J. A. CORCORAN.

MAILING COVER FOR PUBLICATIONS.

APPLICATION FILED OCT. 5, 1917.

1,283,680.

Patented Nov. 5, 1918.

2 SHEETS—SHEET 1.

Fig. 1.

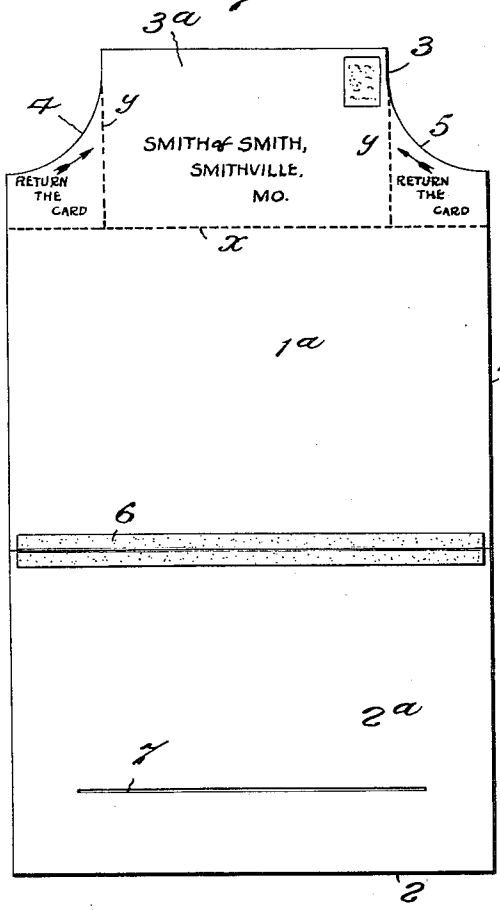



Fig. 2.

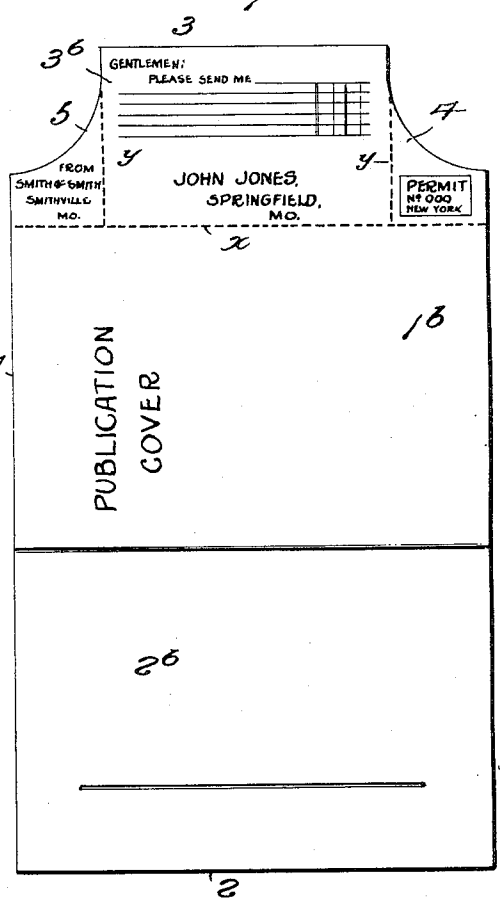
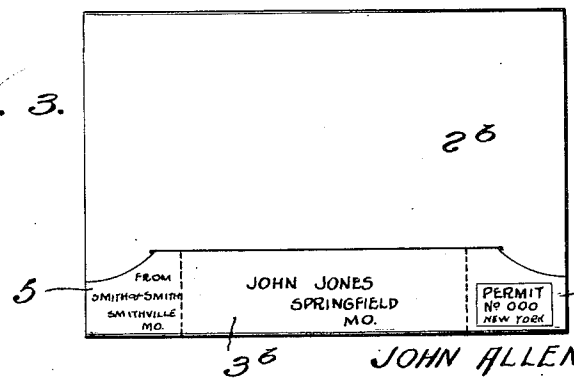



Fig. 3.




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2 SHEETS—SHEET 2.

Fig. 4.

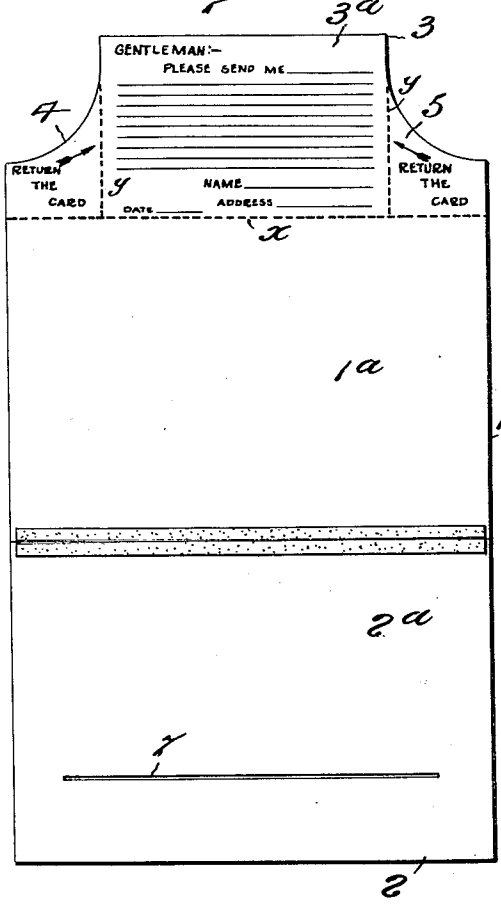



Fig. 5.

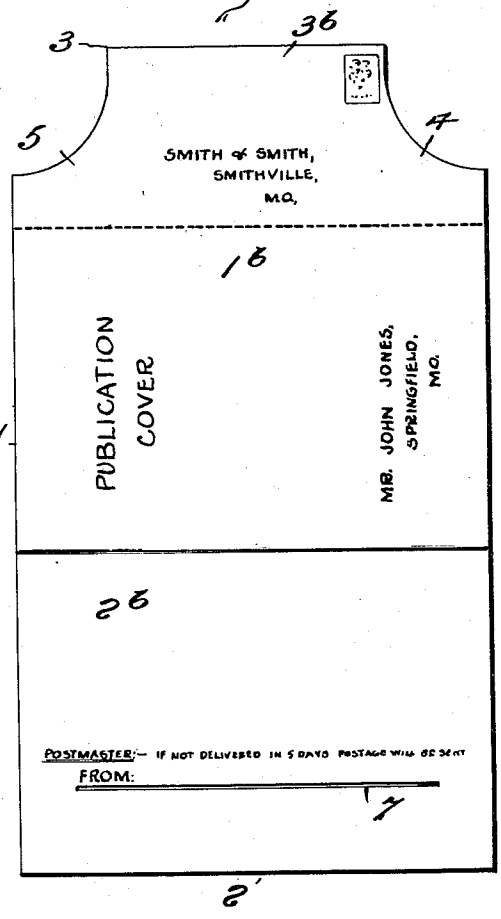
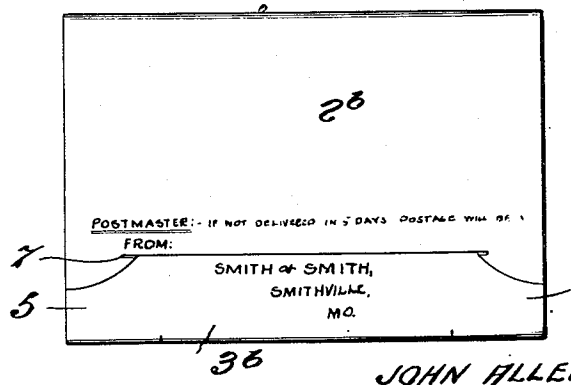



Fig. 6.




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# UNITED STATES PATENT OFFICE.

JOHN ALLEN CORCORAN, OF SCHENECTADY, NEW YORK.

## MAILING-COVER FOR PUBLICATIONS.

1,283,680. Specification of Letters Patent. Patented Nov. 5, 1918.

Application filed October 5, 1917. Serial No. 194,978.

*To all whom it may concern:*

Be it known that I, JOHN ALLEN CORCORAN, a citizen of the United States, residing at Schenectady, in the county of Schenectady and State of New York, have invented new and useful Improvements in Mailing-Covers for Publications, of which the following is a specification.

This invention relates to improvements in mailing covers and pertains particularly to publication mailing covers and to means for displaying the names and addresses of the addressor and addressee on a detachable flap which may be removed to leave the publication cover intact.

One object of the invention is to provide a mailing cover having a front and back portion and a detachable flap for the addresses so designed as to be detachable without marring either the front or back surface.

A further object of the invention is to provide a mailing cover displaying on the exposed central portion of a detachable flap the name and address of the original addressee and on the opposite inner face the address of the original addressor with suitable space for the reception of a stamp.

A further object of the invention is to provide a mailing cover of the type described having end detachable portions attached to the flap and adapted to protect the edges of the same and also display printed matter providing the addresses or mailing directions.

The construction and use of the mailing cover will be understood from the following specification and claims and the accompanying drawings in which—

Figure 1 represents the inner face of the publication cover opened out to its full length.

Fig. 2 represents the opposite or outside face of the cover shown in Fig. 1.

Fig. 3 represents the cover shown in Figs. 1 and 2 in the folded form illustrating the manner of fastening by inserting the extreme end of the detachable flap through the slotted opening.

Fig. 4 represents a modification of the cover illustrated in Fig. 1 having the same structure but provided with different address and directions.

Fig. 5 is the outside surface of the same cover illustrated in Fig. 4.

Fig. 6 represents a folded view of the cover shown in Figs. 4 and 5.

Referring in detail to the drawings 1 is the main or front portion of the cover having the inner surface $1^a$ and the outer surface $1^b$. The back of the publication cover is indicated by 2 which has the inner surface $2^a$ and outer surface $2^b$. The back 2 is of the same size and shape as the front 1 and is secured to the edge of the latter so that the surfaces may be folded together to inclose printed matter. The fastening flap 3 is removably secured to the main front portion 1 along the edge opposite to that edge to which the back portion is fastened and is adapted to be detached or torn off along the line $x$. The fastening flap 3 is adapted to fold over the free edge of the back portion 2 and is shorter than the length of the entire cover. At the ends of the fastening flap 3 there are provided removable protecting corner pieces 4 and 5 at both top and bottom of the cover. These corner pieces 4 are adapted to be removed or torn off from the flap 3 and front or main portion 1 along the lines $y$ and $x$ respectively. The inner surface $3^a$ of the fastening flap 3 displays the address or other printed matter. The opposite or outer face $3^b$ likewise is provided with printed or descriptive matter. The corner portions likewise are provided with descriptive matter or directions as to mailing. The hinged edges of the front portion 1 and the back portion 2 may be reinforced by a strengthening strip of flexible material as illustrated at 6. The back portion is provided with a slot 7 extending lengthwise of the same for the reception of the end of the fastening flap 3.

Referring in detail to the type of folder illustrated in Figs. 1, 2 and 3 it will be observed in Fig. 3 that the address and name of the original addressee is displayed on that portion of the fastening flap not projecting through said slotted opening. The corner pieces provide the name and address of the addressor or shipper and also other printed matter such as is illustrated by the permit number. The upper portion of the return card or fastening flap is provided with an order form with blank spaces for ordering goods or other material concerning which the publication cover inclosed printed matter. On the opposite or inner face of

this return card there is provided the printed address and name of the original addressor or shipper together with space for a stamp. On this side of the corner pieces suitable directions are provided for the return of the detachable card 3.

Referring in detail to the printed type of cover shown in Figs. 4, 5 and 6 it will be observed that the exposed portion of the fastening flap displays the address of the original addressor or shipper and that the surface $2^b$ of the back part 2 is provided with directions to the postmaster providing for the return of the mailing cover. Referring to Fig. 5 it will be noted that the end portion of the return card or fastening flap is provided with space for a stamp, this space being hidden when the cover is folded together as in Fig. 6. Referring to Fig. 4 it will be observed that the opposite or inner face of the return card is taken up with the printed form for a letter or other order to be signed by the original addressee. The corner pieces are provided with the printed matter directing the return of the card.

The mailing cover is preferably made of heavy paper or card board and the detachable flap is heavily stamped along the lines $x$ and $y$ so that the flap may be removed without damaging the main portion of the cover or back. The cover is particularly designed for use in mailing catalogues. The flap protects the printed matter inclosed as well as the end of the back while the cover is in the mail and when the addressee has received it the fastening flap may be utilized as a post card. The so-called return postal, which forms a necessary feature of the mail order business, is provided for in the most logical shape in the present invention. The fact of its being attached to the front cover makes it conspicuous and the addressee must necessarily remove it from the front cover. The logical result is that the return card will be re-mailed and the addressee placed again into communication with the original addressor. The use of the flap dispenses with the need of an envelop and at the same time provides for the return mail card. The particular relation of the printed matter on the card and the method of covering certain portions of the printed matter by projecting one end of the card through the slot forms an important feature of the invention.

Changes in the size, material and shape of the parts may be made without departing from the scope of the invention.

What I claim is:

1. A mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, and means to fasten the free edge of said flap to said second part, said flap printed to form a mailing return card when separated from said main part.

2. A mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap printed to form a mailing return card when separated from said main part.

3. A mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap comprising a central part printed to form a mailing return card when separated from said main part, and an end portion detachably secured to each end of said card and to said main portion.

4. A publication mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap printed to form a mailing return card when separated from said main part and provided with a space for an address on that exterior portion not projecting through said slot.

5. A publication mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part and a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap printed to form a mailing return card when separated from said main part and provided with a space for the address of the original addressee on that exterior portion not projecting through said slot.

6. A publication mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap printed to form a mailing return card when separated from said main part

and provided with a space for the address of the original addressee on that exterior portion not projecting through said slot and display on the opposite face of said flap provided with a space for the address of the original addressor and space for a stamp.

7. A publication mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap comprising a central part printed to form a mailing return card when separated from said main part and provided with a space for the address of the original addressee on that exterior portion not projecting through said slot, and end portions detachably secured to each end of said card and to said main portion and provided with a space on the exposed surface for the address of the original addressor.

8. A publication mailing cover comprising a main part having parallel edges, a second part attached to one edge of said main part, a fastening flap removably hinged to said main part on the edge opposite to said second part and adapted to fold over the free edge of said second part, said second part having a slot to receive the free edge of said flap, said flap printed to form a mailing return card when separated from said main part and provided with a space for the address of the original addressor on that exterior portion not projecting through said slot and provided with a space on that portion projecting through said slot for the reception of the stamp.

In testimony whereof I have hereunto set my hand.

JOHN ALLEN CORCORAN.