



THE S. MOUSE SERIES OF DIRECT MAIL LETTERS FOR S. ROSE, INC.

From "The Greatest Direct Mail Sales Letters of All Time" by Richard S. Hodgson

LETTER NO. 1

i am s. mouse of s. rose, inc. and im the boss, when bob rose and dick rose leave at night im in charge.

if i want i can put my feet up on dick roses desk and squeak my head off. but im in trouble now for answering the phone.

last night a man called up and said send me out 10,000 filing cabinets, 23 used comptometers and 341 new and used desks and chairs.

well, i said, o.k and he said, to whom am i speaking, and i said, this is s. mouse of s. rose, thats whom, and he said, oh, well be sure and tell dick or bob what i want, and then he hung up. so i feel like a rat.

if i tell dick rose somebody wanted 10,000 filing cabinets he would just laugh at me, because i didnt get the guys name or address.

so im writing you on this electric typewriter they left plugged in and i hope youre the guy who talked to me last night.

but even if you arent, why not order something from dick rose or bob rose, theyll give you a good deal, and theyve got everything in office fixtures, furniture and machines, just call them up at ch 1 -1060 and tell em i sent you.

The letter was signed with a mouse paw print... and a postscript added:

p. s. the roses will treat you right, if you dont want to buy it they'll rent it to you. and if you dont want to buy or rent you can sell your stuff to them.

There was a smattering of response. But when letter number two came from s. mouse two weeks later, the phone really began to ring. Orders began to flow in (many addressed directly to s. mouse and some even included checks made out to "s. mouse" — the company framed one, but cashed the rest).



LETTER NO. 2

I am s. mouse of s. rose, inc., and the reason i dont use capital letters is because im tired.

a man asked me about that this evening, he called up and said whos this squeaking and i said s. mouse, night manager, and he said, why dont you write capital letters, it looks terrible.

buddy, i said, you should try standing on the shift key and step on another letter at the same time, every time i try it, i said, this electric typewriter bucks and i am dam tired of getting thrown in the wastebasket.

all right, said the man, i am picking on you because you moused up my order, you mean loused up, dont you, i said, and he said, no, you moused it up. i wanted 12,500 filing cabinets not 10,000. you tell dick or bob rose to straighten it out pronto.

but you told me 10,000, i said and he said see here, are you trying to mouse me up again, i said no sir.

so now im waiting for his conscience to start hurting him about hanging up on me. in the excitement i forgot to get his name and address again.

sometimes i think i will never learn this business as well as dick or bob. they know everything about office furniture and machines and equipment, and theyll give you a good deal, theyll sell you what you need or rent it to you or even buy what youve got.

so will you call bob or dick rose and buy something and tell them i tried, call cherry 1-1060 and tell them not to bring that cat back in here.

p.s. the roses never mouse up anybody.



LETTER NO. 3

i am s. mouse of s. rose, inc. and i am the night manager.

maybe you would like to know what the s. stands for. people call up at 3 a.m. and ask about the s. and when i tell them they just say, oh, and hang up without buying anything.

this makes me look bad. i have been the night manager for three months now and i have not sold a paper weight even, if dick rose or bob rose knew about it theyd fire me sure, or bring a cat in here.

so i am going to be a rat. i will resort to low tactics.

i won't tell you what the s. in my name stands for until you buy something from s. rose.

the s. in s. rose stands for satisfaction, and service, and for superb office machines, office furniture and fixtures, but youll never know about my s. unless you play ball.

you call dick rose or bob rose tomorrow and order something and i will divulge the secret, call cherry 1-1060.

but please dont tell the roses im using this just to get your business because they will think its dirty pool.

the roses are very ethical and they would not be so sneaky as to use a mouses first name to get you to come to their store at 1213 prospect ave. free parking across the street.



LETTER NO. 4

i am s. mouse of s. rose, inc. and imsorry about that last letter, the one about the s. in s. mouse.

it has caused a lot of trouble with the roses.

people come in and buy desks and office machines and fixtures and chairs and shelves and things and then they look at dick rose or bob rose and say, all right, what does the s. stand for.

oh, the roses say, ha, ha, not our s. well, good.

its your mouses s. we want to know about, the people say. whos s., the roses say, and the people say, your night manager s., thats whose s. now, what does the s. stand for. and then both of the roses start sweating and you can see the whites of their eyes.

so ive got to admit something, i havent told the roses that ive taken over the store at night.

i thought id run things and surprise them, make it a good going proposition before i made my salary demands.

thats why i said i wouldnt tell what the s. stands for unless you buy something, but i will tell you anyhow.

the s. stands for sinnamon. because im a sinnamon color.

so you call dick or bob and order anything you want, just call cherry 1 -1060 and theyll give you the best deal youve ever had in office furniture and fixtures and machines, they rent stuff and they buy stuff too. and tell them that s. mouse sent you.



LETTER NO. 5

i ams. mouse of s. rose, inc. and the s. stands for sinnamon. you can spell sinnamon any way you want, my mother spells it with an s.

that man whose account ive been handling for the roses just laughed and laughed at me over the telephone, you cant even spell sinnamon, he said.

i told him he was lucky to get a mouse that could spell at all. i said, most mice couldnt even answer the phone.

and he said, i meant to ask you about that, how do you answer the phone, and i said, well you watch the little buttons and the one that lights up, thats the one you press and say, hello.

why you little rat, he said, dont get smart with me. Im tired of waiting on those filing cabinets, anyhow, all 15,000 of them. you mean, 12,500, i said, you told me 10,000 and then changed your mind, and he said, youve moused me up for the last time, turn in your night managers suit, mouse, he said, im canceling my order.

wait, i said, i am trying to learn the business.

Im giving you the business, he said, from now on i will deal with bob rose and dick rose direct, thats cherry 1 -1060, isnt it.

yes, sir, i said, i only know the underside of this business, bob and dick know everything about office furniture and fixtures and machines, theyll sell you what you want or theyll rent it to you or theyll even buy your equipment, just call cherry 1-1060.

i know that, he said, so why should i deal with a stupid mouse.

gee, i wish that man would leave me alone, the worst part of it is i dont even know his name, sometimes i wonder if i will ever be a hard-hitting go-getter in the business world.



LETTER NO. 6

i am s. mouse of s. rose, inc., and that noise outside dick rose's door is the cat.

i see now that i should have told bob and dick that i've taken over as night manager, but i hate being laughed at.

this man called up up and said, hey, you should see the mouse i got working for me. i said, you, sir, are a copy cat.

no kidding, said the man, this mouse is 39, 22, 37. well, i said, if you don't know for sure how old he is why don't you ask

this has nothing to do with her age, you dope, he said, she's young and she's got everything.

does she have white whiskers and an extra long tail, i asked, just to be polite.

and he said, of course not, and i said, is she your night manager, and he just laughed and laughed and said, you kill me, mouse, and i said, i only wish i could, but he didn't hear me.



LETTER NO. 7

i am s. mouse, the night manager of s. rose, inc. and if they wanted to fire me they could have given me two weeks notice.

i certainly wouldnt rip up the floor and tear out partitions to get rid of a night manager, would you. and then lie about it to customers.

when people ask about the pounding, dick rose smiles and says, oh were remodeling, and bob rose laughs and says, it will make the store look a lot nicer when people come in to buy desks and office machines and things, who do they think theyre kidding.

that remodeling talk may fool some people but i know why they put those carpenters in here. hah. they think they can succeed where the cat has failed, i will show them.

this is my closing out sale as i am moving upstairs in a rolltop desk, two can play at this remodeling game, the confidential price list is one i got out of dick roses drawer and ive done exactly what you are supposed to do with a confidential price list, you mark up the prices before you show it to a customer, so i have marked it up good.

p.s. you may order by phone if you like, just call ch 1 -1060 and ask for dick or bob. and mention my name, they dont act jealous of me in front of customers.



LETTER NO. 8

a free gift for you from s. mouse . . .

now that im the boss here at s. rose, inc., im going to think big.

i will start out by giving you something just to get you to come down here and buy filing cabinets, and desks and chairs or new and used office machines and equipment.

so i will give you the second story of this building.

i don't think anybody ever gave away so much just to drum up trade, but thats the way a big executive operates.

actually i got the idea from dick rose, bob was talking to him the other day and he said, hey, dick, what will be do if whatsisname comes in and wants to buy all that stuff on the second floor, and dick said, give him the whole story.

so thats what i will do. you come in and ask for the story and dick or bob will give it to you, i am sure, they will give you one story or another, and i bet theyll give you one of those coin purses too . . .

theyve got a box of rose colored coin purses that they were going to give away to people who come in to see the new store so youll get something all right, you come in and see.

while they were tearing up everything, looking for me and not finding me, tra la, they got things in such a mess they had to remodel everything.

so come in and look and ask for your free gift from me. thats 1213 prospect ave. free parking, the place to get the best values in new and used office furniture, machines and equipment.

This, the final letter, was signed "s. mouse, executive."

A wonderful thing about the s. mouse letters was they not only reached the 4,000 business executives to whom they were sent, they were passed along to thousands of others. Secretaries made sure the boss got them (but first ran and made copies for all their friends). The most wonderful thing of all was that they did the job for which they were intended — regaining old accounts and bringing in new ones. After all, that's what makes great direct mail letters great!