps right in his locality, he would take the trouble to investigate further. And so it worked out.”

‘Selling Services by Mail’

The Mailbag, April 1917

Mailbag Publishing Co, Cleveland





Illustrated mailing articles originated in the UK with the Mulready lettersheet in 1840. Spawned numerous caricatures. Spread to other social and political causes.



Mulreadys and Lampoons



Temperance, anti-slavery direct promotion in US and UK.



Exhibition Envelopes

This section is arranged in chronological order
1851 INDUSTRIAL EXHIBITION







Production Availability

- Multicolor lithography initially limited to large printing centers: Philadelphia, New York, St. Louis, Chicago, Boston
- Single color and line work widely available throughout the United States
- Lithographers required years of training, specialization in lettering, vignettes, bordering



Candidate Vignettes

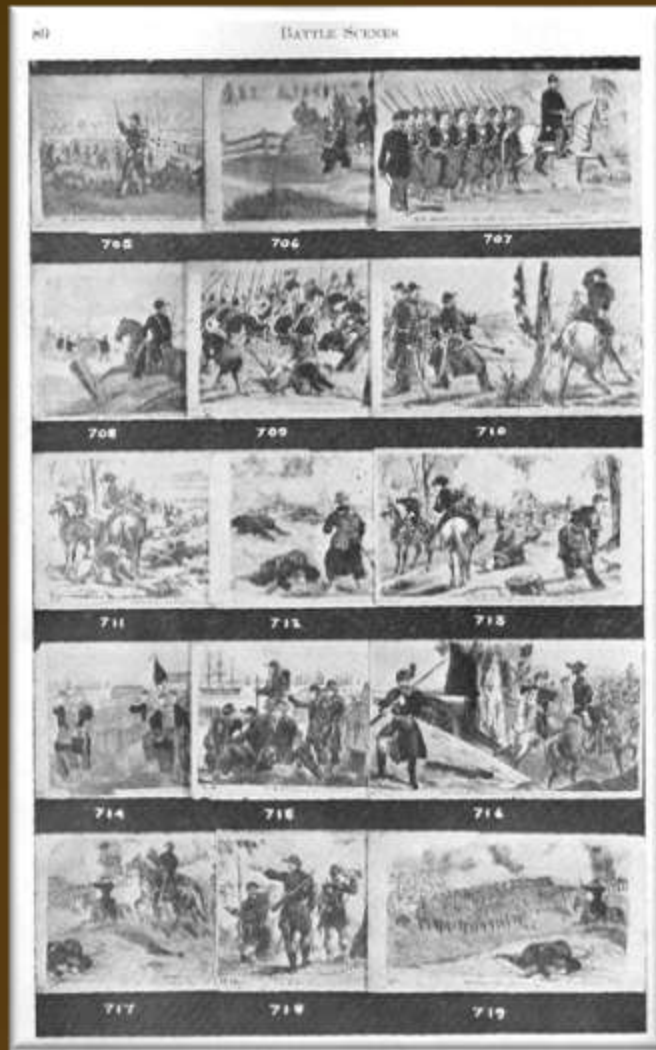








Battle Scenes Remained Very Popular Until the Carnage of 1863



Britain Would Refrain Until the Boer War





Influence of Copywriters

John Wanamaker hired John E. Powers (1880) to write his ad copy when he found that Powers had been responsible for the Willcox and Gibbs sewing machine copy that he had admired years earlier in an English publication. Wanamaker later fired Powers for a truth-in-advertising remark in the Philadelphia newspapers that Wanamaker had not seen prior to printing.

A Typographical Journal Through the *Inland Printer* 1883-1900

Maran Press, Baltimore

Maurice Annenberg, compiler, p. 122

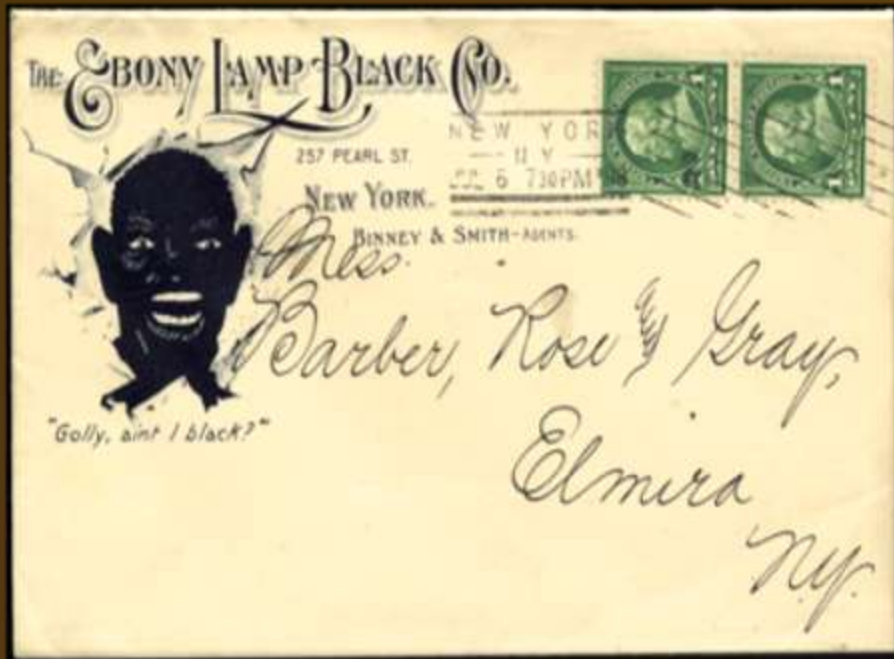




Threshing and Reaping Advertisers Went Beyond Just McCormick



Direct Advertisers No More Sensitive to Some Customer Groups Than the Periodicals



Manufacturers Dropped Buildings, Schools & Colleges Emphasized Them



Global Tea Companies Melded US and British Tastes in Advertising

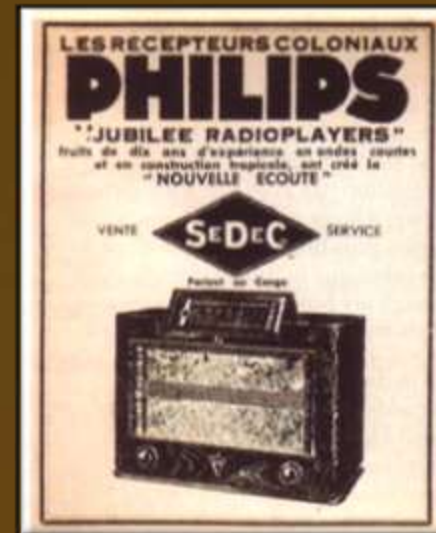


THE YOUTH'S COMPANION, Boston, Mass., U. S. A.

Special Agent in Charge

100

French Advertising Innovations





Famous Pears Soap Adverts



American Brewmeisters First to Use German-Developed Multicolored Lithography





Canada Mirrored US Tastes in Advertising Culture and Illustration





The Irish Followed English Styles.



Advertising Cultural Influences Spread Widely



Printers' International Specimen Exchange Transmitted Culture





Styles Change

- “... brevity is always the soul of beauty and beauty is the mother of effectiveness.”

“Better Envelopes an Efficient Advertising Medium”

George F. Moss

Postage, July 1916



Rarely Do the Enclosures Survive







PRINTER'S INK ADVICE, 1903

- “An Admirer of Printer’s Ink, Mr. T.E. Wood, 10 Brook Street, Rugeley, Staffs, England, as he writes, wishes to communicate with firms making a specialty of stock cuts and posters for clothiers, provisions and such.”
- “Canadian Advertising is best done by the Dosbarts Advertising Agency, Montreal.”
- “Negro newspapers should not be neglected as advertising outlets.” – listing with circulation figures.
- Weekly commentary “With English Advertisers.”





Direct Mail Advertising

- 1905 -Term Direct Mail Advertising first attributed to Noah Burroughs, Chicago
- Mailing list agencies to support direct mail originate in Philadelphia, Chicago





Pre 1900 “HOW TO”

1810 *The Universal Letter Writer* pp. 39-40:

Circular advising of death of business owner, and continuation by employees. Notice of meeting of association. First “how to” guidance.

1874 *Advertised Manual. Special Lists of the Most Valuable Religious, Agricultural, Scientific, Literary and Secular Newspapers and Magazines.* I.N. Soper & Co., New York.

1892 *Building Business*



POWELL'S PRACTICAL ADVERTISER

A Practical Work for Advertising Writers and Business Men, with Instruction on Planning, Preparing, Placing and Managing Modern Publicity

By
GEORGE H. POWELL

WITH CYCLOPEDIA OF OVER ONE THOUSAND
USEFUL ADVERTISEMENTS

100
GEORGE H. POWELL
NEW YORK

104 POWELL'S PRACTICAL ADVERTISER

Indignant that some of the papers recently the National Publishing Co., New Haven, Ct., and Victor-Hugo, Rochester, N.Y., have been used by the Victor-Hugo Co., Rochester, N.Y., and the leading drug store publications of the same name.

The most scientific principles of business, however, only result in a complete advertising and the most rapid growth for a healthy display of business and commerce.

How to Profit in Advertising.

One way to write medical signs is that people will imagine that they have been treated by the advertised doctor, and the other way is to quote to them who others have treated.

Some people usually find the business of advertising a matter of life, because to many such cases to be diagnosed in the very nature of the thing.

There is, it is better to diagnose it than the case of the patient. "After the first year" is an average term, because it is not possible to say that a patient is not cured after one month, and the advertised result will be to say that it is not.

But there is no constant advertisement, which enables the advertiser to make a profit.

It is better to say that the patient has been treated by the doctor, and the doctor will be able to say that the patient has been treated by the doctor.

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It is better to say that the patient has been treated by the doctor, and the doctor will be able to say that the patient has been treated by the doctor.

105 POWELL'S PRACTICAL ADVERTISER

Free Distribution

100,000 Bottles of the Famous Rheumatic Cure

In South America, Europe, and the United States, the famous Rheumatic Cure is being distributed free of charge to all who are afflicted with rheumatism.

The cure is a simple and effective remedy for all cases of rheumatism, whether acute or chronic. It is made from natural ingredients and is completely safe for all ages.

For more information, please write to the publisher, George H. Powell, New York.

Specimen No. 10, copyright 1910, by G. H. Powell.

Specimen No. 10, copyright 1910, by G. H. Powell. This is a specimen of the famous Rheumatic Cure, which is being distributed free of charge to all who are afflicted with rheumatism.

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106 POWELL'S PRACTICAL ADVERTISER

THE VICTOR

WHELMATIC

IS ALL RIGHT

There is nothing more important than the fact that the Victor-Wheumatic is a complete and effective remedy for all cases of rheumatism.

For more information, please write to the publisher, George H. Powell, New York.

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In Summation

- The artifacts evidence substantial international influences, moderated by national tastes. Warrants more detailed examination. No public archives of illustrated envelope artifacts of any consequence
- Little evidence of formal “how to” instruction before 1890. Needle in haystack search
- Newspaper experience provided the training





Sources

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Bodelian Library, Oxford University





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