

PERMIT TO SEND OUT BUSINESS REPLY CARDS OR ENVELOPES

PERMIT No. 16

Post Office Yakima, Wash

Date July 12, 1955

Click Relander

1212 No. 32 Ave

Yakima, Wash

In accordance with your application permission is hereby granted you to send out business reply cards or business reply envelopes for distribution and return under the provisions of section 131.23, Postal Manual, and the instructions set forth on this permit, which must be strictly observed.

Thomas Stare

by G.B. Johnson

Postmaster.

CONDITIONS GOVERNING THE DISTRIBUTION AND RETURN OF BUSINESS REPLY CARDS AND ENVELOPES

(Excerpts From The Postal Manual)

131.231. A business reply card or envelope is a card or envelope prepared for use in replying to the permit holder who distributes them.

131.232. A business reply label is a label cut from a newspaper or other publication, or a gummed label, to be stuck on plain envelopes or cards for return to the addressee.

131.233. Postage is collected on all types of business reply mail when it is returned to the original distributor. Postage is computed at the first-class rate plus 1 cent for each piece.

131.234. A permit to distribute business reply mail is required. *Business Reply Permit Application*, Form 3614, must be filed at the post office where the mail will be returned. There is no charge for the permit. If business reply cards or envelopes are distributed from a central office to be returned to branches or dealers in other cities, one permit obtained from the post office where the central office is located may be used to cover all.

131.235. Business reply cards, envelopes, and labels may be distributed:

a. In any quantity for return by surface or airmail.

b. To any post office in the United States and its Territories and possessions, including military post offices overseas; except in the Canal Zone, where they may not be returned without prepayment of postage. They should not be sent to any foreign country.

c. In any manner except by depositing in receptacles provided by patrons for receipt of mail. Examples: Renewal form inserted between magazine pages; label printed in newspaper; envelope enclosed with other mail.

131.236. Specifications for business reply cards and envelopes are:

a. Business reply cards must conform in size, form, and quality to the conditions prescribed for post cards or private mailing cards and, therefore, may not be smaller than $2\frac{3}{4}$ inches by 4 inches nor larger than $3\frac{1}{16}$ inches by $5\frac{9}{16}$ inches. Larger cards are subject to postage chargeable on business reply envelopes.

b. Space of at least $1\frac{1}{8}$ inches from top of the card or envelope shall be left for the postmark.

c. No extraneous matter may appear on the address side.

d. When Form A is used, the word *From* together with blank lines for the insertion of the name and address of the sender may be placed in the upper left corner of the address side.

e. The address side of the card, envelope or label shall be *printed* in one of the three approved forms illustrated * * * (on the reverse side of this permit.)

131.237. The use of business reply cards and envelopes is restricted as follows:

a. May be used to transmit communications only.

b. May not be attached to parcels either to carry messages or to serve as address tags or labels without prepayment of postage.

c. May not be used to return parcels without prepayment of postage on both the business reply piece and the parcel.

131.238. The distributor guarantees payment on delivery of postage on returned business reply cards or envelopes. Any concern distributing business reply cards or envelopes under one permit for return to its branches or dealers guarantees to pay postage on any returns refused by any authorized addressee.

NOTE.—For envelopes to be used in regular mails, the letter rate of postage, plus 1 cent, should be shown.

FIRST CLASS
PERMIT No. 10
BOSTON, MASS.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

3c.—POSTAGE WILL BE PAID BY—

JOHN DOE & CO.
1234 MARKET ST.,
BOSTON 6,
MASS.

FORM "B"

Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 94

BOSTON, MASS.

JOHN DOE & CO.
1234 MARKET ST.,
BOSTON 6,
MASS.

NOTE:

In the case of envelopes, the word "CARD" in the inscription "BUSINESS REPLY CARD" should be changed to "ENVELOPE." When labels are used, the word "CARD" should be changed to "LABEL."

FORM "C"

FIRST CLASS
PERMIT No. 10
BOSTON, MASS.

BUSINESS REPLY CARD

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

VIA AIR MAIL

*** 5c.—POSTAGE WILL BE PAID BY—**

JOHN DOE & CO.,
1234 MARKET ST.,
BOSTON 6,
MASS.

*NOTE.—For envelopes to be used in air mail, the air-mail rate of postage, plus 1 cent, should be shown.