

POSTS AND TELS.
POSTAL.
No. 315/35.

C.S.

193 5.

S.of.S. Circ (2)

SUBJECT.

193 5.

4th November.

Previous Paper.

POSSIBILITY OF INTRODUCING REPLY CARD AND ENVELOPE SERVICES.

MINUTES.

18 S of S. Circ. Despatch 4/11/35.

Colonial Postmaster,

In your observations, please. I fear the amount of business here would hardly justify introducing the scheme here, but please consider.

*McH
E.S.
17. XII. 35*

Hon. Col. Secy.

I agree that the volume of business is so small here as to make the ~~scheme~~ introduction of the scheme hardly worth while.

*J.D. Gray
4/11/36*

Subsequent Paper.

Yr. I doubt if there would be
sufficient business here but if
Yr. desires it could be given a
trial.

MCH
et.
4. 1. 36

I agree: turn down

~~TTTTT~~ 6/1/36

Despatch to S. of S. No: 6 of 8/1/36

(9)

Yr. Despatch Submitted.

MCH
et.
8. 1. 36.

Slightly altered. The point is that
we do not advertise our goods there being
no local manufacturers

~~TTTTT~~ 8/1/36

Yr.

Re-submitted

MCH
et.
9. 1. 36

~~TTTTT~~ 10/1/36
Col. Postmaster

To note.

MCH
10. 1. 36

C.S.O. No.....

Sheet No.....

Inside Minute Paper.

Gov. Secy.

Notes..

J.S.
C. G. Plm.

11/1/36

J
p.a.

Date Stamp.

No. **28**

Received with thanks from :

Messrs.

Licence No.

the sum of £ : : in payment
of charges in connection with £. s. d.

Business Reply Packets

£.	s.	d.

Total

Head Postmaster.

Date of Revenue Schedule 198.....

Date Stamp.

No. **29**

Received with thanks from :

Messrs.

Licence No.

the sum of £ : : in payment
of charges in connection with £. s. d.

Business Reply Packets

£.	s.	d.

Total

Head Postmaster.

Date of Revenue Schedule 198.....

Date Stamp.

No. **30**

Received with thanks from :

Messrs.

Licence No.

the sum of £ : : in payment
of charges in connection with £. s. d.

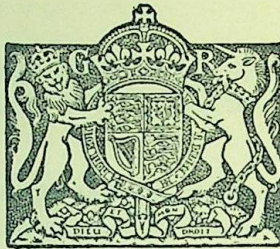
Business Reply Packets

£.	s.	d.

Total

Head Postmaster.

Date of Revenue Schedule 198.....



BUSINESS REPLY CARDS AND ENVELOPES.

DESCRIPTION.

A person who wishes to obtain a reply from a client without putting him to the expense of paying postage may enclose in his communication an unstamped reply card, envelope or folder of a special pattern (*see below*). The client need not stamp the card, envelope or folder, but can post it back in the ordinary way, and the sender will pay the charges on all the replies he receives. Delivery will normally be effected once daily, by the second distribution. The Business Reply service can be used by any member of the public, though it is chiefly designed to meet the needs of business firms and advertisers.

CONDITIONS.

(1) Before any person or firm uses reply cards, etc., a licence must be obtained. Application may be made on the form attached to this leaflet.

(2) The licensee will be asked to pay in advance a sum of money (not less than 10/-) sufficient to cover the probable amount of the charges likely to accrue during a reasonable period and when the sum so paid is exhausted the licensee will be required to make a further payment to renew his credit.

(3) Complete printed proofs of the cards, envelopes or folders which the licensee intends to use must be forwarded to the local Head Postmaster for approval and, as regards the form of wording, must conform to the following pattern and be printed in black :—

Postage will be paid by Licensee.		No Postage Stamp necessary if posted in Great Britain or Northern Ireland.
<div data-bbox="445 1218 902 1305" style="border: 1px solid black; padding: 5px; display: inline-block;">BUSINESS REPLY CARD* Licence No.</div> <div data-bbox="1008 1206 1111 1536" style="border: 1px solid black; width: 75px; height: 190px; margin-left: auto; margin-right: auto;"><div style="background-color: black; width: 100%; height: 100%;"></div></div>		

P. 36G.

* Card, envelope or folder to be printed, as appropriate.

- (a) The name and full postal address of the licensee must be printed parallel to the length of the card, etc., below the panel containing the Licence Number.
- (b) A space of $1\frac{1}{4}$ inches must be left between the top edge of the card, etc., and the top of the "Licence Number" panel.
- (c) The words "No Postage Stamp necessary if posted in Great Britain or Northern Ireland" must be printed in the top right-hand corner.
- (d) The words "Postage will be paid by Licensee" must be printed in the top left-hand corner.
- (e) The face of the card, etc., must bear two heavy black vertical lines near the right-hand edge.
- (f) Cards must be of material not thinner than that used for the thinnest cards issued and sold by the Post Office for use as post cards and should be stout enough not to hinder manipulation.
- (g) The printing on cards for use in the Printed Paper Post must not be in imitation of typewriting.
- (4) A fee of $\frac{1}{2}d.$, in addition to the normal postage, will be charged on each card, envelope or folder returned by post to the licensee: viz., a $1\frac{1}{2}d.$ letter will be charged $2d.$, a $1d.$ post-card will be charged $1\frac{1}{2}d.$, and $\frac{1}{2}d.$ Printed Paper $1d.$
- (5) In other respects the cards, envelopes or folders will be subject to the general regulations and rules of the Post Office relating to the Inland Letter, Post-card, and Printed Paper Posts, as set forth in the Post Office Guide.

GENERAL POST OFFICE.

1932.

FORM OF APPLICATION.The Head Postmaster,
.....

* I
WE hereby make application to the Postmaster General for a * Delete words not applicable.

*envelopes (letter post)
post-cards

Licence to use reply cards (printed papers) to be transmitted
envelopes (printed papers)
folders

to $\frac{*me}{us}$ as postal packets without prepayment of postage in accordance with the conditions specified in the Post Office leaflet (P. 36G).

* I
We enclose complete printed proof(s) of the *envelopes
cards
folders

* I
We propose to use and the amount of the deposit.

Name of applicant.....

Address

.....

.....

Account should be rendered to $\frac{*me}{us}$ $\frac{weekly*}{monthly}$.

† Amount of deposit £.....s.....d.

Signed

Date.....

† If a Postage Deposit Account is already held with the Post Office this should be stated; and the account should run for the same period.

3



Telephone :

POST OFFICE

Dear Sir / Madam,

Your advance payment of £ : s. d. made on the.....to cover charges on Business Reply packets delivered under your licence No.....was exhausted on the.....and did not cover charges amounting to £ : s. d. in respect of some of the packets delivered on that day. I shall be obliged if you will kindly let me have at your early convenience a further sum of £ : s. d., against which the outstanding charges will be debited.

Will you please produce this letter when making payment or send it with your remittance. Cheques should be made payable to the Postmaster General and crossed "A/c Payee."

Yours faithfully,

Head Postmaster.

P 991W

BUSINESS REPLY PACKET ACCOUNT (Payment in Advance more than £2).

*20m/6/34-[7669] 16142/3802 30m 8/34 2235 G & S 625

B.R. Messrs.....

Licence No.....

Address.....

Form P 992W requesting further payment of [£] ^{s.} ^{d.} Sent on.....19 . Paid on.....19 .
 (.....half-pennies.)

Charges incurred against Payment shown above (in half-pennies)

Date	No. for Day	Cumulative Total	Date	No. for Day	Cumulative Total	Date	No. for Day	Cumulative Total	Date	No. for Day	Cumulative Total

Notes:—

- A. When an entry into this account has brought the Cumulative Total of Charges incurred up to the amount of the Payment:—
 - (i) A request for a further payment should be made on form P 992W and particulars entered on a fresh page of a form P 991W.
 - (ii) Any remaining charges for the day and further charges should be recorded on the fresh page.
- B. If the Cumulative Total of Charges incurred is less than the Payment when all the spaces above have been used the last Cumulative Total and particulars of the Payment should be carried to a fresh page on which further charges should be recorded until such time as the procedure indicated in A is due to be followed.

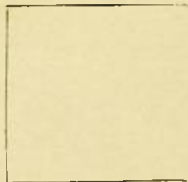
P 989H

Date

B. R.

BUSINESS REPLY PACKETS.

(Advice to Accounts Branch.)



Stamp

The Officer in Charge,

Accounts Branch,

Business Reply Packet Dockets numbered as shewn below and issued on the above date are forwarded herewith.

First Serial number.....

Final Serial number.....

.....
*Officer in Charge,
Sorting Office.*

Dockets as shewn above duly received ; also verified that the first serial number shewn is the next in sequence after the last one previously received.

.....Accounts Branch

.....19.....

Dockets as shewn above posted to Licensees' accounts by

.....
Accounts Branch.

.....19.....

P 990W

BUSINESS REPLY PACKET ACCOUNT (Payment in Advance not exceeding £2).

B.R.

Messrs.....

Licence No.....

Address.....

Form P 992W requesting further payment of

Sent on.....19.....

Paid on.....19.....

*[11089] 27394/98 30m 1/35 2237 G & S 625

(.....half-pennies)

(Charges incurred against Payment shown above (cumulative in half-pennies).)

Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.
	1		49		97		145		193		241		289		337		385		433
	2		50		8		6		4		2		290		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		100		8		6		4		2		340		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		150		8		6		4		2		390		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		200		8		6		4		2		440
	9		7		5		3		1		9		7		5		3		1
	10		8		6		4		2		250		8		6		4		2
	11		9		7		5		3		1		9		7		5		3
	2		60		8		6		4		2		300		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		110		8		6		4		2		350		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		160		8		6		4		2		400		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		210		8		6		4		2		450
	9		7		5		3		1		9		7		5		3		1
	20		8		6		4		2		260		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		70		8		6		4		2		310		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		120		8		6		4		2		360		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		170		8		6		4		2		410		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		220		8		6		4		2		460
	9		7		5		3		1		9		7		5		3		1
	30		8		6		4		2		270		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		80		8		6		4		2		320		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		130		8		6		4		2		370		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		180		8		6		4		2		420		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		230		8		6		4		2		470
	9		7		5		3		1		9		7		5		3		1
	40		8		6		4		2		280		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		90		8		6		4		2		330		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		140		8		6		4		2		380		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		190		8		6		4		2		430		8
	7		5		3		1		9		7		5		3		1		9
	48		96		144		192		240		288		336		384		432		480

(Continued overleaf)

Charges incurred against Payment shown on other side (cumulative in half-pennies).

Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.	Date	No.
	481		529		577		625		673		721		769		817		865		913
	2		530		8		6		4		2		770		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		580		8		6		4		2		820		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		630		8		6		4		2		870		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		680		8		6		4		2		920
	9		7		5		3		1		9		7		5		3		1
	490		8		6		4		2		730		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		540		8		6		4		2		780		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		590		8		6		4		2		830		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		640		8		6		4		2		880		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		690		8		6		4		2		930
	9		7		5		3		1		9		7		5		3		1
	500		8		6		4		2		740		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		550		8		6		4		2		790		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		600		8		6		4		2		840		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		650		8		6		4		2		890		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		700		8		6		4		2		940
	9		7		5		3		1		9		7		5		3		1
	510		8		6		4		2		750		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		560		8		6		4		2		800		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		610		8		6		4		2		860		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		660		8		6		4		2		900		8
	7		5		3		1		9		7		5		3		1		9
	8		6		4		2		710		8		6		4		2		950
	9		7		5		3		1		9		7		5		3		1
	520		8		6		4		2		760		8		6		4		2
	1		9		7		5		3		1		9		7		5		3
	2		570		8		6		4		2		810		8		6		4
	3		1		9		7		5		3		1		9		7		5
	4		2		620		8		6		4		2		860		8		6
	5		3		1		9		7		5		3		1		9		7
	6		4		2		670		8		6		4		2		910		8
	7		5		3		1		9		7		5		3		1		9
	528		576		624		672		720		768		816		864		912		960

NOTE:—When a payment is made, the figures following the number of half-pennies representing the amount paid should be crossed out and when the amount of Charges incurred reaches the number of half-pennies paid:—

- (i) A request for a further payment should be made on form P 992W and particulars entered on a fresh form P 990W.
- (ii) Any remaining charges for the day and further charges should be recorded on the fresh form.

P 1047G

Docket No. 121

Date Stamp

BUSINESS REPLY PACKETS.

Postage Rate	No. of Packets	Amount due (in halfpennies)
½d.		
1d.		
1½d.		
Total number of Packets	*	
Total amount due in halfpennies		

Entered by

Priced by

Name of Licensee.....

Licence No.....

* ½d. in respect of each of these packets to be entered in 3rd column.

P 1047G

Docket No. 122

Date Stamp

BUSINESS REPLY PACKETS.

Postage Rate	No. of Packets	Amount due (in halfpennies)
½d.		
1d.		
1½d.		
Total number of Packets	*	
Total amount due in halfpennies		

Entered by

Priced by

Name of Licensee.....

Licence No.....

* ½d. in respect of each of these packets to be entered in 3rd column.

P 1047G

Docket No. 123

Date Stamp

BUSINESS REPLY PACKETS.

Postage Rate	No. of Packets	Amount due (in halfpennies)
½d.		
1d.		
1½d.		
Total number of Packets	*	
Total amount due in halfpennies		

Entered by

Priced by

Name of Licensee.....

Licence No.....

* ½d. in respect of each of these packets to be entered in 3rd column.

(7)

Business Reply Cards and Envelopes.

(1) General.

Under this service business firms may issue with their circulars cards or envelopes for their clients' replies without prepayment of postage - the postage (in addition to a charge of $\frac{1}{2}$ d.) being paid by the firm only on the replies which reach them.

The scheme is described in Leaflet P.36 G, but its main conditions are that the distributing firm must (1) obtain a licence from the Post Office (2) make a payment in advance to cover the postage and charges on letters and cards likely to be returned during a reasonable period and agree to make further payments when required to renew credit and (3) provide, for the use of their clients, cards or envelopes ~~of~~^{of} special design and printed strictly in accordance with the form approved by the Post Office.

The forms incidental to the operation of the service are:-

- (a) P.1047 G. Business Reply docket.
- (b) P. 989 H. Advice of Dockets from Sorting Office to Accounts Branch.
- (c) P. 990 W. Account Form - Payment in Advance not exceeding £2.
- (d) P. 991 W. Account Form - Payment in Advance more than £2.
- (e) P. 992 W. Request for remittance.
- (f) P.1128 G. Receipt for remittance.

(2) Issue of Licences - Form P.792 W.

Application for a licence must on all occasions be made on the form attached to form P.36 G and in the case of firms must be signed by a duly authorised person.

Each licence must bear the full name and address of the licensee and be numbered in numerical sequence for ~~identification~~^{identification} purposes. Before a licence is issued a specimen of the proposed card, envelope, etc., should be obtained and it should be examined to see that:-

(a) The printed Business Reply design fulfils the Post Office requirements. Printing in black is preferable, but objection need not be taken to a design printed in any deep colour (e.g. green, blue or brown but excluding red, orange or yellow), provided that the printing is in strong contrast with the colour of the material of the card etc. The basic material must be of a colour unlikely to cause eyestrain.

(b) The proposed address is correct under Post Office regulations.

(c) The material of a card is up to the specified standard and not less than $\frac{1}{100}$ inch (10 mils.) in thickness.

(3) Amount of Initial Payment in Advance.

The amount of the initial payment in advance is determined on the basis of the estimated monthly usage of the service, but in no case should a payment of less than 10/- be accepted from each licensee.

(4) Accounting Procedure.

Business Reply cards and letters are treated like ordinary prepaid correspondence until they reach the Office of Delivery and must not at any stage be marked for surcharge as in the case of other unpaid or insufficiently prepaid packets.

(a) At the Office of Delivery the officer responsible for the collection of surcharges must enter, in ink, in column 2 of the top copy of form P.1047 G, the number of packets according to the appropriate rate of postage and the total number. He must also enter the name of the Licensee and the Licence number and initial the form in the space below "Entered by". The Advice Note portion (undercopy) of form P.1047 G, which should be prepared by carbon process, must be handed to the Postman and delivered with the relative packets.

(b) Forms P.1047 G (top copies) for each day must be forwarded to the Accounts Branch advised on form P.989 H, which must be signed by the Officer in Charge of the Sorting Office and discharged by an Officer of the Accounts Branch.

(c) In the Accounts Branch the dockets must be priced in halfpennies (postage and fees) and the total amounts posted to the relative account forms P.990 W or P.991 W, as appropriate. The account forms must be kept in Licence No. order. Cumulative totals must be indicated on form P.990 W by inserting the date of the docket on the left of, and drawing a horizontal line immediately below, the relative number of halfpennies. Form P.989 H must then be certified and the daily batch of dockets filed locally in Licence No. order.

(d) Receipts for Payments in Advance must be furnished on form P.1128 G, such payments being (a) brought to account as Postage Collected in Cash in the Revenue Schedule for the day of receipt (the references to forms P.1062 and P.784 being deleted pending reprint) and (b) posted, from the undercopies, to a form P.990 W or P.991 W, as the case may be.

In order to see that the accounts are being accurately kept, supervising officers must make periodical inspections and checks of the preparation of and entries on the various accounting forms.



8

Downing Street,

4th November, 1935.

Sir,

I have the honour to state that the Postmaster-General has suggested that consideration should be given to the possibility of instituting Reply Card and Envelope Services between this country and the Colonies. The Business Reply Card and Envelope Service, full details of which are given in the enclosed memorandum and leaflets, is very popular with the business community in this country, and while it is appreciated that a scheme operating over long distances might lose in some degree its usefulness for attracting business, the Postmaster-General's suggestion is one which I welcome, and I consider that the scheme would be well worth a trial between this country and dependencies in which a reasonable degree of support from the business community might be expected. A business reply scheme on the lines of the service in this country is also in operation internally in Australia and Canada.

2. No accounting arrangements for an inter-Imperial service have been definitely formulated, but any attempt to arrange for exact accounting as between two postal administrations would probably be unprofitable, owing to the small amount likely to be involved and the laboriousness of the necessary arrangements. The only practicable scheme would appear to be one based on the retention of the postages and fees by the country of destination, i.e., the postages and fees collected on cards and letters sent from the territory under your administration to this country would be retained in this country and vice versa.

3. The Postmaster-General is prepared to consider the introduction of suitable arrangements with any dependency which might desire to have the service with this country, and I shall be glad to have your observations on the matter. The possibility of an Imperial scheme embracing Dominions as well as Colonies, etc., has been considered, but the Postal Administrations of Australia, Canada, and the Union of South Africa have rejected the idea in view of opposition from members of their respective business communities who feared that the scheme would encourage the flow of trade in one direction only.

I have the honour to be,

Sir,

Your most obedient, humble servant,

MALCOLM MACDONALD.

The Officer Administering
the Government of

GOVERNMENT HOUSE,
STANLEY.

8th January, 1936.

FALKLAND ISLANDS.

No. 6.

Sir,

With reference to your Circular despatch (2) of the 4th of November, 1935, regarding the possibility of instituting Business Reply Cards and Envelope Services between the United Kingdom and the Colonies, I have the honour to inform you that it is considered that the scheme would not be worth a trial here since the volume of business of a nature which would benefit by the scheme is too limited.

I have the honour to be,

Sir,

Your most obedient
humble servant,

(Sgd.) H. HLNNIKER-HEATN

THE RIGHT HONOURABLE
J. H. THOMAS, P.C., M.P.,
SECRETARY OF STATE FOR THE COLONIES.