



The Standardization of American Mail Order, 1860-1900

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SHARPLESS BROTHERS, PHILADELPHIA.
NEW STORE,

N. W. CORNER EIGHTH AND CHESNUT STREETS.

Wholesale Entrances on Chesnut and Jayne Streets.

SPRING OF 1859.

Our Stock this season will present unusual attractions. Many Novelties will be exhibited, selected by our buyer in Europe; among which will be found CHINOIS, a New and Beautiful Article in every Variety of Style, DUCALS, POIL DE CHEVRES CRUVELLIS, BALZORINES, LAVELLAS and Goods for Travelling Dresses; also, Silk Wp. ALPINES for Mourning; also, a handsome variety of new styles BRITISH PRINTS; CIRCULAR STELLA SHAWLS.

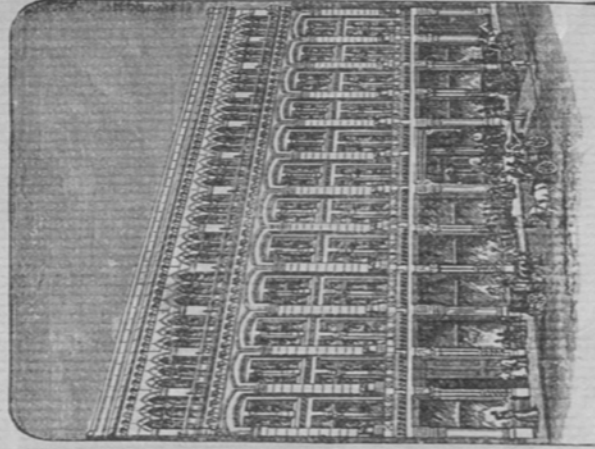
Addressed to John Larwill, Wooster, Ohio, 1c stamp

Warsaw collection, circulars were folded, addressed on backs; 1847 Stamps issued to pay for postage; 1855 Compulsory prepayment of postage; 1861 4 lb pkg admitted, .01/oz under 1500 miles, .02/oz over 1500 miles; 1863 3 prepaid classes of mail

R. H. WHITE & CO.,

512 to 536 WASHINGTON ST.,

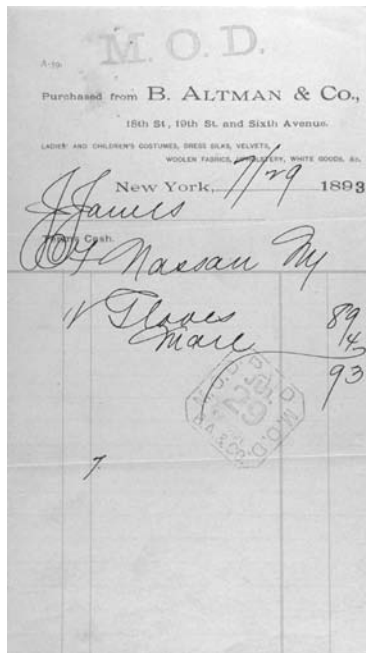
BOSTON, MASS.



Ladies', Gentlemen's and Children's

CLOVES.

Pkgs less than 4 lbs allowed in mail 2/27/1861; Ralph Hower "to stimulate sales...Macy as early as 1861 advertised gloves to be delivered by mail (63 ct/pair; 69ct by mail) NY Herald ads 1/21/1861; 11/7/1861



B. Altman receipt for gloves to Nassau, NY



A.T. Stewart Catalog Cover detail, ca. 1862

In 1863, mail is divided into 3 classes, prepaid, with money orders coming in 1864

JAMES McCREERY & CO.,
 Broadway and Eleventh Street.
**LADIES' AND CHILDREN'S OUTFITTING
 DEPARTMENT.**

PRICE-LIST OF UNDERGARMENTS FOR LADIES:

Muslin Chemises, Corded Bands	\$2 50
“ “ Embroidered Bands..	\$3 50 to \$5 00
Linen “ Corded Bands.....	\$5 00
“ “ Embroidered Bands..	\$6 50 to \$8 00
Muslin Drawers, Tucked.....	\$2 00
“ “ Embroidered.....	\$3 00 to \$4 50
Linen “ Tucked.....	\$4 00
“ “ Embroidered.....	\$5 00 to \$7 00
Plain Cotton Skirts.....	\$2 50
Tucked “ “	\$3 50
Muslin Night Dresses.....	\$4 00
“ “ “ Embroidered.....	\$6 50 to \$7 50
Cambric “ “	\$6 00
“ “ “ Embroidered.....	\$8 00 to \$9 00
Flannel Skirts	\$5 00
“ “ very fine.....	\$6 50
“ “ Embroidered.....	\$8 00 to \$15 00
Corset Covers.....	\$3 50 to \$8 00

Price-List for *Infants' Wardrobes, Ladies' and Children's Cloaks, Walking Suits, and Dresses*, with samples of materials, description of styles, and directions for measurement, will be sent upon application.

James McCreery ad in Harper's Bazar, 10/2/1869

p. 639, specifies price list before the use of the term catalogue in 1875

LADY'S TROUSSEAU "A"

FOR \$150.

3 Muslin Chemises.....@	\$2 00..	\$6 00
3 Linen ".....@	5 00..	15 00
3 Pairs of Muslin Drawers.....@	2 00..	6 00
3 " Linen ".....@	3 00..	9 00
3 Plain Cotton Skirts.....@	2 50..	7 50
3 Tucked " ".....@	3 50..	10 50
3 Muslin Night Dresses.....@	4 00..	12 00
3 Tucked Cambric Night Dresses.@	6 00..	18 00
3 Embr'd " ".....@	8 00..	24 00
2 Flannel Skirts.....@	6 00..	12 00
2 Corset Covers.....@	3 50..	7 00
2 Dressing Sacques.....@	4 00..	8 00
1 Delaine Robe de Chambre.....		15 00
		\$150 00

The whole or any single article of the above Outfit may be had upon application, or will be sent, C. O. D., by Express. Every article is made in the best manner, and from the best materials. Complete directions for Self-Measurement sent by mail, if desired.

LADIES' AND CHILDREN'S OUTFITTING DEPARTMENT,

LORD & TAYLOR,

895, 897, 899, & 901 Broadway, cor. of Twentieth Street,
255, 257, 259, & 261 Grand St., cor. of Chrystie St., N. Y.

Lord & Taylor ad in Harper's Bazar, 4/22/1871

p. 255, specifies sending orders by mail, COD, or by express. The 3 prepaid classes of mail were revised in 1872, 1873, 1874, 1876, 1879; by 9/19/1874, AT Stewart, "the recent change in the Postal laws...enable our friends, customers, and strangers at any point in the US or territories to purchase dry goods."

DEPARTMENT 21.

Ladies', Misses' and Children's Suits, Cloaks, Cloths, Etc.*Suits and Dress-Making.*

Our Suit Department is now under the most competent management to be obtained in New York, experienced Dress-makers being employed both in the work-rooms and salesrooms, and we guarantee satisfaction in every case. We make up our own or our customers' material in any style they may select. We also keep on hand and for sale in our showrooms a choice line of ready-made suits for Ladies, Misses and Children, from Paris and Berlin patterns, and from our own designs.

We make a speciality of Dress-making.

Ladies' Silk Suits, all made from "Belton's" celebrated Black Silks, in all the leading styles.....	\$27.99	to	\$74.99
Ladies' Black Cashmere Suits, manufactured from the lowest to best qualities.....	9.99	"	34.99
Ladies' Alpaca and Mohair Suits, lowest to finest qualities.....	9.99	"	15.99
" Serge and Wool Suits.....	9.99	"	19.99
" Camel's Hair and Silk Suits.....	24.99	"	74.99
" Traveling Suits.....			
Riding Habits, to order.....			
Mourning Costumes, Ball and Party Dresses, at short notice.....	1.99	"	6.99
Ladies' Linen and Batiste Suits.....	1.11	"	12.99
Ladies' House Robes and Morning Wrappers in all grades of Cashmere, Lawn, Canton and Cotton.....			
Misses' and Children's Suits and Connections to order in any of the above materials.....			

Cloaks.

Ladies' Waterproof Cloaks.....	7.99	to	9.99
" Ulsters, in all styles and materials.....	7.99	"	13.99
Circulars.....	13.49	"	59.08
Wraps.....	7.49	"	12.09
Silk Cloaks.....	13.08	"	74.08
Doormen in Drop of Eye, Cassimere, Beaver, and all the desirable materials for Spring, Fall and Winter.....	3.49	"	39.99
Ladies' Beaver Cloaks, plain.....	3.99	"	71.05
" Rough Beaver Cloaks.....			
Every fashionable shape, style and material in Ladies' Cloaks.....			

Macy's catalog 1877—lack of illustrations, reduced size

Technologies exist to illustrate catalogs, especially w/print runs twice a year but the marketing acumen doesn't evolve until the late 1870s. Retailers insisted on the 2nd class rate for catalogs; they grew in size from mid-1870s (30-40 pp), to 150-180 pp in the 1880s and hundreds of pages in 1890s to compete with direct marketers.



Catalog Covers, the Middle Class & Stock Imagery

Bronner & Co, Buffalo, NY 1888



The Patrons Dry Goods' House

SHARPLESS BROTHERS,

Chestnut and Eighth Sts. - Philadelphia, Pa

IMPORTERS	}	Dress Goods, Silks,
AND		Velvets, Millinery,
DEALERS IN		Upholstery, Gloves, Hosiery,
		Trimmings, Notions, Etc.

by Mail Carefully and Promptly Attended

SHARPLESS BROS

“Orders by mail carefully and promptly attended.”

ORDERS,
 , and Convenient,
 or any Amount
 1c. to \$50.

r TO ORDER or
 R at 10,000 places
 n, Northern, Middle,
 Southwestern States,
 s, Pacific Coast, Mex-
 ia.

S GIVEN.—
 REFUNDED
 DERS ARE
 OST.

ORDE
 Can be Deposited
 same as Che
 Drafts
Orders Sold at
all Offices of
pany in the
States and Co

RATE
 1c. to \$5.00:...
 \$5.00 to \$10.00
 \$10.00 to \$20.00
 \$20.00 to \$30.00
 \$30.00 to \$40.00
 \$40.00 to \$50.00

American Express Co.

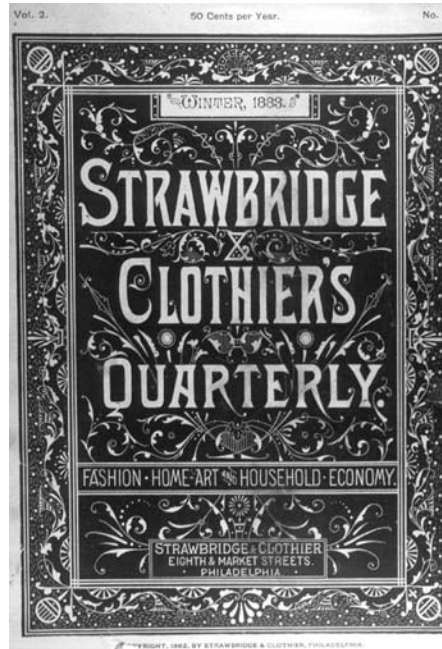
For over \$50.00, two or more Orders can be purchased.

American Express Company also offer unequalled facilities for the transaction of every kind of Express business. Whenever you require supplies of any kind; should a member of your family wish for any article enumerated in this Catalogue, or any article of Cloth requires repairs for a reaper or plow, or some other article quickly,—CALL ON THE AMERICAN EXPRESS AGENT for your order with him, and give our purchasing department a trial.

In remitting to Jordan, Marsh & Co., use American Express Co.'s Money Order.

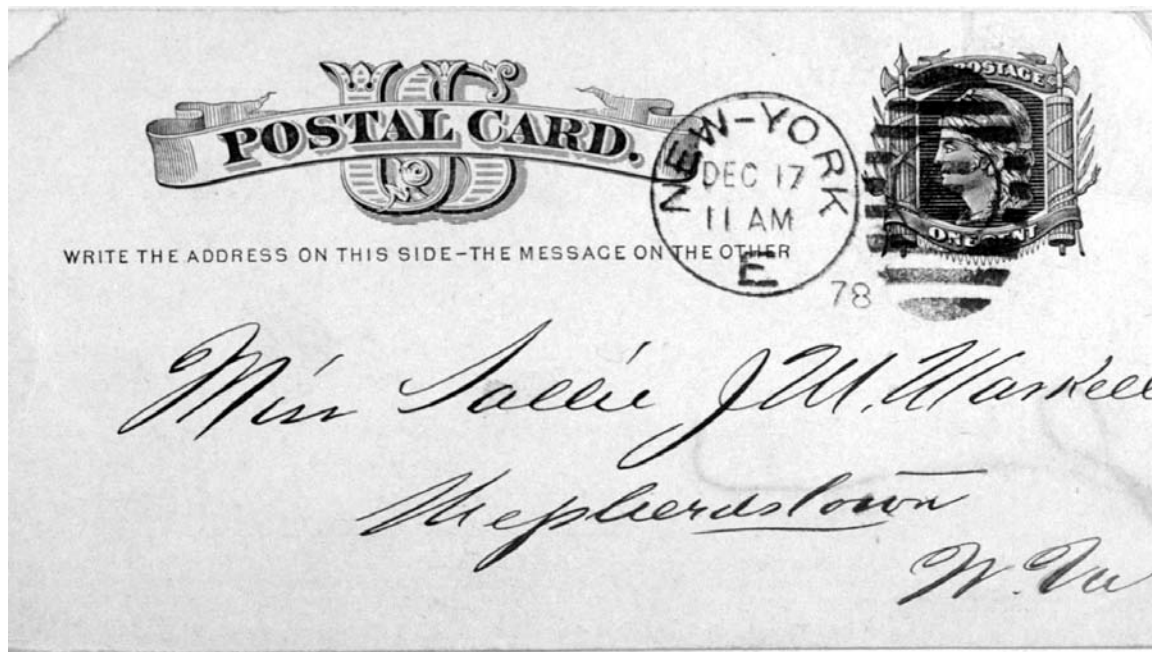
American Express's Personal Shopping Service

An order form from July 1878, "...the leading merchants of large cities, to fill orders at a discount off retail rates, which rates would in most cases be paid by the purchaser if made in person or ordered through the mail. Such discount will in all cases be allowed on cost of purchase, the Company making no charge except for carriage of the property.



Women's magazine format, Spring 1882

The first S&C Quarterly published Spring 1882, p. 30 "...Not so many yers ago, ladies living away from the great centres of trade, were at least a season behind in the style of their garments. Now they need no longer wait...this shopping by mail is the practical result of overcoming space and time...at .50/yr, the subscription price of the 1/4ly covers but a small fraction of the cost of publishing & mailing."



12/17/1878 Stern's to Consumer post card

STERN BROTHERS,
DRY GOODS, MILLINERY,
32, 34, & 36 W. 23d Street.

New York, *14/12* 1878

No mail Jan today
63 *Postd* *10* *Co.*
mail *06*
06
Paid

Very respectfully,

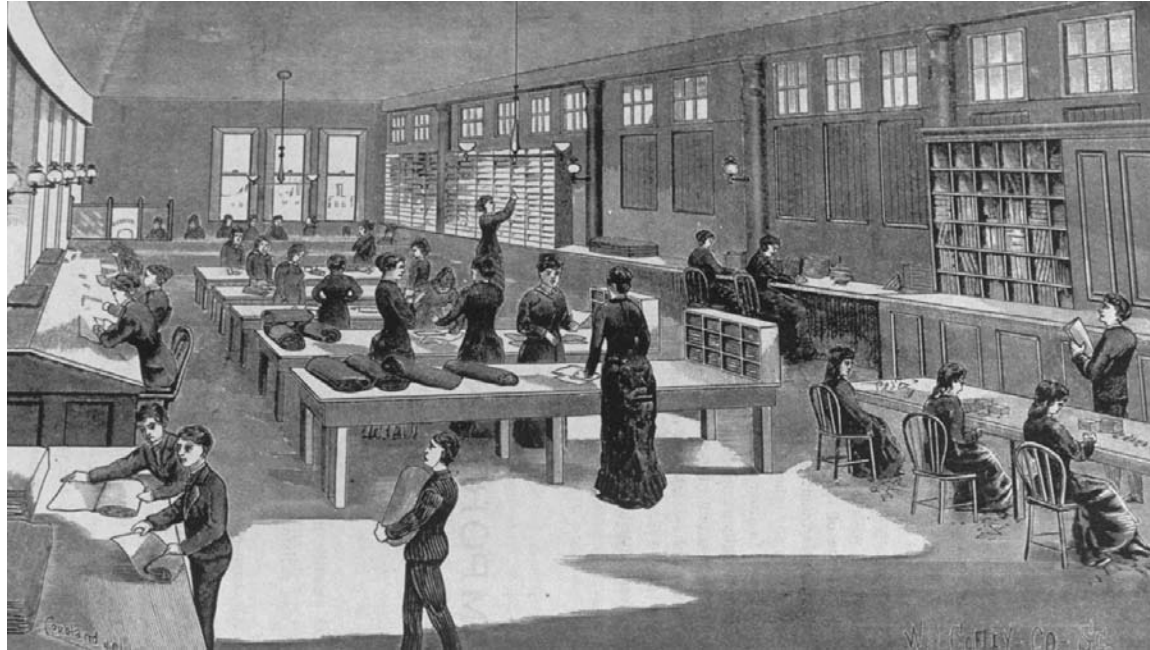
STERN BROTHERS,

WHEN ANSWERING, PLEASE MENTION
ANNEXED NUMBER *12415*

Per *A*

Formerly Sixth Avenue and 23d Street.

Verso, Notification of shipment of package



R.H. White's 1883 mail order department

"a large room where all retail orders sent by mail are filled—receipt of letters averaging one thousand per day," difficult to quantify though used in marketing rhetoric, Jordan Marsh cited a 100% annual increase in mail order for ten consecutive years in Fall 1881 catalog. By 1895, Kaufmann's in Pittsburgh specified 43,000 orders ranging from .10-hundreds of dollars.

April 5, 18—.

MESSRS. A. T. STEWART & Co.,
New York.

Dear Sirs:

Enclosed find Post Office Order for \$25, for which please send, by American Express, the following goods:

2 Lancaster Table Spreads (\$3.50),	\$ 7.00
4 prs. Alexandre Kid Gloves (\$2.50), No. 6½, Brown, Green, Yellow, Black,	10.00
8 yds. Calico, Brown, with small figure (25c.),	2.00
12 “ “ White, “ “ pink dot “	3.00
2 Linen Handkerchiefs (50c.),	1.00
4 prs. Ladies' Cotton Hose (50c.), No. 9,	2.00
	<hr/>
	\$25.00

Direct to

Hill's Manual of Social & Business Forms, 1882

p. 86, Mail ordering covered in etiquette books

Letter.

_____ day, _____, 1879.

To LORD & TAYLOR:

From LORD & TAYLOR, NEW YORK.

M.

Samples are enclosed herewith in obedience to your request. Please make a first choice, and if there be two satisfactory samples make a second choice also, to save time in case your first choice is gone when the order is received. Keep half of each sample chosen to compare the goods with when received; pin the other halves on the enclosed Order where indicated thereon; write in the blank under "List of goods," the quantity of each article wanted and the cost of the same in the money column; enclose with the order remittance of the sum total of the order, and mail in the envelope enclosed herewith. When an order cannot be filled to the satisfaction of the buyer the money is returned. If too much money is sent the excess is returned.

Remit by check, P. O. order, registered letter, or by draft on New York. [As a matter of fact there is very little risk in sending by mail small sums in money or stamps; we receive them continually and rarely hear of a loss; and of parcels of goods sent by mail not one in a thousand goes astray. Still we advise the sure ways when not too inconvenient. Goods are sent C. O. D. if desired; but this is a somewhat more costly mode of remitting.]

If none of the samples herewith are quite to your taste please ask for samples again, and specify what you want more particularly as you will now doubtless be able to do. In asking for samples state whether high priced, low-priced, or medium; grave, gay, or medium; colors, shades, etc., etc.

Prices are invariable except as goods are marked down with the lapse of the season, in which case absent buyers have the same advantage as those present, exactly.

Please write your name and address, including State, fully and correctly.

Lord & Taylor's 1879 letter template

Lord & Taylor,
Grand Street Store,
Grand and Chrystie Streets,
New York.



D. R. Brook
Franklin

Franklin Co.

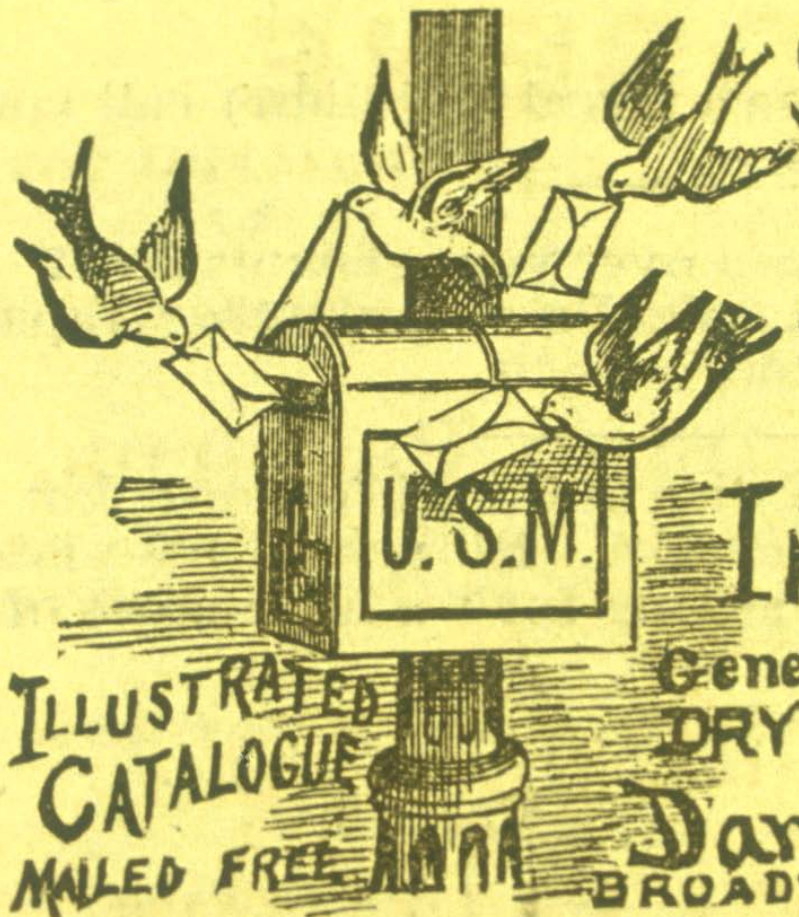
St.





Jordan, Marsh's illustration of the mail order process

Jordan, Marsh, 1884, ifc "To our patrons is respectfully dedicated this, the Spring number of the eighth volume of our semi-annual dry goods catalogue. Like its predecessors, it has been designed and compiled for the benefit and assistance of our out-of-town patrons, whose names out-number the population of the majority of the large cities in the United States.



Shopping By Mail
AND Express.

7 BUILDINGS

DEVOTED TO

IMPORTING &
RETAILING

of
General and High Grade
DRY GOODS, MILLINERY,
FANCY ARTICLES ETC.

Daniell & Sons

BROADWAY AND EIGHTH ST. N.Y.

ILLUSTRATED
CATALOGUE

MAILED FREE



XFINITY Connect

deaghih1storten@comcast.net

Font Size

Legislative Update on USPS Sustainability

From : DMA Webinars <Councils@email-dma.org>
 Subject : Legislative Update on USPS Sustainability
 To : SARAH SOMMER <dsaghih1storten@comcast.net>
 Reply To : DMAWebinars <sp2799mv7x.fwg2@DMAWebinars.sp2799mv7x.fwg2@email-dma.org>

Thu, Sep 21, 2011 09:45 AM

Free Webinar on USPS Sustainability 2012 and Beyond. Please Use Key Code OCT021202 when [registering](#).



Tuesday, September 20, 2011 | 3:00 PM - 4:00 PM ET | Online | [PASS for Members](#)

The Postal Service and the Mailing Industry: The Horizon and Beyond

What you need to know to plan and survive:

- How will legislative proposals impact the Postal Service and, ultimately, your business?
- What does the future hold for the frequency of mail delivery and will delivery standards meet your company's needs?
- Can the Postal Service trim excess costs and improve efficiency — will it be permitted to do so — in order to ensure that the mail continues to be an option for industry in an evolving multi-channel environment?
- Will the Postal Service's attempts to "achieve" efficiencies by shifting costs to mailers and what can industry do to guard against that?
- Who are the "players" and what is the view from Capitol Hill on the Postal Service's obligations to fund retiree benefits; how are prefunding and overfunding issues likely to be resolved?
- Is the "cost rate cap" still viable or will mailers pay even more and get less for their dollars?

These questions and the answers will no doubt have tremendous impact on the USPS, but, how much of an impact will it have on your business now and throughout 2012? [Join the discussion](#) and find out.

Speakers

Jerry Carasella, Senior Vice President, Government Affairs, DMA
Neil O'Keefe, Vice President, Catalog and Multichannel Merchant Segment, DMA

Event Details
September 20, 2011
3:00 PM - 4:00 PM ET

Registration Rates
All Council Members: FREE
DMA Member: FREE
Non-Member: \$20



REGISTER NOW



Postal legislation & Direct Marketing Assn.

The debate continues...