July 8, 1952 L. D. JOHANSEN 2,602,450

APPARATUS FOR USE WITH FOLLOW-UP MAILING SYSTEMS

Filed Aug. 17, 1951 2 SHEETS—SHEET 1

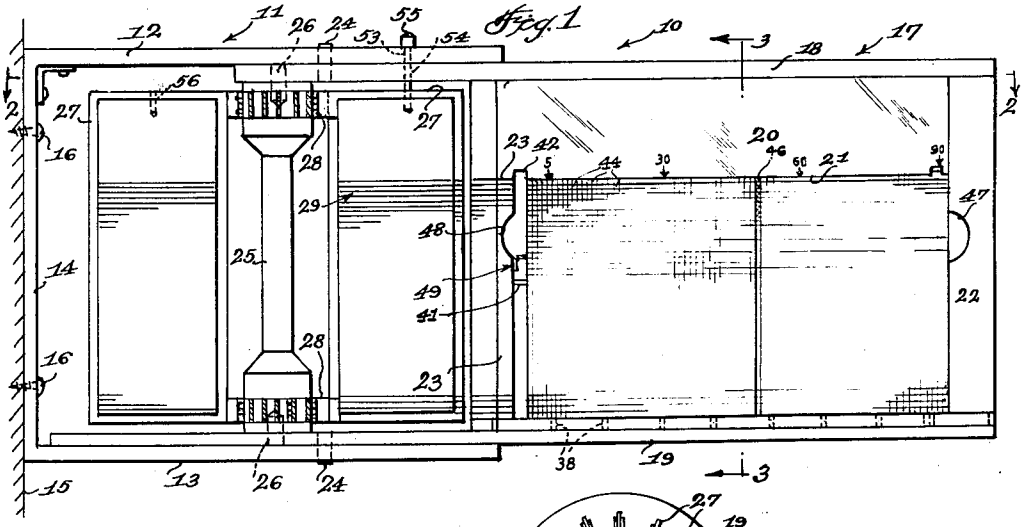


Fig. 1

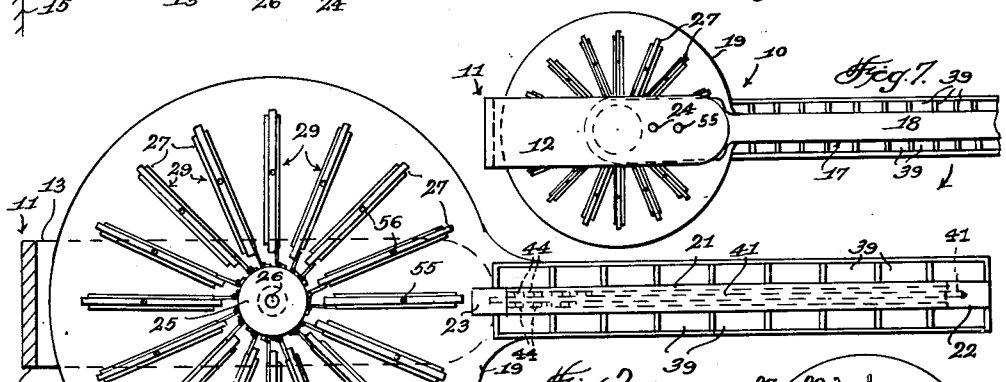


Fig. 7.

Fig. 2.

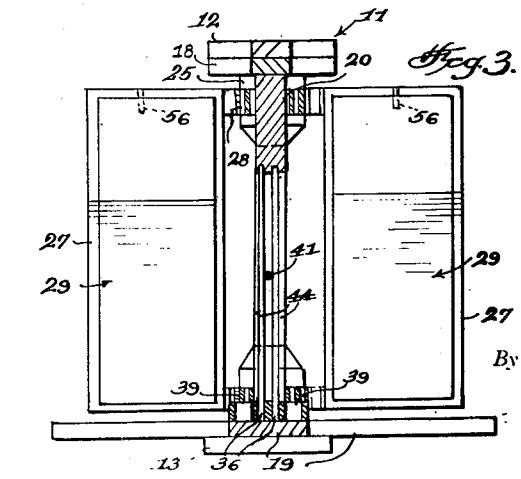


Fig. 3.

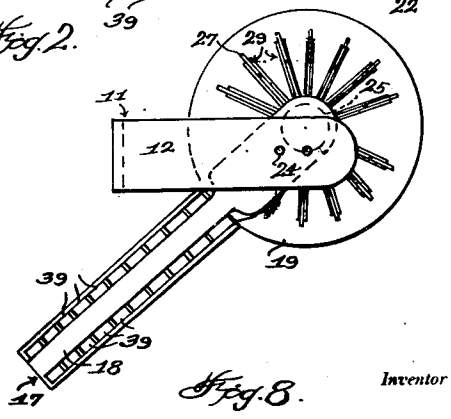


Fig. 8.

Inventor

LEONARD D. JOHANSEN

By John N. Randolph

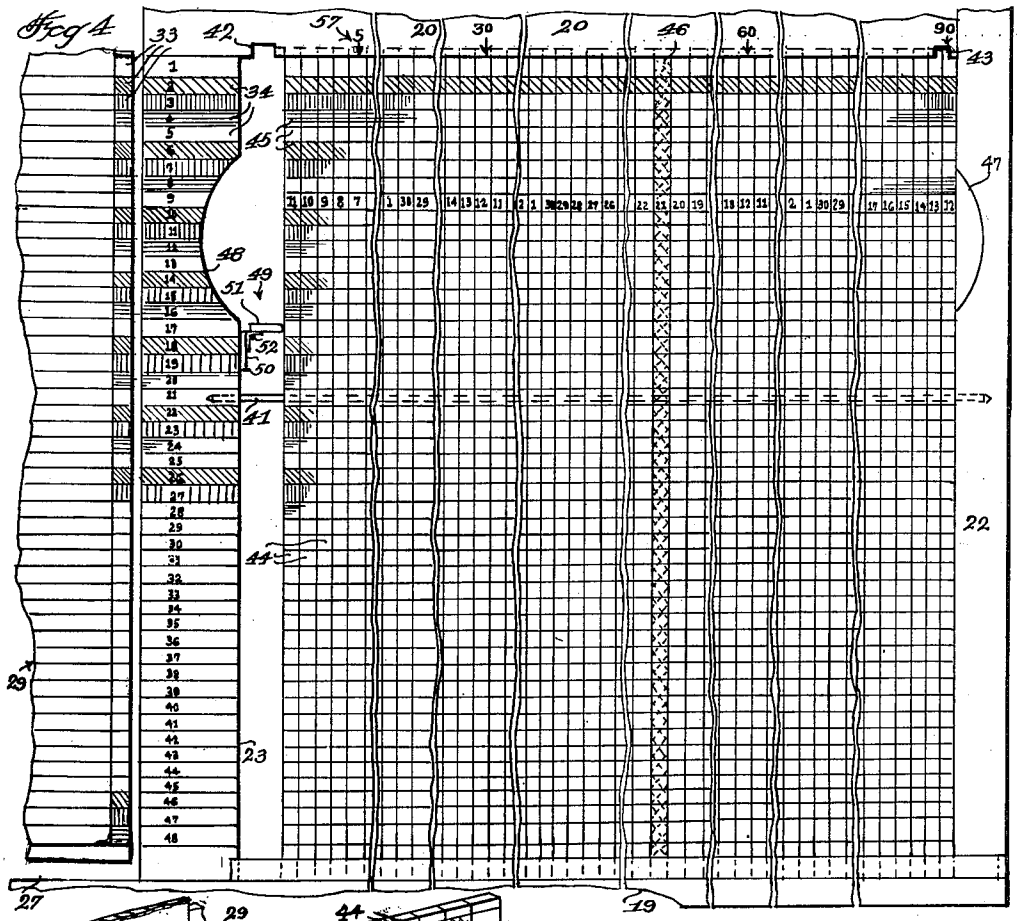
Attorney

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Fig 4



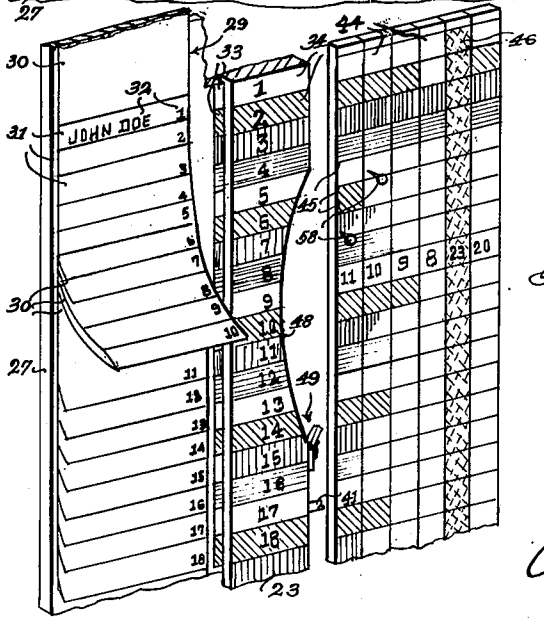
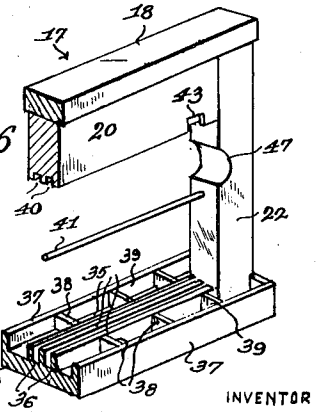


Fig. 5.

Fig 6



INVENTOR

LEONARD D. JOHANSEN

John M. Randolph

Attorney

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APPARATUS FOR USE WITH FOLLOW-UP MAILING SYSTEMS

Leonard D. Johansen, Roseburg, Oreg.

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9 Claims. (Cl. 129—16)

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This invention relates to a novel apparatus of extremely simple construction adapted for use by business concerns to provide an extremely simple, efficient and accurate means whereby follow-up communications can be mailed to customers at certain designated periods following each time that a customer did business with the concern and which apparatus is capable of handling a filing system for a large number of customers and capable of being readily employed for mailing at predetermined dates proper follow-up communications.

Still a further object of the invention is to provide an apparatus wherein few changes or removal of parts are required in connection with the use of the apparatus thereby minimizing the danger of improper filing.

A further object of the invention is to provide an apparatus wherein both sides of a plurality of related relatively movable parts are utilized in connection with the filing apparatus to thereby minimize space and enable an apparatus of relatively small over-all size to accommodate a filing system for mailing follow-ups to a large number of customers.

Various other objects and advantages of the invention will hereinafter become more fully apparent from the following description of the drawings, illustrating a presently preferred embodiment thereof, and wherein:

Figure 1 is a side elevational view of the apparatus;

Figure 2 is a horizontal sectional view thereof taken substantially along a plane as indicated by the line 2—2 of Figure 1;

Figure 3 is a cross sectional view through a portion of the apparatus, taken substantially along a plane as indicated by the line 3—3 of Figure 1;

Figure 4 is an enlarged fragmentary side elevational view of a portion of the apparatus;

Figure 5 is an enlarged fragmentary perspective view of a portion of the apparatus;

Figure 6 is a fragmentary perspective view of a portion of the apparatus illustrating details thereof;

Figure 7 is a top plan view on a reduced scale of the apparatus, and

Figure 8 is a view similar to Figure 7 but showing certain of the parts of the apparatus disposed in a different adjusted position.

The filing apparatus in its entirety is designated generally 10 and includes a supporting unit, designated generally 11 including substantially parallel top and bottom members 12 and 13 and

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an end member 14 which is secured to corresponding ends of the top and bottom members 12 and 13 and which is disposed at substantially a right angle thereto. The end member 14 is illustrated in Figure 1 secured to an upright wall surface 15 by suitable fastenings 16 so that the top and bottom members 12 and 13 project substantially perpendicularly from the surface 15.

The apparatus 10 also includes an elongated stick supporting frame 17 including a top bar 18, a bottom bar 19 and a relatively thick panel 20. The panel 20 is provided with a relatively large elongated stick receiving opening 21 which terminates adjacent the ends of said panel to provide an upright bar portion 22 forming the outer end of the panel and which is located at the outer end of the frame 17, and an upright inner bar portion 23 defining the inner end of the panel 20 and which is spaced from the inner end of the frame and from the inner ends of the top and bottom bars 18 and 19. The inner ends of the bars 18 and 19 are disposed between the members 12 and 13 and the frame 17 is swingably mounted in the supporting unit 11 by a pair of vertically aligned pivot pins 24. The upper pivot pin 24 extends through the top member 12 and the upper bar 18, which is disposed directly therebeneath, and the lower pivot pin 24 extends through the bottom member 13 and the lower bar 19, which is disposed directly above the member 13 for mounting the frame 17 for swinging movement relatively to the supporting member 11 about the vertical axis as defined by the pivot pins 24.

A vertically disposed axle or shaft 25 is disposed between portions of the bars 18 and 19 adjacent the inner end of the frame 17 and is journalled by means of stub shafts 26 which extend inwardly through the frame members 18 and 19 into the ends of the axle or shaft 25. As best seen in Figure 1, the shaft 25 is located on the opposite side of the pivots 24 to the panel 20. A plurality of panels 27 are supported in upright positions by the shaft 25 for rotation therewith and for swinging movement relatively thereto, each panel 27 being swingably connected to the shaft 25 adjacent its upper and lower ends and adjacent the ends of said shaft by a pair of hinges 28. A card file 29 is secured to each side of each panel 27, such as a "Victor" type "Cardex" file as best illustrated in Figure 5. Each file 29 contains a number of sheets, as for example forty-eight, each of which sheets 30 defines a pocket for a file card. Each pocket or sheet 30 is disposed under one or more pockets disposed there-

above and has its bottom edge protruding beneath the bottom edge of the pocket disposed immediately outwardly thereof. The exposed portions 31 of the pockets or sheets 30 are made transparent so that the name and a number applied to a card contained within said pocket will be visible through its window 31, as indicated at 32 in Figure 5. The panels 27 are each of a different color and each panel 27 along its outer edge and outwardly of the card files 29, supported thereby, is provided with a vertically extending series of colored spaces 33 which align with the windows 31 and which are preferably colored, beginning from the top, white, green, red and blue, with this sequence repeated from top to bottom. Likewise, the inner bar 23 of the panel 20 is lined off to provide spaces 34 on each side thereof which align with the blocks of spaces 33 and the windows 31 and which are likewise colored to correspond with the blocks 33 and numbered to correspond with the windows 31, as best illustrated in Figure 5. It is to be understood that the card file 29 is of conventional construction and any other suitable conventional file of a similar character may be substituted for the type as illustrated and as previously described.

As best illustrated in Figure 6, the bottom bar 19 of the frame 17 which defines the bottom of the opening 21 is provided with three longitudinally extending transversely spaced beading strips 35 which combine to form two longitudinally extending channels or grooves 36 which are separated by the middle strip 35, which strip is disposed centrally of the sides of the panel 20. The bottom bar 19 is also provided with longitudinally extending upstanding beading strips 37 adjacent its side edges having inwardly extending transverse partitions 38 which combine with the strips 37 and the two outermost strips 35 to form a plurality of pin receiving upwardly opening compartments or pockets 39, on either side of the panel 20, for a purpose which will hereinafter become apparent. The bottom edge portion of the panel 20 defining the upper edge of the opening 21 is provided with two longitudinally extending grooves or channels 40 which are disposed directly above the channels 36. A rod 41 extends longitudinally of the opening 21 and is anchored at its ends in the panel bars 22 and 23 and is disposed directly above and in the same plane as the center beading strip 35. The opposite sides of the panel 20 is provided with notches 42, as seen in Figure 4, which open into its two channels 40 adjacent the bar 23 and said panel is provided with notches 43 in the opposite sides thereof, adjacent to but spaced slightly from the panel bar 22, which likewise open into the two channels 40.

The complementary bottom and top channels 36 and 40 located on either side of the rod 41 are adapted to contain a plurality, preferably ninety sticks, all but one of which is designated 44. The lower ends of the sticks of each set engage a bottom channel 36 and the upper ends of the sticks of the same set engage the top channel 40 disposed thereabove. The sticks of the sets of sticks located adjacent the opposite sides of the panel 20 are separated by the rod 41 which extends between the sticks of the two sets. The sticks 44 are preferably of rectangular cross section as seen in Figure 5 and are each divided on its outer side into a plurality of blocks or spaces 45 each of which aligns with a space 33 and 34 and is of the same color as the spaces 33 and 34 with which it aligns, with the exception of one stick

46 of each set which is distinctively colored on its outer side.

The ninety sticks of each set are divided into three groups and the sticks of each group are numbered consecutively from "1" to "30." The stick 46 of each set bears a number "21" and represents a season of the year, as will hereinafter be described.

The adjacent edges of the panel bars 22 and 23 are provided with recesses 47 and 48, respectively, near the upper edge of the opening 21 into which the fingers of the hand may be inserted. The inner edge of the bar 23 beneath and adjacent its recess 48 is provided with a lock 49 including a bar 50 which is secured to the inner edge of the bar 23 and a rigid bar 51 which is swingably connected by a hinge 52 to the bar 50 for swinging movement from an upright position in the same plane as the bar 50 to a horizontal inwardly extending position, as illustrated in Figure 4. The bar 51 extends from side to side of the panel 20, for a purpose which will hereinafter become apparent.

The upper support member 12 and the upper frame bar 18 are provided with openings 53 and 54, respectively, which may be positioned in alignment to receive the shank of a pin 55 having a headed upper end and which extends downwardly through said parts and is disposed between the pivots 24 and panel 20 for retaining the frame 17 in the same plane as the support 11. Likewise, each panel 27 is provided with an upwardly opening recess 56 disposed to receive the lower end of the pin 55 when said panel is disposed in the same plane as the panel or wall 20 for selectively latching a panel 27 in a position coplanar to the wall 20.

Assuming that the individual leaves or pockets 30 and the different card files 29 contain cards, one for each customer of a business concern, as for example an automobile agency operating a service department, it will be readily apparent that each panel will contain a maximum of ninety-six cards so that cards may be provided by the apparatus 10 for a relatively large number of customers although all of the leaves or pockets 30 will not necessarily contain a customer card bearing a number, the customer's name and other data in reference to previous service performed on the customer's automobile and subsequent services needed. However, assuming that the card files 29 contain such customer cards portions of which containing the customer's name and card number are visible through the pocket windows 31, as illustrated at 32 in Figure 4, and assuming that two sets of sticks 44, each including a stick 46, are in position in the frame 17 as best illustrated in Figures 1, 3 and 4, it will be noted that the sets of sticks are disposed so that a stick number "11" is located at the left-hand end of the opening 21 adjacent the bar 23. The sticks of each set are numbered from left to right from the left-hand stick number "11," "10" to "1," "30" to "1," "30" to "1" and "30" to "12.". It will also be noted that the stick 46 numbered "21" is disposed in the second series of thirty from left to right of the opening 21, this stick being a "seasonal" stick and representing either December 21st, March 21st, June 21st or September 21st. Th left-hand stick number "11" represents the present date so that if it were the spring season, for example, said stick would represent May 11th and the stick 46 would then assume the position at the left-hand end of the opening 21 on June 21st. It will also be noted that the opposite sides

of the panel 20 above the opening 21 is provided with numerals and downwardly directed arrows, designated generally 57, including a numeral "5" and arrow located above the fifth stick from the left-handmost stick "11" a numeral "30" and arrow located thirty sticks to the right of the left-hand edge of the set of sticks, a numeral "60" and arrow and a numeral "90" and arrow located at sixty and ninety sticks, respectively, to the right of the left-hand end of the set of sticks. It will also be apparent that other stick spaces may be similarly designated, if desired. The pockets 39 are provided to contain a plurality of pins 58, including pins of colors corresponding to the color of each panel 27. Assuming that a customer has his car in for service on the eleventh of May, on that date a pin 58 is stuck into the stick number "11" located at the left-hand end of the opening 21 and on the side of the wall 20 corresponding to the side of the panel 27 on which the customer's card is filed. Further, the pin 58 applied to said stick is of a color corresponding to the color of the panel on which the customer's card is filed and as seen in Figure 5 is shown applied to the space number "7" corresponding to the leaf 30 of the card file 29 of said side of the panel 27 in which the card of the customer is filed. It will be readily apparent that any number of pins may be applied to each stick number "11" on the 11th of May and that the pins will differ in color depending upon the color of the panel on which the card of the customer is filed and it will also be apparent that several pins of different colors may be filed in the same space of the same stick. The distinctively colored spaces are provided merely for the purpose of determining more accurately and readily the number of the space of the stick in which the pins are applied particularly when the stick is located near the right-hand end of the wall 20, as seen in Figure 4. Assuming that pins have been applied to the two sticks number "11" at the left-hand end of the opening 21 as seen in Figure 4 for representing the index cards of all customers whose cars have been serviced on May 11th, after work has been completed for this day or before work is commenced for the next day, May 12th, the lock bar 51 is swung upwardly and to the right so that by placing the hand in the recess 47, the sets of sticks 44 may be slid from right to left as seen in Figure 4 sufficiently so that the upper end of each right-hand stick number "12," formerly only partly in registration with the notches 43, will be moved into full registration therewith so that the upper ends of said sticks Nos. "12" may be swung outwardly through the notches 43 and out of engagement with the channels 40 and then lifted out of the channels 36. The lower ends of these sticks Nos. "12" are then placed in the left-hand end of the channels 36 and the upper ends of said sticks are inserted into the channels 40 through the notches 42. The two sets of sticks are then displaced to the left by inserting the hand in the recess 48 and so that the upper ends of the two right-hand sticks of each set will then each be partially in registration with the slot 43 and partially out of registration therewith so as to prevent either stick from being disengaged from its channel 40 until the sticks are displaced slightly to the right, as previously described. The latch bar 51 is then swung clockwise downwardly back to its position of Figure 4 for re-latching the sets of sticks in their positions, as seen in Figure 4 and the operation previously described is then repeated. Each day, the stick of each set which is disposed beneath the arrow and numeral "5" of the indicia 57 is in a position so that a "Thank You" card or communication will be sent to the customers whose cars have been serviced the fifth day previous. This is accomplished by the pins contained in said stick indicating by their color and by their location in the spaces 45 thereof the location of the cards of such customers by correspondence in the color of the pin and color of the panel 27 and in the space occupied by the pin and the correspondingly numbered file leaf 30, so that these communications can be promptly sent with accuracy by merely addressing a communication from the name and address on a card identified by a pin located beneath the indicia 57, designated "5." Similarly, other mailings are sent when each stick reaches a position beneath the indicia 57 designated "30," "60" and "90" in the same manner, since the pins are left in place in the sticks as the sticks move from the left-hand end to the right-hand end of the opening 21. As each stick is removed from the right-hand end of the opening 21, as previously described, pins contained therein are removed and a new group of pins applied to said stick when it is located at the left-hand end of the opening 21, as previously described. For months having thirty-one days, the stick number "30" for said month is retained at the left-hand end of the opening 21 for two days and for the month of February the extra sticks "29" and "30" are moved with the sticks Nos. "28" from the right-hand end to the left-hand end of the opening 21. Likewise, the sticks representing a Sunday are moved with the sticks for the previous day, Saturday, from the right-hand to the left-hand end of the opening 21. The individual customer's cards are also preferably filed alphabetically in each card file 29 and if no additional service has been performed at the end of ninety days and if the space in the card file is needed for another customer, the old customer card may be removed and replaced with a card of a new customer.

While the apparatus 10 has been described in connection with an automobile service department, it will be readily apparent that it is equally well adapted for use in connection with other businesses where periodic mailings are sent customers at specified periods of time after each business transaction had with a customer.

Various modifications and changes are contemplated and may obviously be resorted to, without departing from the spirit or scope of the invention as hereinafter defined by the appended claims.

I claim as my invention:

1. An apparatus of the character described comprising an elongated frame including an upper bar and a lower bar, a wall secured between said bars and extending from an outer end of the frame and terminating at a point spaced from the inner end of the frame, said frame being disposed in a vertical plane, a shaft journalled in the inner end of the frame between the frame bars, a plurality of panels swingably connected to said shaft and supported thereby in upright positions for rotation with the shaft and for swinging movement relatively thereto, said panels being selectively movable to assume a position between the shaft and the inner end of the wall coplanar to said wall, a card file mounted on each side of each panel each having a plurality of card supporting leaves including vertically spaced exposed portions, said wall having an opening extending to adjacent the ends thereof defining a

bar portion at the inner end of the wall divided into vertically spaced spaces each aligning with an exposed leaf portion, longitudinally extending channels opening into the top and bottom edges of said wall opening, a set of sticks slidably mounted in said channels each extending from top to bottom of the opening and each representing a day of the month and including a sufficient number of sticks to cover a plurality of calendar months, means for detaching the sticks from the end of the opening located remote to the panels and for applying the sticks to the end of the opening located adjacent the panels, each of the sticks being divided in spaces corresponding to the spaces of the wall bar and aligning therewith and with the exposed leaf portions of the card file, said wall having indicia representing periods of time, said sticks progressively movable into registration with said indicia, and indicating elements removably secured in the spaces of the sticks indicating specific leaves of the card files for indicating when indicia on a particular card file leaf is to be utilized for accomplishing a mailing.

2. An apparatus as in claim 1, and the spaces of said bar portion of the wall containing indicia corresponding to a part of the exposed indicia on the leaves of the card files, said panels being distinctively colored, and said indicating elements including groups colored to correspond to the color of each panel whereby the color of an indicating element and the space which it occupies on a stick will indicate the panel and the leaf of the card file represented by said indicating element.

3. An apparatus as in claim 1, and locking means supported by said wall bar and disposed in said opening for engaging the sticks in one position of the locking means to retain the sticks against removal from said channels.

4. An apparatus as in claim 3, said wall having recesses at the ends of said opening adapted to accommodate the hand for displacing the sticks longitudinally of the opening when said locking means is in a released position for positioning a stick at one end of the opening in a position to be detached from the channel and to be reapplied to the channel at the opposite end of the opening.

5. An apparatus as in claim 1, a supporting structure in which said frame is swingably mounted for swinging movement about a vertical axis spaced from the axis of said shaft, and latch means detachably latching the frame to the supporting structure and latching a selected panel to the frame in a position coplanar to said wall.

6. An apparatus as in claim 1, a second set of sticks mounted in said opening, said sets of sticks being disposed one adjacent each face of the wall, and a rod extending longitudinally through the opening and anchored to said wall and disposed between the sets of sticks.

7. An apparatus as in claim 1, the spaces of said wall bar containing indicia corresponding to

indicia on the exposed portions of the card file leaves which are in alignment therewith and being distinctively colored, and the spaces of said sticks being colored to correspond with the colored spaces of the bar with which the stick spaces align, said sticks containing indicia each representing a day of the month, and one of said sticks being distinctively marked to designate a specific date of a calendar quarter.

8. An apparatus of the character described comprising, in combination with a plurality of card file supporting panels mounted for rotation as a unit about an axis and for individual swinging movement relatively to one another and each containing a card file including a plurality of leaves having exposed indicia bearing areas, of a stick supporting member, a plurality of sticks slidably mounted in said stick supporting member and forming a set of sticks, means for removing a stick adjacent an end of the stick supporting member located remote to said panels and for replacing the stick in said member in the end thereof located adjacent said panels, said sticks each containing indicia representing a day of the month and including a sufficient number of sticks to represent the days of a plurality of months, said sticks being divided into spaces disposed to align with the exposed areas of the leaves of the card file of a panel disposed in a position substantially coplanar to said sticks, said panels being distinctively colored, and a plurality of indicating elements detachably secured in the spaces of said sticks, said indicating elements being distinctively colored to correspond to the colors of the panels for each indicating a specific leaf of a particular card file when applied to a specific space of a stick.

9. An apparatus of the character described comprising a set of sticks, the individual sticks of said set being distinctively marked to designate the days of the month, said set including a sufficient number of sticks to represent a plurality of calendar months, a stick supporting member having means for slidably supporting said sticks therein and for removal of the stick located at one end of the set of sticks and for replacement of the removed stick at the opposite end of the set of sticks, means for supporting a plurality of distinctively colored panels for movement selectively into a position substantially coplanar to the plane of the set of sticks, a card file supported by each panel having individual leaves each including an exposed indicia bearing area, said sticks being divided into spaces disposed to align with the indicia bearing areas of said file leaves, and a plurality of indicating elements colored to correspond to the color of each panel and detachably secured in the spaces of the sticks and each representing a particular card file leaf of a particular panel when applied to a stick space.

LEONARD D. JOHANSEN.

No references cited.