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COUPON ENVELOP FOR PAPER PATTERNS AND THE LIKE.

APPLICATION FILED OCT. 2, 1915.

1,177,886.

Patented Apr. 4, 1916.

Fig. 1.

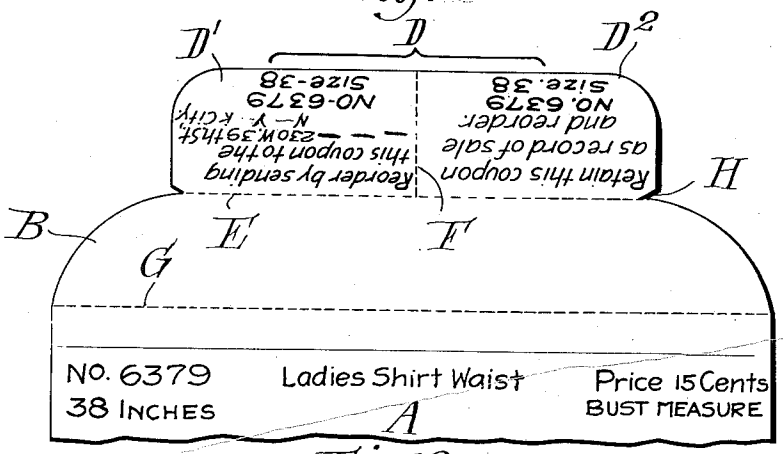


Fig. 2.

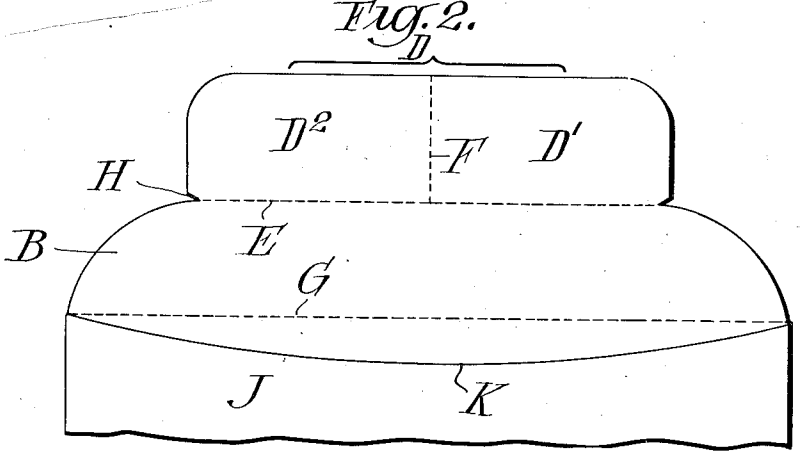
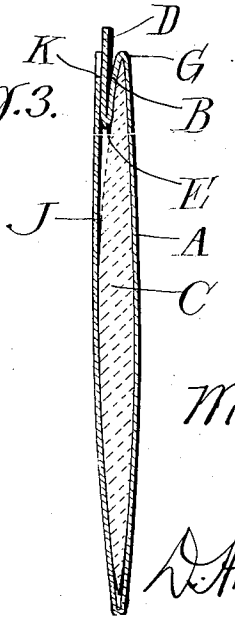


Fig. 3.



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COUPON-ENVELOP FOR PAPER PATTERNS AND THE LIKE.

1,177,886. Specification of Letters Patent. Patented Apr. 4, 1916.

Application filed October 2, 1915. Serial No. 53,822.

To all whom it may concern:

Be it known that I, WILLIAM WALLACE NEWCOMB, a citizen of the United States, residing in the city, county, and State of New York, have invented certain new and useful Improvements in Coupon-Envelops for Paper Patterns and the like, of which the following is a specification.

In the paper pattern industry the patterns are usually sold in a number of separate pieces folded and placed in an envelop of thin paper containing directions for use. They are sold for small prices so that it is essential to use comparatively cheap and flimsy paper for the envelop. It is important for the retail dealer to keep his stock of patterns complete (including styles and sizes in each style) and to order immediately a duplicate of each pattern sold. Reorders are, therefore, usually transmitted to the manufacturer daily. For the purpose of facilitating such reorders envelops have been used containing a reorder coupon giving the number of the pattern contained in the envelop.

The present invention relates to an envelop of this general character which is designed to have certain advantages over those previously used.

The accompanying drawings illustrate an envelop embodying the invention.

Figure 1 is an elevation of the upper portion of the face of the envelop; Fig. 2 is an elevation of the upper portion of the back; Fig. 3 is a section through the envelop from top to bottom.

Referring now to the embodiment of the invention illustrated, the front A of the envelop contains the usual identifying number and size (No. 6379 and size 38 inches in the example illustrated). At the upper end is a closing flap B which in use is tucked into the mouth of the envelop so as to embrace the contents C and hold the latter in the envelop, the thin paper of the envelop being flexible so as to permit the closing of the envelop in this way with rapidity and ease. The great number of envelops which have to be supplied with patterns and closed in this way makes it important to economize closely the time spent by operatives on each pattern. The material of the envelop is further extended to comprise not only the closing flap, but also a coupon D which is connected by a creased perforated or otherwise weakened tearing line E so that it may be easily detached along a determined line and will leave the closing flap B for holding the contents in the envelop.

The coupon bears identical numbers with the envelop (No. 6379 and size 38 in the present case) so that when detached it may be used for ordering a duplicate of the pattern. There may be a single coupon containing the identifying numbers required, or the extension D may be divided into two coupons D′ and D² preferably separated by a weakened tearing line F, for a purpose hereinafter described, each coupon bearing the proper identifying numbers.

The ends of the extension D, printed as a single coupon or as a pair of coupons, are at substantially right angles to the base line or joining line E with the closing flap, the ends of the latter being tapered from its longer base line G to the somewhat shorter line E, and notches H being formed at the ends of the line E so as to facilitate a quick and accurate detachment of the coupon or coupons.

The parts B and D constitute an integral extension of the paper of which the envelop is made. Such paper is creased inward along the base line G of the flap and outward along the base line E of the coupon portion so that the closing flap may be easily folded within the mouth of the envelop, the flap B embracing the contents of the envelop and the coupon portion D extending in an outward direction from the inner edge E of the flap. Preferably the coupon D is slightly wider than the closing flap so that it extends beyond the mouth of the envelop when the latter is closed, as shown in Fig. 3. It thus constitutes a reminder to the clerk that the coupon is to be detached before delivering the pattern to the purchaser. The back J has its edge K, which is opposite the closing flap, concave. This makes a larger throat for the insertion of the pattern and for the folding in of the closing flap and also, when the envelop is closed, exposes the coupon so as to facilitate the salesman's taking hold of it to pull it out.

The terms "back" and "front", as applied to the portions A and J of the envelop are transposable, since either side may be called the front and the opposite side the back; and the extension which constitutes the clos-

ing flap and the coupon may be an extension of either one side or the other.

In using the invention the salesman will, at the time of making the sale and before delivering the pattern, pull out the projecting coupon D and detach the same and will tuck in again the closing flap B and deliver the pattern with the envelop in this condition. The construction, with the projecting coupon D and the concave edge K, permits this operation without the chance of injury to the mouth of the envelop which occurs in other styles of envelop where the salesman has to thrust his finger or thumb into the envelop in order to get at the coupon. The construction described also saves the single ply edge K of the envelop from injury in transportation since it is protected by the three plies of paper at the opposite side all projecting beyond the edge K.

The salesman having withdrawn the coupon D and delivered the pattern will transmit the coupon to the purchasing department. If a single coupon is used the proper clerk in this department will make an entry in his books of the reorder of this pattern, copying the number from the coupon, and will forward the coupon to the manufacturer. The clerk has, therefore, to make a suitable entry in his books before reordering the pattern. In busy times this is an inconvenience. I provide, therefore, where two coupons are used, for a memorandum which the clerk may retain in addition to the reorder coupon. D^2, for example, is marked "Retain this coupon as record of sale and reorder"; while D' is marked "Reorder by sending this coupon to The ——— Company, 236 W. 37 St., N. Y. City". The reorder coupons being immediately mailed, the sales memorandum coupons may be laid aside and accumulate until a convenient opportunity for entering them in the appropriate book, or they may constitute, themselves, the book of reorders by means of which the clerk may check the invoices which are received with duplicate patterns.

It is customary in the shops not to permit the return of patterns once sold, since the purchaser might use the patterns for copying and then return them. My improved envelop provides a check against the return of such patterns by error of the retail salesperson or otherwise. The lack of a reorder coupon on the envelop is indicated at once by the absence of a projecting portion thereof as indicated in Fig. 3, as well as by the torn edge of the closing flap. In this respect the present construction is advantageous as compared with envelops having a reorder coupon on the opposite edge from the closing flap, which is ordinarily tucked in, the lack of which would not be so readily noticeable.

The manufacturer usually carries the different styles and sizes, amounting to several thousand different patterns in all, in a line of bins arranged in chronological order. Where reorders come in in the usual way on a list upon which the numbers are placed by the retail clerk as they are sold and without chronological order, the clerk refilling the order at the factory has to go back and forth along the line of bins in order to pick out the proper numbers as arranged on such a list (or has to rewrite the list of numbers in chronological order, which would take even more time); and the same difficulty applies where a single coupon is attached to the envelop and the retailer keeps these coupons and sends to the manufacturer a written list of reorders. With the present improvements the manufacturer will receive reorders on printed slips with the numbers conspicuously displayed and all of the same size so that they can be quickly and easily arranged in chronological order and the work of taking the desired numbers from the proper bins is facilitated, the operator having to pass only once along the line of bins. A convenient system for example, for arranging the reorder coupons chronologically, is to provide a slip of gummed paper with the successive numbers printed thereon; the operator sticking each coupon on the slip of paper alongside of the corresponding number so that he will have a slip with the coupons arranged thereon chronologically.

The portions of the envelop which are cut off from Figs. 1 and 2 may be of any suitable construction and design. Usually both the front and the back contain printed matter in the way of directions and advertisements. Usually also the envelop is made of a single sheet of paper with the front folded over on the back and the lower edge and one side edge glued together. The invention may be applied to these and to various modifications of these usual styles of envelops.

Various modifications also may be made of the design and arrangement of the flap and coupon illustrated without departing from the invention as defined in the following claims.

What I claim is—

1. A combined envelop and reorder coupon for paper patterns and the like comprising an envelop having at one side of its mouth an extension comprising two members, one a closing flap tapered from its base outward so as to be easily tucked in and to hold the pattern within the envelop and the other a reorder coupon located at the outer edge of the flap and of less width than the base line of the flap so that it may be easily tucked in with the flap and adapted to be easily detached and to leave the flap for holding the pattern in the envelop, the envelop and the coupon bearing identical

numbers so that the detached coupon may be used for ordering a duplicate of the pattern.

2. A combined envelop and reorder coupon for paper patterns and the like comprising an envelop having at one side of its mouth an extension consisting of two parts, one a closing flap tapered from its base to its outer end and the other a reorder coupon located at the outer end of the closing flap and of less width than the base line of the flap, the envelop and the coupon bearing identical numbers so that the detached coupon may be used for ordering a duplicate of the pattern, the flap being bent inward along its base and tucked into the mouth of the envelop so as to close the latter and hold the pattern therein and the coupon being folded outward along its base so as to extend outward from the tucked in edge of the flap.

3. A combined envelop and reorder coupon for paper patterns and the like comprising an envelop having at one side of its mouth an extension consisting of two parts, one a closing flap tapered from its base to its outer end and the other a reorder coupon located at the outer end of the closing flap and of less width than the base line of the flap, the envelop and the coupon bearing identical numbers so that the detached coupon may be used for ordering a duplicate of the pattern, the flap being bent inward along its base and tucked into the mouth of the envelop so as to close the latter and hold the pattern therein and the coupon being folded outward along its base so as to extend outward from the tucked in edge of the flap, the coupon being wider than the flap so as to extend beyond the base of the tucked in flap and to constitute a reminder that it is to be detached when the pattern is sold.

4. A combined envelop and reorder coupon for paper patterns and the like comprising an envelop having at one side of its mouth an extension comprising two members, one a closing flap tapered from its base outward so as to be easily tucked in and to hold the pattern within the envelop and the other a pair of coupons located at the outer edge of the flap and of less aggregate width than the base line of the flap so that they may be easily tucked in with the flap and adapted to be easily detached from each other and from the flap to leave the flap for holding the pattern in the envelop, each of said coupons and also said envelop bearing identical numbers so that the coupons may also be detached from each other and used as a memorandum of sale and a reorder respectively.

5. A combined envelop and reorder coupon for paper patterns and the like comprising an envelop having a closing flap adapted to close the envelop and hold the pattern therein and a pair of coupons adapted to be easily detached from the envelop and from each other, each of said coupons and also said envelop bearing identical numbers so that they may be used as a memorandum of sale and as a reorder respectively, said coupons being arranged alongside of each other at the outer edge of the flap so as to constitute a single extension from the flap, notches being cut at the ends of the base line of said coupon extension by which the two coupons may be accurately and rapidly detached at one operation.

6. A combined envelop and reorder coupon for paper patterns and the like comprising an envelop having at one side of its mouth an extension comprising a closing flap adapted to close the envelop and hold the pattern therein and a reorder coupon adapted to be easily detached and to leave the flap for holding the pattern in the envelop, the envelop and the coupon bearing identical numbers so that the detached coupon may be used for reordering a duplicate of the pattern, the line between the flap and the coupon being parallel with that between the body of the envelop and the flap, the flap being tapered from its base outward and notches being cut at the ends of the base line of the coupon to facilitate the accurate detachment of the latter.

In witness whereof, I have hereunto signed my name.

WILLIAM WALLACE NEWCOMB.