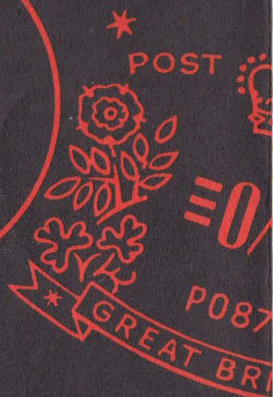
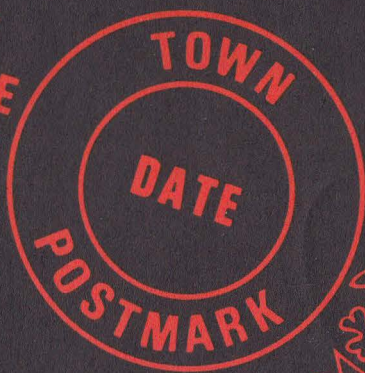


# frank ing sense

IT'S GOOD FOR  
BUSINESS TO PUT YOUR  
MESSAGE HERE



**YOU ONLY PAY  
FOR THE POSTAGE  
THE ADVERTISING  
SPACE IS FREE!**



the modern postal franking machine is a simple, safer, faster alternative to fetching, buying and sticking on stamps

SOME BUSINESS PEOPLE SAY THEIR POST ISN'T OF SUFFICIENT VOLUME TO USE FRANKING MACHINES. Others simply prefer the job of sticking on stamps. They don't like the idea of deserting traditional methods.

**Franking machines are simpler** because they can print postage-paid impressions to the value required for any inland or overseas letter or parcel, instantly and on the user's premises. Unlike stamps, there is no need to forecast bulk quantities of the various values required or to make repeated visits to the post office to replenish stocks.

A franking machine user prepays postage to any amount he requires by cheque to the Post Office. Meters fitted on his machine give him a running total of how much postage he has spent and by how much he is still in credit. Automatic accounting — no post book.

**Franking machines are safer** because, unlike stamps — which need to be stored, safeguarded and are subject to loss and damage — postage-paid impressions are not printed until the moment they are needed and once printed are non-negotiable.

**Franking machines are faster** because they can print a postage-paid impression in a fraction of the time it takes to select, moisten and affix a stamp. Unlike stamps, postage-paid impressions do not need to be cancelled and postmarked by the Post Office. By short cutting these processes, franked mail has a much better chance of catching the earliest rail and plane despatches.

**Franking machines can give you double value.** Franking machines can be fitted with special dies supplied by the manufacturers which will simultaneously print either a return address or advertising message which provide useful publicity *at low cost*.

**Franking machines are available for every type and volume of post,** including electrically powered models which will automatically seal, stamp and stack many thousands of items a day.

ENQUIRIES SHOULD BE ADDRESSED TO THE POST OFFICE APPROVED SUPPLIERS.

Pitney-Bowes Ltd.,  
The Pinnacles,  
HARLOW, Essex.

Tel. No. Harlow 26731  
(STD code OBS 96 26731)

Roneo-Neopost Ltd.,  
Lion House,  
Red Lion Street,  
RICHMOND, Surrey.

Tel. No. RICHmond 0131



# FRANKING MACHINES

Save time and money for go-ahead business concerns — and provide lowest-cost publicity and advertising.

