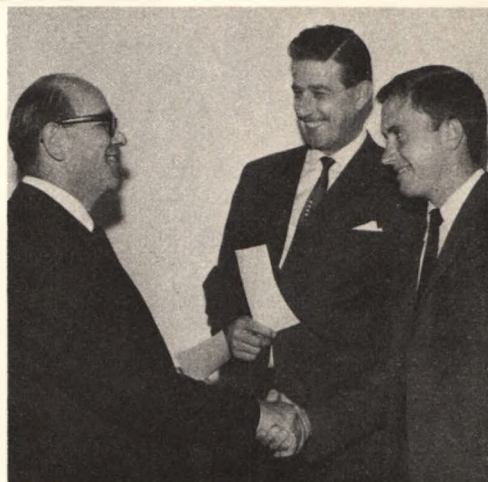


No Documents Time Wasted 284*Cordially
Yours*

a Monthly Newsletter produced by Effective Letters (Pty) Ltd.

R200 DIRECT MAIL ESSAY COMPETITION ... Our henceforth annual essay competition has come and gone, and this year no one has succeeded in bagging all the boodle. The judges were agreed that no entry quite met their standards for the R200 first prize. Consequently they awarded four second prizes of R50 to the following contestants:

A.P. Manning of Cloran, Heeger & Partners,
Johannesburg.
A. Mitchell of General Tyre & Rubber Co.,
Johannesburg.
D.M. Rowcroft of M. Bertish & Co., Cape Town;
and
F. Albrecht of Cape Town - Lindsay Smithers
(Cape)(Pty) Ltd.



Left to right Jock Falkson,
A. Mitchell, A.P. Manning.

All those interested can start swotting up on Direct Mail lore for the next essay competition. The knowledge you gain will be worth gold to you in any case!

A BOSTON PUBLIC RELATIONS CONSULTANT, MR. RAY JOSEPHS ... has come up with the answer to the eternal problem of saving time, particularly the time of businessmen. He lists 12 "timestealers."

No. 1 is "your desk" which keeps you occupied with paper work instead of seeking customers. Many American businessmen have done away with their desks.

No. 2 is the telephone. You should get immediately to the point of a call made or received.

No. 3 is lengthy meetings. One employer calls his staff meetings late in the day so that talk for talk's sake will be cut to the minimum. He also keeps standing during the session.

No. 4 is long business lunches.

No. 5 is inability to get uninterrupted time.

No 6 is lingering visitors. The remedy is to arrange to be interrupted by your secretary. "But dictate a note of what your visitor said. It always impresses."

No. 7 is wasting your freshest hours on routine matters, e.g. coming into the office in the morning and reading miscellaneous correspondence.

No. 8 is lack of planning.

No. 9 is inability to delegate authority. The solution is to get good men and train them.

No. 10 is waiting to see people. One businessman regularly saves 20 or 30 minutes by always putting in a preliminary phone call.

No. 11 is taking work home. It is better to carve out a brief period of time at the end of the working day and finish the work.

No. 12 is wasting the time of your subordinates by demanding too many letters, bulletins and reports.

THE THRILL OF THE MARKET-PLACE ... Since the last issue of Cordially Yours,

Effective Letters have moved right out into the market-place by appointing a top-flight Marketing Manager - Mr. Colin G. Jamieson.



Colin Jamieson is in marketing because he loves it. He left a promising Sales career (he became Sales Manager at Pfizer Laboratories in just 4 years, having risen from the ranks) because he wanted to move towards marketing. A year as Product Manager at Bristol-Myers confirmed the feeling : then his move towards marketing intercepted ours - and here we are. A happy meeting of minds and a fine outlook for the future - ours and our clients' !

Sidelights on Colin Jamieson : He was first Vice-President of the Sales Promotion Executives' Association; is currently a member of the NDMF Marketing Panel; and has a management training background with the world-famous Louis A. Allen Organisation. I might add that he's been a Direct Mail fan since his Pfizer days. He tested it then and found it good.

ROUND-THE-CLOCK DIRECT MAIL SERVICE ! ... When you read this, the Effective Letters 24-hour Colindictor telephone answering service will have come into operation. You will readily see the value of this. Any hour of the day, night or weekend,

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