

Feb. 2, 1937.

E. DAVIS

2,069,602

MAILING FOLDER

Filed July 17, 1931

2 Sheets-Sheet 1

Fig. 1

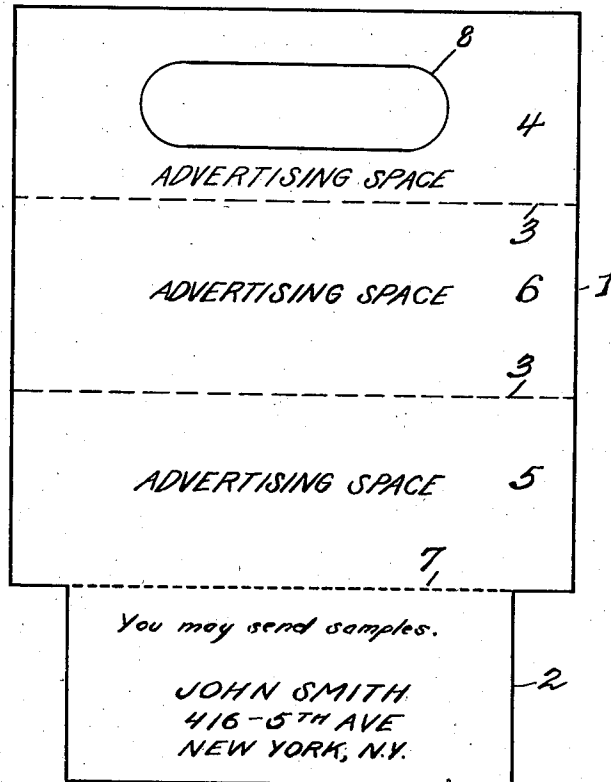
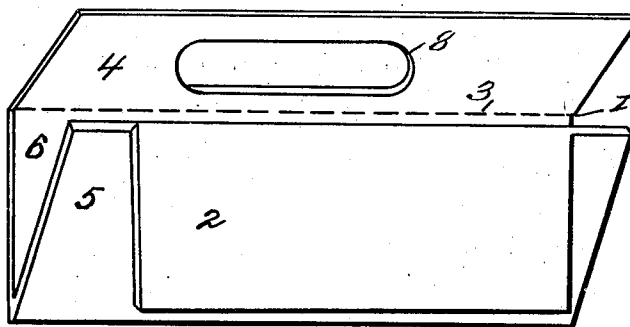


Fig. 2



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Fig. 3

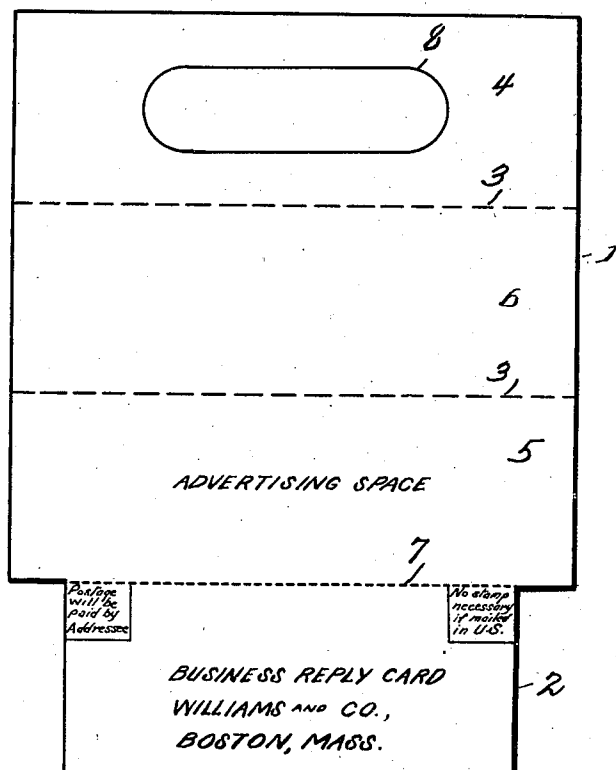
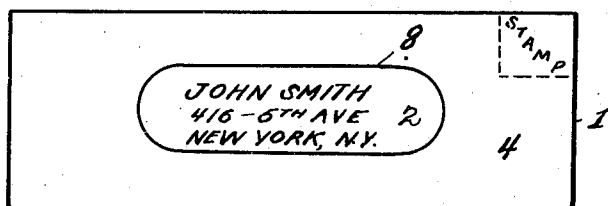


Fig. 4



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UNITED STATES PATENT OFFICE

2,069,602

MAILING FOLDER

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3 Claims. (Cl. 229—92.3)

This invention is directed to an improvement in mailing folders, circulars, cards and envelopes for advertising and like purposes, with which there is incorporated a return mailing piece so associated with the mailing card that the address of the mailing folder will serve as the signature of the sender of the return mailing piece, thus permitting the sender of the return mailing piece to merely detach such return mailing piece from the mailing folder proper for mailing without the necessity of the sender attaching his signature to the return mailing piece.

Mailing folders serve as a very convenient means for advertising, and such usually include a return mailing piece bearing on one side the name of the sender of the mailing folder and on the other side information by which the sender of the return mailing piece, if he so elects, can advise the sender of the mailing folder as to particulars of desired information, samples or the like. Heretofore these return mailing pieces have been complete, except that they required signing by the sender in order that the receiver of such reply mailing piece would know to whom the information, samples or the like indicated on the return mailing piece were to be sent.

Experience has proven that where, as heretofore, the return mailing piece requires physical signing on the part of the sender or someone authorized by him, such detail is neglected and the return mailing piece is seldom forwarded and the advertising effect desired is lost. Again, it will not infrequently happen that the receiver of the mailing folder desires to take advantage of the offer on the return mailing piece and mails the same without his signature. Thus, the receiver of the return mailing piece is unable to comply with the request on the return mailing piece, as he is not advised of the name and address of the sender of the return mailing piece. Here again the advertising effect is lost.

Attempts have been made to overcome this objection by stamping the return mailing piece with a particular number which corresponds in the books of the sender of the mailing card with a particular name and address, so that on receiving the return mailing piece bearing a particular number, the sender of the mailing card will know the name and address of the sender of the return mailing piece even if the latter should lack a signature and address. This stamping of the return mailing pieces with particular numbers and the maintenance of a record with corresponding numbers bearing names and addresses

is a matter of no little labor, to say nothing of the additional cost involved.

The primary object of the present invention is to associate the return mailing piece with the mailing folder in such a manner that the name and address of the person to whom the mailing folder is forwarded is written on the return mailing piece in a position to serve on such return mailing piece as the signature and address of the individual returning the return mailing piece to the sender of the mailing folder. As the address of the person to whom the mailing folder is to be sent must be written on the mailing folder, the utilization of the return mailing piece for receiving this address increases neither the labor nor cost of sending out the mailing folder, while the provision of this address on the return mailing piece serving, when the return mailing piece is detached from the mailing folder, as a means of identification of the sender of the return mailing piece, precludes a possibility of error in the return mailing piece and at the same time permits the sender of the return mailing piece to mail the latter without effort on his part other than merely detaching the same from the mailing folder, noting his desires briefly in writing on the return piece and at the same time retain the advertising message.

It has been found particularly advantageous in one preferred embodiment to indent or make the return mailing piece or post card of smaller dimension or width on one or both sides as compared to the mailing folder proper so that attention is drawn to it when the folder is unfolded by the addressee and to place the name of the addressee of the folder and prospective sender of the return post card so that it will be at the bottom of the advertising message and appear to act as a signature thereof and draw especial attention from the recipient.

Moreover, the folder may be so constructed as to enable application of the name and address of the recipient to the return mailing piece or post card when the folder has been folded for mailing by the advertiser or mailer.

The invention is illustrated in the accompanying drawings, wherein:—

Figure 1 is a plan view of the mailing folder in flat relation.

Figure 2 is a similar view of such folder partially folded, showing particularly the relation of the return mailing piece and the closing flap of the mailing folder through which the name and address on the return mailing piece is visible.

Figure 3 is a view similar to Figure 1, the mailing folder being viewed from the opposite side.

Figure 4 is a plan view of the mailing folder, with the parts folded and the folder in mailing condition.

The folder may be of any appropriate size, and is preferably of a heavy grade of paper. The folder is made up of a main section 1, which is of uniform width throughout its length, and a return mailing piece section 2, which latter is preferably, though not necessarily, of slightly less width on both sides than that of the main section 1. The main section 1 is divided by weakened lines 3 for folding, there being preferably formed by such weakened lines an upper or flat section 4, a lower section 5, and an intermediate section 6.

The return mailing piece 2 is integral with the section 1, being secured to the lower edge of the section 5 with a line of perforations 7 or like formation, serving to permit convenient separation of the return mailing piece from the mailing folder at will. The return mailing piece on what may be termed its inner surface bears any appropriate requests common to such mailing piece as for example, the sending of samples, request for literature, and various other details. On the reverse side of the return mailing piece, as indicated in Figure 3, there is printed the name of the sender of the mailing folder, this name serving as the address of the return mailing piece when the latter is separated from the mailing folder for return. This surface of the return mailing piece may be provided with a stamp, may be marked that the postage will be paid by the receiver of such return mailing piece, or otherwise to indicate the conditions of mailing.

The mailing folder on the inner surface of the sections 4, 5, and 6 provides space for appropriate advertising of any desired character, and the reverse face of the section 5 is also designed to receive advertising matter of any desired character. The reverse side of the sections 4 and 6 however, form the closing flaps for the mailing folder, as will later appear, and are preferably free from advertising, though of course they may contain any matter desired.

The upper section 4 of the mailing folder contains the die-cut elongated opening 8, which exposes the name and address for mailing, and at the same time serves as the signature for the return mailing piece. This opening 8 is less than the width and length of the return mailing piece, and is so arranged relative to the surface of the return mailing piece as to overlie and expose an appreciable portion of such mailing piece when the mailing folder is folded.

The folding operation of the mailing folder is illustrated in Fig. 2, wherein the section 5 is folded up onto the section 6, the return mailing piece 2 being folded down onto the outer surface of the section 5. The section 4 of the mailing folder is then folded over onto the return mailing piece. In this position, indicated in Fig. 4, the opening 8 overlies that surface of the return mailing piece opposite the surface bearing the printed address of the sender of the mailing folder.

The name and address of the person to whom the mailing folder is to be forwarded is then written or printed on the return mailing piece within the area exposed through the opening 8, and, this address being exposed, serves as the address for the sending of the mailing folder. It is to be noted that this address of the receiver of the mailing folder is written below the detailed re-

quests on the surface of the return mailing piece, but these requests are concealed by the section 4 of the mailing folder, only the name and address being exposed. However, this name and address serve when the return mailing piece is detached to indicate the signature of the sender of the return mailing piece.

On receiving the mailing folder the latter is opened, exposing the return mailing piece, and if the receiver desires to take advantage of the proposition on the return mailing piece, he simply detaches this mailing piece from the mailing folder proper and mails such detached return mailing piece. The return mailing piece on one side is already printed with the address of the party to whom it is to be delivered, while the signature and address of the sender of the return mailing piece has already been written on the return mailing piece in supplying the address of the mailing folder as a whole. Thus, the mere act of supplying the address for the mailing folder simultaneously places on the return mailing piece in proper position the name and address of the party who would ordinarily return the return mailing piece, so that a single addressing act places within the possession of the receiver of the mailing folder a return mailing piece already completed with his signature and address. This relieves the sender of the return mailing piece of any effort as to signing his name and address, insures that every return mailing piece mailed will bear a proper name and address for the information of the sender of the mailing folders, and will undoubtedly result in a more effective use of the advertising, for it provides for the return of the return mailing piece without physical effort on the part of the sender, except merely detaching such mailing piece.

Of course, the improvement is advantageous in other lines, as the return or reply mailing piece may serve to secure information for the sender of the mailing folder, and other obvious uses of the invention are contemplated as within the spirit of the improvement.

It is obvious of course that the relative dimensions, the position and shape of the window, the position and shape of the return post card, the number of folds and the manner of attracting attention to the return post may be varied all within the scope of the appended claims. In the form of invention as shown, however, the window is positioned in the uppermost fold while the return post card is included in the lowermost fold and is preferably indented on both sides so as to dangle and attract the eye of the recipient thereto and particularly to the name and address of the recipient thereon.

I claim:—

1. A mailing and display folder, consisting of four sections and comprising a foldable rectangular section having a large central portion thereof removed to form a window opening or hole therein at the upper end of the folder when unfolded, a second foldable section at its other end of about the same height as said first rectangular section but of substantially less width than said first rectangular section, two intermediate foldable sections of substantially the same height as said first section connecting the end sections, said mailing folder when unfolded having a front side and a back side, the front sides of said two intermediate sections constituting a space for the reception of printed matter, the front side of said second foldable end section having a blank portion located in such

a position as to match and be visible through said opening or hole when the sections are folded together, and said opening or hole remaining uncovered and exposing said blank portion 5 after the folder has been folded, so that the recipient's name and address may be applied through said opening or hole to said blank portion, and the back side of said second section bearing the name and address of that party who 10 mailed the folder out.

2. The structure of claim 1, in which the window opening or hole is centrally positioned in the top section of the folder and is provided with semi-circular end borders and said second 15 foldable section of less width than said first section is centrally positioned so that there will be notches or recesses on both sides of said second section, the recipient's name and address appearing at the end of said printed matter when 20 said mailing folder is unfolded, so as to appear as a signature thereto.

3. A mailing and display folder comprising a foldable rectangular section having a window opening therein at the one end of the folder 25 when unfolded, a second foldable section at its other end of about the same height as said first

rectangular section but including a detachable return post card of substantially less width than said first rectangular section, an intermediate foldable section of substantially the said width 5 as said first section and connecting the end sections, said mailing folder when unfolded having a front side and a back side, the front side of said intermediate foldable section constituting a space for the reception of printed matter, the front side of said second foldable end section forming the back of said detachable return 10 post card and said post card having a blank portion located in such a position as to match and be visible through said opening when the sections are folded together, and said opening 15 remaining uncovered and exposing said blank portion after the folder has been folded, so that the recipient's name and address may be applied to said blank portion, and the back side of said 20 second end section forming the front side of said post card and bearing the name and address of that party who mailed the folder out, and constituting the forwarding address of the 25 post card when detached.

EMANUEL DAVIS.