

(No Model.)

M. B. CHURCH.
MAILING SHEET LIST.


No. 407,640.

Patented July 23, 1889.

MAILING LIST SHEET.

SPECIAL OFFER TO THOSE WHO WILL PUSH A——E

For an order of five cases, or over, we will mail A—— circulars, with samples of tints and dealer's name on, to each housekeepers' address furnished. The number of spaces (as below) given the dealer, represents the number of circulars we are to mail, not to exceed one for each five pound package ordered. This is known from experience to sell the stock every time, as these circulars set forth the great merits of A—— (the permanent wall coating) explaining wherein it differs from kalsomine, (Also draws other trade). Seven years sale of A—— in the West has almost entirely displaced all prepared kalsomines. Our circulars are attractive, having perforated title page through which the tints are seen, and the tints are made by hand, by spreading A—— on paper with brush. The list is not kept by us, but the names transferred to the envelopes and mailed.

 Don't use copying ink in writing the address.

A—— E CO, G—— R,—— M,——

Mrs. _____

Mrs. _____

10

Mrs. _____

Mrs. _____

6

Mrs. _____

Mrs. _____

6

Mrs. _____

Mrs. _____

6

Mrs. _____

Mrs. _____

Mrs. _____

Mrs. _____

Mrs. _____

Mrs. _____

Dealer's Name _____

Address _____

Attest:



J. P. Madden.

Inventor

M. B. Church

by E. E. Spear

Atty.

UNITED STATES PATENT OFFICE.

MELVIN B. CHURCH, OF GRAND RAPIDS, MICHIGAN.

MAILING-SHEET LIST.

SPECIFICATION forming part of Letters Patent No. 407,640, dated July 23, 1889.

Application filed October 29, 1887. Serial No. 253,779. (No specimens.)

To all whom it may concern:

Be it known that I, MELVIN B. CHURCH, of Grand Rapids, in the county of Kent and State of Michigan, have invented a new and
5 useful Improvement in Mailing-Sheet Lists; and I do hereby declare that the following is a full, clear, and exact description of the same.

My invention consists of a novel method of
10 securing names for advertising purposes prepared for direct application to the envelope or circular which is to be sent in connection with an improved mailing-list sheet. It is used in trade for the purpose of obtaining
15 from local dealers lists of names of their customers, which are to be transferred to envelopes or circulars sent by mail, according to the address furnished. Heretofore mailing-lists have been furnished by the local dealer on ordinary sheets of paper, and it has been
20 the custom to copy from those lists directly upon the envelope or circular to be sent. This involves a considerable amount of labor, and in the copying errors in directing are frequent, the percentage of misdirected circulars being very large. The matter is of importance, for the reason that the large advertisers—such as manufacturers of wall-coating
25 compounds—who use these mailing-sheets desire to bring the attention of housekeepers to their goods directly, and for that purpose must use the lists prepared by local dealers of their customers.

The object of my invention, therefore, is to provide a list-sheet which can be sent directly to local dealers or similar parties, which
35 will explain itself, and upon which such parties can write the list of names, being accurately guided by the arrangement of the sheet itself, and the sheet when received back with the written list and the name and address of the local dealer can be separated into slips, each bearing the full address of some housekeeper, and applicable to the envelope containing the circulars, and as the name and
40 address of the local dealer are given on the sheet due credit can be given him, and his name printed on the circulars sent to the addresses separated from his list-sheet.

In the accompanying drawing, the figure

represents a sheet having the heading "mail- 50
ing-list sheet." As represented, it is wide enough to form two parallel columns of addresses, and is divided by a central vertical line *a* of perforations. It is also divided horizontally by perforated lines *b*, which form 55
slips, each of which is to contain an address. On each slip is printed a line, preferably dotted, for the name, and below this another line for the place of residence, and below the last line is the perforated line of division. 60
At the beginning of the first line is printed the title "Mr." or "Mrs.," generally the latter, as the circulars are sent to the housekeepers. In order to prevent any accidental misplacement of the address and to insure accuracy, the 65
perforated lines are printed black.

Although I have shown two columns I do not confine myself to this form, though I prefer its use. A single column or more than two columns may be used. After the sheet has been 70
filled and returned, the slips are easily separated, and are pasted directly on an envelope of the circular which is to be mailed. Instead of separating the sheet into slips by hand in the line of perforations where larger 75
numbers are used, they may be passed through a suitable cutting-machine, it being understood that the spaces on the list are of uniform size, and therefore susceptible of handling in this manner. At the bottom of the sheet is a 80
space for the name and address of the dealer.

I claim—

A mailing-list sheet consisting of a blank body portion having perforations dividing said portion into slips, printed lines on each 85
slip for the names and addresses, a printed explanatory heading at the top of said sheet, and a blank for the dealer's name and address at the bottom of the sheet, substantially as described. 90

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

MELVIN B. CHURCH.

Witnesses:

ROBERT E. MORRIS,
CHAS. L. STURTEVANT.