

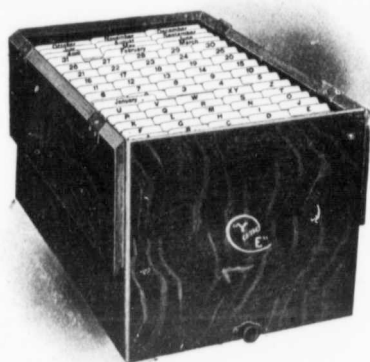
people are interested in your proposition they will reply to your letter within two weeks. File the first copy of your letter behind the daily guide for the 17th and write on one of the folders the name of the prospective customer and place in the folder the second copy of your letter, filing the folder behind the alphabetical guide bearing the first letter of the name of the person written to.

On this second copy is marked the date under which the first copy was filed, so that if you receive a reply before the date on

copy of this last letter another 10 days ahead, and the copy of the first letter and any other correspondence in the alphabetical file.

Thus the details of each prospect is automatically brought to your attention. You can write as many follow-up letters as you like, and extend the follow-up indefinitely, but the matter will always come up for attention at the proper time.

If a matter pending does not require attention for several months, it is filed behind the



which the letter is to come up you do not have to search behind every guide in the daily file, but locate the first copy alphabetically, and then immediately find the second copy by referring to the date written on the alphabetical copy.

If you have had previous correspondence or a letter of enquiry, it is only necessary to make one copy of your letter, which will be filed in the daily file as a reminder, the letter of enquiry, or other correspondence being filed in the folder in the alphabetical file.

When the 17th comes around you take all the copies of the letters from behind this guide for which you have not received replies, and write another follow-up letter, filing the

monthly guides, and when the month comes around all the papers are taken out and distributed behind the daily guides under the dates when they should receive attention.

This system is so simple and inexpensive that it can be used to advantage by almost every business house. Many heads of departments are using this system for following matters relating to their department work. Each tray will hold about 3,000 papers, so that quite extensive correspondence can be carried on, with the assurance that each individual matter will receive attention at the proper time, thus relieving your memory and leaving your mind free to consider the details of each matter as it comes up.

The machine inks, prints and revolves to next address at one motion of the foot. It can be set to duplicate, or to print one name as often as required. Both hands are free to handle the matter to be addressed.

Two styles of address plates are used: in the one, the names and addresses are made up of sliding rubber type, set in metal holders; in the other, the names and addresses are embossed on metal plates, giving them a permanent character. From eighty to two hundred addresses may be put in one chain, according to whether the links are one, two or three line size. These chains may be conveniently classified and filed in specially-made cabinets for convenient use.

In the card index system, considered by many the last word for convenience and practical usefulness in addressing machine construction, the addresses—either sliding type or metal plate system—are set in metal frames and filed in steel drawers, as shown in illustration. This arrangement makes it very easy to quickly locate a name in case it is necessary to make a change in an address or to pick up a certain number of names from the entire list for making special lists, etc. New names may be filed properly, or dead ones removed without disturbing the balance of the



Addressograph with Endless Chain of Addresses Suspended on the Revolving Drum.

Addressing Letters or Circulars by Machine

THE ADDRESSOGRAPH AND A FEW OF ITS USES.

By A. B. FARMER.

There are comparatively few firms of any importance in the industrial and commercial world to-day in which the mechanical copying out of names and addresses, for the purpose of sending out letters, notices or circulars to customers or prospective customers is not an important part of the office work, and, in many cases, a department peculiarly liable to cause loss through errors and omissions.

As a clerk can write only about 800 names and addresses a day, or about 500 on particular work, such as heading statements, this work represents a large item of expense.

Some twelve years ago the Addresso-

graph was devised and put on the market to relieve the clerks of this drudgery, and the employer of the mistakes and a good deal of the expense of hand work. To-day, there are over 30,000 Addressographs in use, with lists numbering from two hundred to over one and a half million names.

The Addressograph machines are made in two styles: the chain system and the card index system.

In the chain system, the addresses are set in links with sliding rubber type, and hooked together in the form of an endless chain, which hangs suspended on the revolving drum of the machine, as shown in the illustration.

list. Proof cards bearing the impression of the address plates are inserted in the upper half of the frames, and have blank space for special printing or record notations.

In use, the plates are transferred directly from the drawer to the magazine of the machine and are returned to the drawer, placed underneath the machine, in their original order, without handling.