

28 April 1965

TO: FSGW Board

FROM: Lani Herrmann

RE: Addressing service

Basically, there are three types of mechanical systems for addressing:

1. Metal-plate: Addressograph, Speedamat, Pitney-Bowes
2. Ink duplicating (like Mimeograph): Elliott
3. Spirit duplicating (like Ditto): Master, Scriptomatic

All involve an initial investment in cutting or embossing plates, plus charges for maintaining the list (additions and deletions, changes, and sometimes storage and filing time), and a fixed charge for addressing, depending on the physical size of the pieces being addressed as well as on quantity.

[The fourth system, using IBM punched cards or computer tape, is designed for much larger lists than ours and would be prohibitively expensive, especially since we will never be sorting our list in any complicated fashion.]

Estimates were obtained based on a list of 1000 ~~names~~ 3-line addresses to be run about once a month. I also called equipment sales offices to determine basic costs of supplies, etc.

Conclusions:

1. There seems to be no advantage of the Elliott system over Addressograph for us, as platemaking costs about the same and in each system the equipment for running is prohibitively high. We could save money only by typing the Elliott stencils ourselves (but their adapter kit for typewriters costs over \$20) and then farming them out, but I don't know whether a letter service would accept them.

2. In the metal-plate systems both Addressograph and Pitney-Bowes cost 12-15¢ per plate for initial embossing (special equipment needed: we can't do it ourselves), while Speedamat plates were quoted at 6¢ each. Charges for running a list were comparable for each system (P-B rents you the machine)(i.e., you do the addressing).

3. The sole advantage of the spirit process is that supplies and machinery are relatively inexpensive, so that after an initial investment of about \$100 for the manual addressing machine plus \$20 for masters (roughly the equivalent of one year's cost of Scriptomatic addressing) we would have very low maintenance costs (fluid plus new masters). The masters are supposed to be good for 150 impressions (I figure 75-100), after which they would have to be replaced by new. However, this system involves the initial labor of typing the masters, plus perhaps 4-5 hours of addressing time, plus maintenance, storage, and the problem of finding somebody to do it all.

Recommendation:

We use a Scriptomatic-system service, after checking to see who owns the plates (i.e., can we take them away if we don't like the service).

Detailed prices and other information collected are appended.

1. SPEEDAUMAT: metal plates, can be notched for machine-selection coding

a. ADW, 1726 - 17th St., N E (LA 6-0789: Mrs. Ditto [honest!]) 9-5 Not Sat

sometimes later, for pickup & del. slightly later in aft.

- make original plate: 6¢ each
- addressing (8 1/2 X 11 or 14, pre-folded self-mailer, or letter-sized envelopes): \$7.50 per 1000
- changes: 6¢ each (have to make new plate)
- deletions and filing time: \$4.00 an hour

b. Address-a-print, 909 - E Street, N W (723-0333) 9:30-5 Not Sat

- original plate: 6¢ each
- addressing (as above): \$5.00 per 1000
- changes: 6¢ each
- filing time \$4.00/hr, minimum charge \$3.00

ADDENDA:

| | ADW | Address-a-print |
|---|---------------------------------------|--------------------------------------|
| Cost of notch-coding plates each "selection" run | 1¢ each + setting-up time \$5/1000 | \$4/1000 |
| Collating | by hand, \$4.00/hr | about \$5/1000 for "2 insertions" |
| Stapling | " | coll. & staple about \$11/1000 |
| Meter (& seal envelopes) if needed | \$4.00 \$3.50 | \$2.00 |
| Folding (by machine) | \$5.00/1000 | \$2.00/1st 1000 1.00 each addl |