Aug. 16, 1932. C. BLUM ET AL 1,871,774

ADVERTISING FOLDER

Filed July 5, 1929

FIG. I.

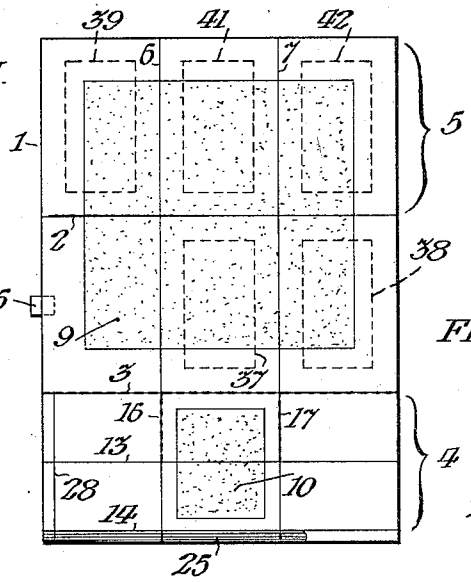


FIG. II.

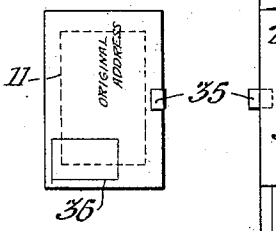


FIG. III.

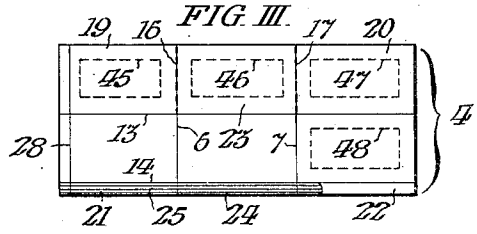


FIG. IV.

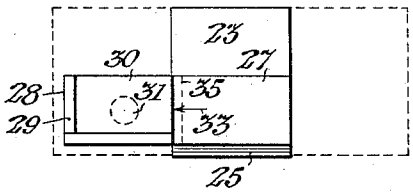


FIG. V.

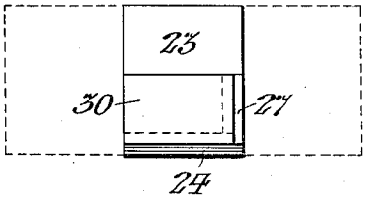


FIG. VI.

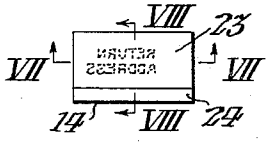


FIG. VII.

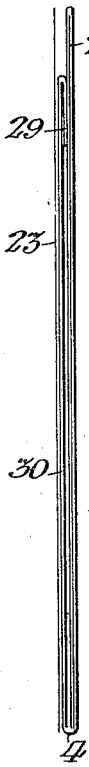
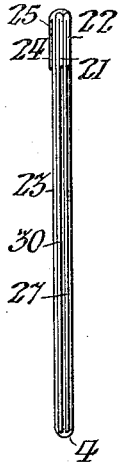


FIG. VIII.



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UNITED STATES PATENT OFFICE

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ADVERTISING FOLDER

Application filed July 5, 1929. Serial No. 376,229.

This invention relates to articles formed of a primarily flat sheet of paper adapted to be folded for mailing, and including an order form or other printed matter to be used by the addressee. Heretofore, such sheets have been of irregular configuration to afford closure flaps to be used in the first mailing of the article, and, to form such irregular configuration from regular commercial rectangular sheets, necessitates the provision of dies which are costly to make, use, and maintain. Moreover, such folders have been so constructed and arranged that, to return the part intended for use by the addressee, it has been necessary for the latter to provide a separate envelop and, if such addressee desires to inclose a cash remittance; additional means must be obtained for securing such remittance within the inclosure of such envelop.

Therefore, it is the object and effect of this invention to provide an advertising folder which is of regular oblong rectangular configuration so that it can be made from an ordinary paper stock sheet without the employment of dies to change its configuration; also to so crease and perforate said sheet that it may be not only folded in smaller rectangular form, for the first mailing thereof, but so that a section of the full width of the sheet may be torn off on a weakened line. That section being primarily printed with the order or other return form, is also scored and creased so that it may be folded to not only form its own envelop closure but to form an auxiliary closure within the outside closure thereof, constituting a cash remittance pocket.

Some of the advantages of the above contemplated construction and arrangement of our invention are, first, that no special equipment is required to produce or crease or fold or slit the articles as each of those operations may be performed by the ordinary mechanism for those purposes with which printing establishments are ordinarily equipped. Second, that as the article is first mailed as a single sheet of paper, in accordance with the postal regulations it may inclose a separate sheet of advertising or other matter though mailed at the minimum postal rate. Third, that the return section is of such simple construction and arrangement that it may be torn off and folded for return mailing by unskilled labor. Fourth, that it provides security for the return remittance at the least possible cost.

Our invention includes the various novel features of construction and arrangement hereinafter more definitely specified.

In said drawing; Fig. I is a plan view of the article in its initial oblong rectangular plane sheet form; being a single piece of paper which is creased and scored as indicated.

Fig. II is a plan view of said sheet, of Fig. I, as folded for first mailing. The single separate sheet of mail matter being inclosed thereby as indicated in dotted lines.

Fig. III is a plan view of the return section of said sheet shown in Fig. I as severed from the main sheet along the weakened line indicated by dots in Fig. I.

Fig. IV is a plan view of said sheet section shown in Fig. III folded to form a remittance pocket.

Fig. V is similar to Fig. IV but showing the remittance pocket folded so as to be inclosed by the other parts of the return section.

Fig. VI is a plan view of said return section as completely folded and sealed for return mailing.

Fig. VII is a longitudinal sectional view of said return section, taken on the line VII, VII in Fig. VI.

Fig. VIII is a transverse sectional view of said return section, taken on the line VIII, VIII in Fig. VI.

Referring to Fig. I; the flat sheet 1 is of oblong rectangular configuration, a right angled parallelogram; preferably of any stock size of paper, because it is more economical to use such a stock size than to have the sheets 1 especially cut. Said sheet 1 is creased on transverse lines 2 and 3, and the latter is perforated or otherwise weakened, as indicated by the dots thereon. Said line 3 is the same distance from said line 2 as the latter is from the top of the sheet; but said line 3 is nearer to the bottom of the sheet than to the line 2. The section 4, below said line 3, which is designed to be torn off on that line for return mailing, is thus narrow enough

to be folded on the line 3, short of the line 2 so that the upper section 5 of said sheet 1 may then be folded down over the section 4 and inclose the latter.

Said sheet 1 is also creased on the longitudinal lines 6 and 7, so that, after it has been folded on the lines 3 and 2, as above described, it may be folded on said lines 7 and 6 to the form shown in Fig. II, in which it may be first mailed.

Said sheet 1 may be provided with advertising matter indicated by the stippled area 9 thereof, and the section 4 of said sheet may have an order form or other printed matter thereon, as indicated by the stippled area 10. As above contemplated; the entire structure 1 being a single piece, may be mailed at the lowest rate, inclosing an additional, auxiliary, piece 11 indicated in dotted lines in Fig. II. Said piece 11 may be a flat sheet or a folder containing advertising matter relating to the same subject as the advertising matter 9 or another line of merchandise.

Said return section 4 is creased in two lines 13 and 14 extending transversely with respect to the sheet 1 but longitudinally with respect to said section 4, and may be perforated or otherwise weakened, or may be slit along the lines 6 and 7 from the line 3 to the line 13, and from the line 14 to the bottom of the sheet and section so that the paper may be severed, as indicated at 16 and 17 in Fig. III, to form wide flaps 19 and 20 at the upper corners of said section 4 and narrow flaps 21 and 22 at the lower corners of said section 4, with the intermediate wide flap 23 at the upper portion of said section 4 and the intermediate narrow flap 24 at the lower portion of said section.

As indicated in Figs. I and III; the lower edge of said sheet 1, which is the lower edge of said section 4, is provided with a coating of adhesive 25, extending along the entire lower edge of each of said flaps 21 and 24 and partly along the edge of the flap 22. We prefer to slit said sheet 1 along the lines 6 and 7, as above mentioned, from the line 14 to the bottom of the sheet, where it is coated with the adhesive 25, as indicated in Figs. I and III, to separate the flaps 21, 22 and 24 so that they may be separately folded, as indicated in Figs. IV and V.

Said flap 20 may be folded on the line 13 against the body portion of said section 4, and the flap 22 may be folded on the line 14 to operlap said flap 20 and be attached thereto by moistening the adhesive 25 on the corner of said flap 22, and be folded on the line 7, as indicated in Fig. IV, and form a pocket 27 adapted to retain a check, money order, or paper money.

Said flap 19 may be folded on the line 13, as indicated in Fig. IV. Said flap 19, and the body of the section 4 back of it may then be folded along the line 28 in Figs. I and III to form the flap 29. Said flap 21 may then have the portion of the adhesive 25 thereon moistened and may be folded along the line 14 so as to overlap said flap 19 and be connected therewith by said adhesive; thus making the remittance pocket 30 adapted to securely hold loose change such as the coin 31. Such coin, or other article, may be inserted in said pocket in the direction of the arrow 33 in Fig. IV, and, when said pocket 30 is folded on the line 6 to the position shown in Fig. V, such article will be securely retained for mailing, and the otherwise open end of said pocket 27 will be closed by the pocket 30 which then overlaps it. However, said pocket 30 may be doubly secured by folding it beneath the pocket 27 instead of on top thereof, as in Fig. V, in which case, the open end of the pocket 27 at the left hand side thereof in Figs. IV and V would be accessible from the exterior of the article when sealed, unless such end of the pocket 27 be folded on the line 34, like the otherwise open end of said pocket 30 is folded on the line 28, as indicated in Fig. IV.

Of course, other valuables may be inserted in either of said pockets 27 and 30 and be securely retained when the flap 23 is folded over such pockets on the line 13 and secured by folding the flap 24 on the line 14 so as to overlap said flap 23 in the position shown in Fig. VI; said flap 24 being securely sealed in that position by moistening the adhesive 25 thereon.

The return section 4 of the sheet 1, when folded as in Fig. VI, may be remailed to the advertiser whose name and address are conveniently, primarily, printed thereon, and may be readily opened by slitting the sealed flap 24 along the line 14 which is within the folded edge of the article.

The folder aforesaid is adapted for many advertising uses. For instance, the inner face of the sheet 1 as displayed in Fig. I, from the top to the line 3, may present a picture of the article or articles advertised, or an enlarged telegram or letter of recommendation relating to the article advertised. Moreover, altho we have described the pockets 27 and 30 as adapted to contain money or the equivalent thereof; they might inclose samples of textile fabrics or pictures thereof clipped from the display on the upper portion of the sheet 1.

The fact that the entire article is primarily a single sheet, as illustrated in Fig. I, permitting inclosure therein of a single separate piece at the minimum postal rate as above described, is highly advantageous, for there is a cost of at least three dollars per thousand imposed upon an advertiser by the necessity of inclosing even two separate pieces; for the mere manual handling thereof, in addition to the cost of production of such additional pieces.

The fact that the initial sheet 1 is not only substantially but entirely rectangular and

may be an ordinary stock sheet of paper of any size is of great advantage in that there are no dies required to produce projecting flaps, and no waste paper incident to such irregular outlining, as of devices of the prior art and, as above indicated, the creasing, scoring, and slitting thereof may be effected by the ordinary standard equipment of any printing establishment, while running on press.

Another distinct advantage of our invention is that in the form received by the original addressee, as indicated in Fig. II; the advertiser predetermines the order in which the advertising matter therein is accessible to such addressee. For instance, said article shown in Fig. II being sealed by a precancelled stamp or sticker 35 indicated in Figs. I and II, the face thereof shown in Fig. II may have in addition to the original address indicated thereon, printed matter, indicated by the outline 36, including a title of the article to be sold and a sales offer. Consequently, that face is, naturally, the first to be observed by the addressee. The opposite face of the sealed article, which is next observed by the addressee, may have printed matter 37 thereon supplementing the matter 36. When the seal 35 is broken and the folder opened, the first thing seen within it is the surface upon which is the advertising matter 38, being part of the back surface of the sheet 1 as shown in Fig. I. The next thing seen is the surface upon which is displayed the advertising matter 39 which is the back of the upper left hand corner of said sheet. The folder then being opened by turning the part bearing the advertising matter 38 to the right, the next things seen by the addressee are the advertising matters 41 and 42, on the back of the upper portion of said sheet 1 as shown in Fig. I. When the upper portion of said sheet 1 is next unfolded on the line 2 to the original flat form shown in Fig. I, the three panels at the upper portion thereof are displayed and, when the return section 4 is turned down on the line 3, the three panels intermediate of the height of the sheet 1 are displayed. Therefore, the advertising matters thus successively presented to the vision of the addressee may be arranged in an argumentative sequence predetermined by the sender. The back of said return section 4 may have printed thereon advertising offers in panels 45 and 46 and advertising order panels 47 and 48.

Although we have found it convenient to illustrate our invention with reference to the sheet 1 creased to be folded so as to form twelve panels as indicated in Fig. I; it is to be understood that our invention may be embodied in sheets with more or less panels.

For instance, the primary sheet may be such as we have shown in Fig. III and described as a section of the larger sheet shown in Fig. I. Such a smaller sheet as shown in Fig. III may be so printed as to indicate that the section to the left thereof may be torn off, on the line 6, and the remainder used for a reply with a remittance inclosed in the pocket 27 closed at its otherwise open end by folding on the line 34 as above described. Or, if it is not desired to return a remittance, but merely an order, the section of the sheet shown in Fig. III, to the right of the line 7, may be torn off, on that line, and used as a remailing sheet containing an order or other communication.

Therefore, we do not desire to limit ourselves to the precise details of construction and arrangement herein set forth, as it is obvious that various modifications may be made therein without departing from the essential features of our invention, as defined in the appended claims.

We claim:

1. A single rectangular advertising folder sheet with rectangular scored panels, including a reply section which is unitary therewith but detachable, capable of being primarily folded to the size of one of said scored panels to form an inclosure for primary mailing; said reply section being thereby creased to be folded to form a sealed reply container and including a rectangular panel scored and adapted to be folded to form a sealed envelop pocket to seclude valuables inclosed in said folded reply section; a rectangular panel scored and adapted to be folded within said reply section; and another rectangular panel scored and adapted to be folded and to embrace and conceal said other folded sections of the reply container.

2. A device as in claim 1; including dry adhesive along the bottom edge of the valuable pocket panel and the embrasure panel.

3. A device as in claim 1; including a narrow scored foldable section comprising the bottom edge of the unitary reply section and adapted to form flaps sealing the respective folded panel portions.

4. A device as in claim 1; including a narrow scored foldable section, provided with dry adhesive, comprising the bottom edge of the unitary reply section and adapted to form flaps sealing the respective folded panel portions.

5. A single rectangular advertising folder sheet scored to form a separable reply section at one end thereof; said section being scored to form six rectangular panels, with three adhesive flaps along what is primarily the end of said sheet; whereby said section, when detached, may be folded to form a secondary envelop.

In testimony whereof we have hereunto signed our names at Philadelphia, Pennsylvania, this twenty-ninth day of June, 1929.

CHARLES BLUM.
EUGENE C. MOORE, JR.