Jan. 1, 1924 1,479,280

C. E. BROWN

MONEY MAILER

Filed Sept. 26, 1919

Fig. 1.

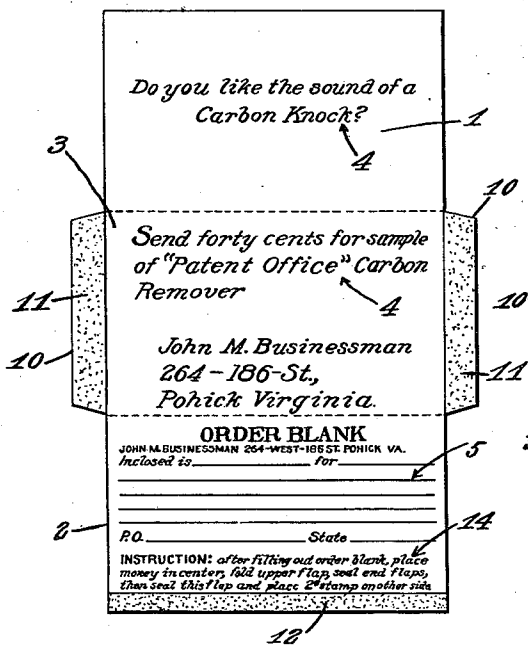


Fig. 2.

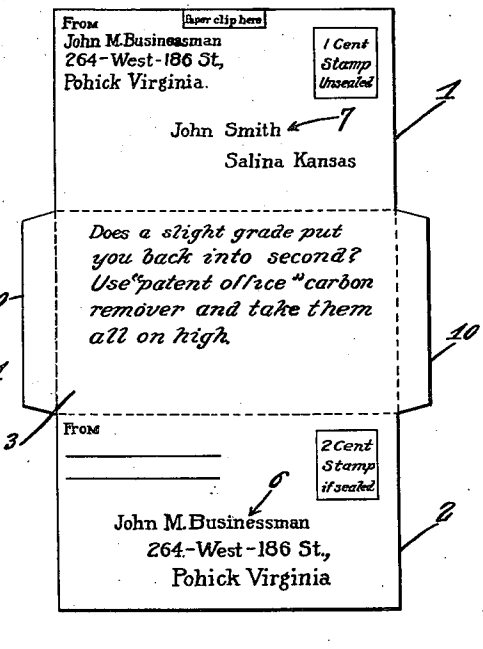


Fig. 3.

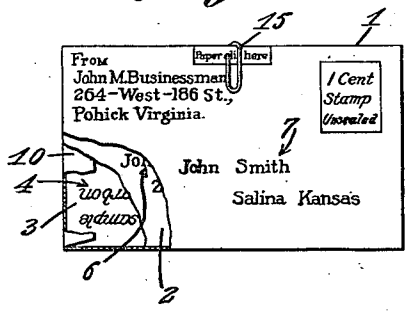
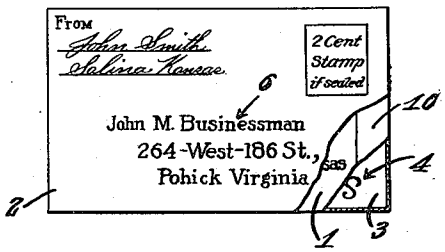


Fig. 4.



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UNITED STATES PATENT OFFICE.

CARL E. BROWN, OF COLUMBUS, OHIO.

MONEY MAILER.

Application filed September 26, 1919. Serial No. 326,545.

To all whom it may concern:

Be it known that I, CARL E. BROWN, a citizen of the United States, residing at Columbus, in the county of Franklin and State of Ohio, have invented a new and useful Money Mailer, of which the following is a specification.

By way of explaination, it may be stated that advertising devices in the nature of foldable letter sheets not infrequently fail to accomplish their purpose, because no means is provided whereby the buyer can make a remittance as soon as the advertising matter is brought to his notice. Again, if an order blank is not brought before the customer simultaneously with the presentation of the advertising, the matter not infrequently is laid aside, to await a more convenient season—which never arrives.

The psychological moment to close a mail order transaction is immediately after the advantages of an article have been brought to the attention of the customer, and the closing of a deal requires an available means for making a remittance, and an available means for inditing an order. It is clear that a proper presentation of the advantages of the article to be sold is absolutely necessary.

In view of all of the foregoing, it is the object of this invention to provide a letter sheet so constructed that it will afford extensive advertising space, exposed simultaneously with an order blank, the device being so constituted that it may be reassembled by the customer to afford a secure means whereby a remittance may be sent, with the order, to the merchant or manufacturer.

It is within the province of the disclosure to improve generally and to enhance the utility of devices of that type to which the present invention appertains.

With the above and other objects in view, which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being understood that, within the scope of what is claimed, changes in the precise embodiment of the invention shown can be made without departing from the spirit of the invention.

In the accompanying drawings:—

Figure 1 shows the device in plan and opened; Figure 2 discloses the device open, the opposite side appearing; Figure 3 is a plan showing the device folded and in the condition which it will assume when it is mailed to the customer, parts being broken away; Figure 4 is a view similar to Figure 3 but showing the device as it will appear in transit from the customer to the merchant.

The article forming the subject matter of this application is made of paper, cardboard or any other suitable substance, and includes an upper flap 1 and a lower flap 2, a body 3 being located between the flaps and forming a connection between the flaps. The body 3 is provided at its ends with tongues 10. The upper flap 1 and the body 3 are marked, as shown at 4, on one side, with advertising matter. The lower flap 2 is provided upon the same side with an order blank 5. The construction is such that the advertising matter 4 and the blank 5 may be exposed for simultaneous perusal when the article is open, as shown in Figure 1. The opposite side of the lower flap 2 carries the address and name 6 of the sender, the corresponding side of the top flap 1 being adapted for the address of the sendee, as shown at 7.

When the article is to be mailed to the customer, the tongues 10 may be folded inwardly on the body 3. The lower flap 2 is folded over the tongues 10, the upper flap 1 is folded over the lower flap 2, and the flap 1 is held closed by a paper fastener 15 or the like, as shown in Figure 3.

The customer, having examined the article in the position of Figure 1, fills out the order blank 5 in accordance with instructions 14 inscribed on the flap 2 at the lower end thereof. The flap 1 is folded to overlie the body 3. The tongues 10 are folded to overlie the flap 1, adhesive material 11 on the tongues 10 being moistened and engaged with the flap 1. The flap 2 is folded over on the flap 1 and on the tongues 10, a strip 12 of adhesive material on the flap 2 being moistened and being engaged with the flap 1 and with the end portions of the tongues 10. It is obvious that by this procedure, a strong envelope, adapted to hold a

remittance, is provided. The address 6 of the merchant appears on the outside of the envelope, and when the envelope is opened, the remittance is freed and the order blank 5 is rendered visible.

Having thus described the invention, what is claimed is:—

In an article of the class described, a body provided along its longitudinal edges with transverse lower and upper flaps, the lower flap being supplied on one side with an order blank so worded and formed as to convey from a buyer to a seller, when filled out, the wishes of the buyer relative to the purchase of merchandise, and the upper flap and the body being marked upon the corresponding side with advertising matter relating to the price of the merchandise and the need to which the merchandise ministers, the upper and lower flaps being unfoldable to an open position, whereby the order blank and the advertising matter may be exposed simultaneously, the opposite side of the upper flap carrying the address of the sendee, and the same side of the lower flap carrying the address of the sender, the upper flap being foldable to overlie the body, the body being provided on its transverse edges with tongues which are foldable to overlie the upper flap, the lower flap being foldable to overlie the tongues and the upper flap and having along its free longitudinal edge a quantity of adhesive material engaging the tongues and the upper flap, the tongues being provided along their transverse edges with a quantity of adhesive material engaging the upper flap.

In testimony that I claim the foregoing as my own, I have hereto affixed my signature.

CARL E. BROWN.