April 16, 1935. C. A. BINGER 1,998,354

MAILING FOLDER

Filed Oct. 30, 1934

Fig. 1.

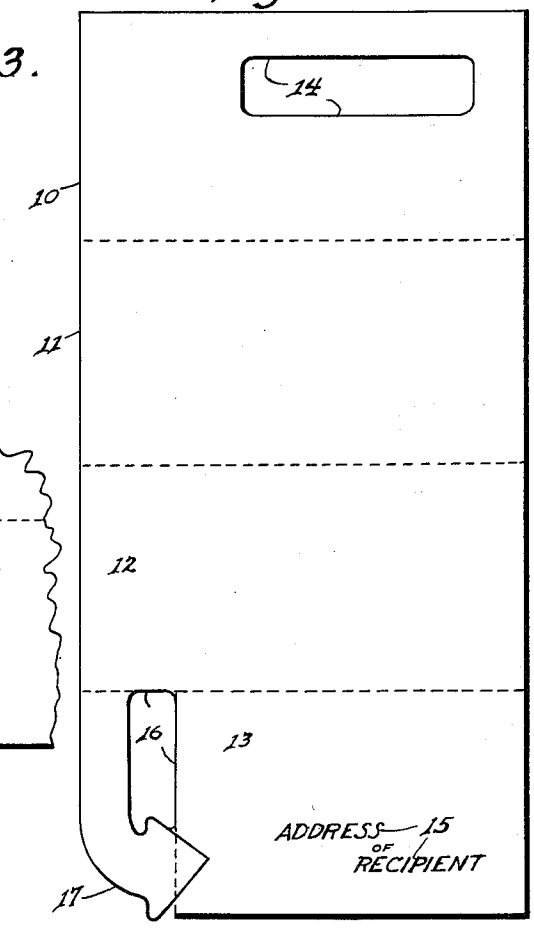


Fig. 3.

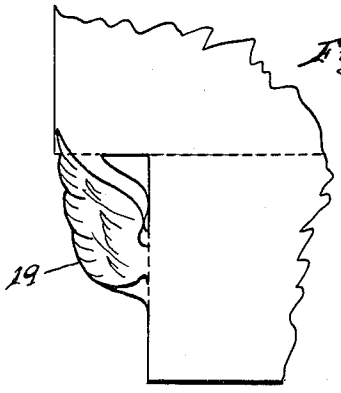


Fig. 4.

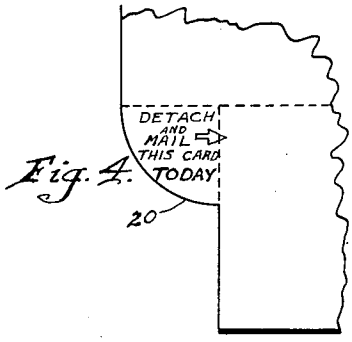


Fig. 2.

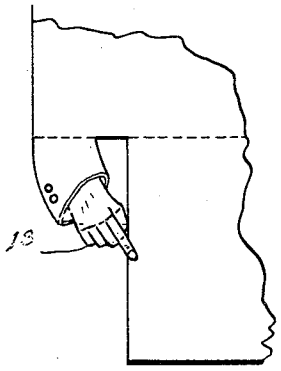
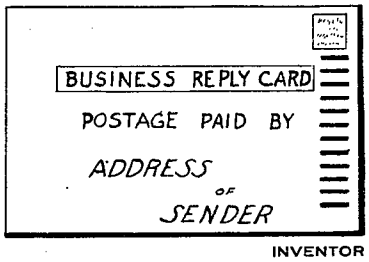


Fig. 5.



INVENTOR

Charles A. Binger,

BY Clyde L. Rogers

his ATTORNEY

Patented Apr. 16, 1935 1,998,354

UNITED STATES PATENT OFFICE

1,998,354

MAILING FOLDER

Charles A. Binger, New York, N. Y., assignor of one-half to Samuel L. Unger, New York, N. Y.

Application October 30, 1934, Serial No. 750,730

5 Claims. (Cl. 229—92.3)

This invention relates to mailing folders adapted for advertising and other uses and more particularly to a window opening type of folder equipped with a return mailing element adapted to be detached by the recipient of the device and such element bearing on one side the message and address of the recipient of the device which is visible through the window opening of the folder when folded, and the other side of such return mailing element bearing the address of the sender of the device, and if desired, suitable indicia to indicate the postage prepaid character of such element. The invention is particularly directed to a mailing folder of the described type such as shown in the patent to Samuel L. Unger, No. 1,944,853, patented January 23, 1934.

In this type of mailing folder the prime objective is to induce the recipient of the device to detach the return mailing element and mail it back to the sender of the device and the principal object of the present invention is to provide means for more strikingly suggesting to such recipient, the idea of so detaching and mailing back the return mailing element.

The invention will be better understood from the following detailed description taken in connection with the accompanying drawing, and the distinctive features of novelty will be thereafter pointed out in the appended claims.

Referring to the drawing:

Figure 1 is an elevation of a folder embodying the invention in one form and showing the folds extended.

Figure 2 is a fragmentary elevation showing another form of the invention.

Figure 3 is a fragmentary elevation showing still another form of the invention;

Figure 4 is a fragmentary elevation showing a still further embodiment of the invention; and,

Figure 5 is an elevation of the return mailing element detached and showing the reverse side thereof from that shown in Figure 1.

In the illustrative embodiment of the invention shown, the folder of my invention comprises 4 sections, 10, 11, 12 and 13, the section 10 being equipped with a window opening 14 therein through which the address 15 of the recipient of the device borne by the section 13 is visible when the device is folded similarly as in said Unger patent. The sections 10, 11 and 12 constitute an extended area for the display of the advertising or other message of the sender similarly as in the Unger patent and the section constituting the return mailing element 13 has on its reverse side the address of the sender of the device, as shown in Figure 5, similarly as in said Unger patent.

In accordance with my invention the return mailing element 13 illustratively shown as a mailing card is of less length than the other sections and for purposes of my invention I arrange this section 13 so that one end thereof is in alignment with, or relatively adjacent, the ends of the other sections leaving a relatively substantial rebated area at the other end of the section 13, i. e., as indicated at 16 at the left of Figure 1. In this rebated area I provide suitable means to suggest strikingly and conspicuously to the recipient of the device the idea of detaching and mailing said section. Such means is indicated at Figure 1 as a partially cut out arrow figure 17 with the arrow pointing toward the mailing card section 13. In Figure 2 I show a hand 18 partially cut out or formed to point to the return mailing card for the same purpose. In Figure 3 I show at 19 the outline of a wing in such rebated area. In Figure 4 I show at 20 a tab in such rebated area having printed thereon an arrow and a suitable legend to emphasize to the reader the thought of detaching and returning the mailing card.

It will be understood that the described forms are merely illustrative of various devices that may be incorporated in such rebated area at one end of the return mailing card to suggest to the recipient the thought of detaching and returning the same; and I desire it to be understood that my invention comprehends and includes all such forms that may be devised. In these as well as other respects the present embodiment is to be understood as illustrative and not restrictive, reference being had to the appended claims rather than to the foregoing description to indicate the scope of invention.

Having described my invention, what I claim as new and desire to secure by letters patent is:

1. A mailing folder comprising a plurality of sections one thereof having a window opening therein and another section constituting a detachable return mailing element bearing an address visible through said window opening when the device is folded, said return mailing element being of less length than the other sections providing a rebated area, and physical means located in said rebated area for strikingly pointing out said element as intended for detachment and mailing.

2. A mailing folder comprising a plurality of

foldable sections one end section having a window opening therein and the other end section constituting a detachable return mailing element, bearing an address visible through said window opening when the device is folded, said detachable mailing section being of less length than the other sections providing a rebated area at one end thereof, and physical means located in said area and contained within the limits thereof for strikingly pointing out said element as intended for detachment and mailing.

3. A mailing folder as set forth in claim 2 wherein the last named means is embodied in the form of an arrow.

4. A mailing folder as set forth in claim 2 wherein the last named means is embodied in the form of a hand.

5. A mailing folder as set forth in claim 2 wherein the last named means is embodied in an out-spread wing.

CHARLES A. BINGER.