A. M. COIT.

MAILING FOLDER.

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1,171,592.

Patented Feb. 15, 1916.

Fig. 1.

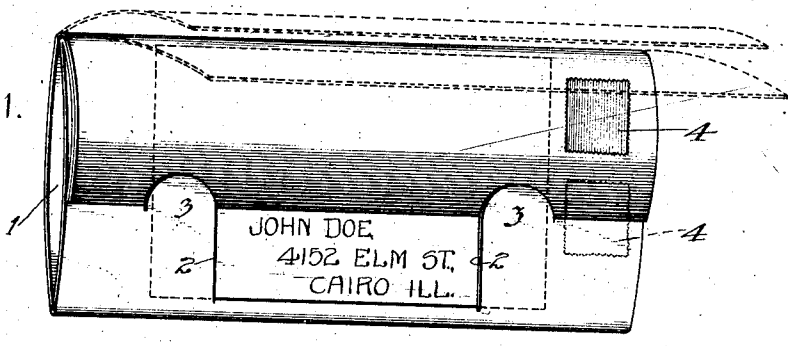


Fig. 2.

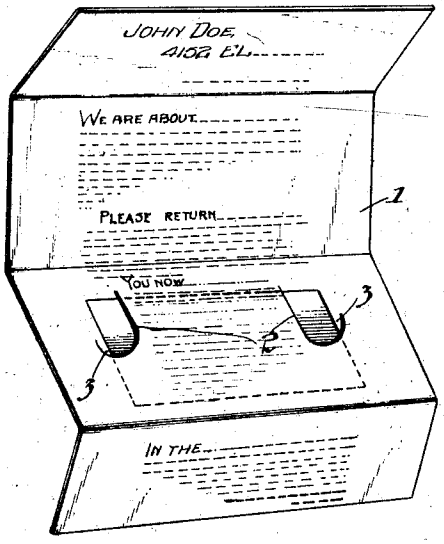


Fig. 3.

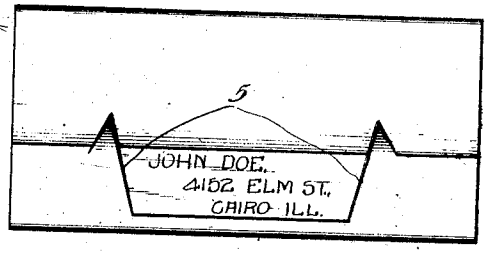


Fig. 4.

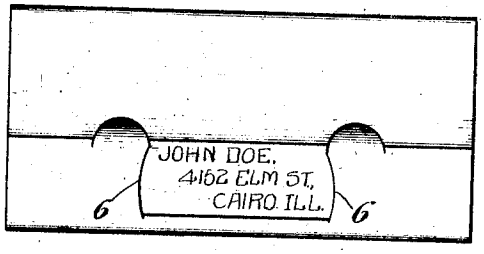
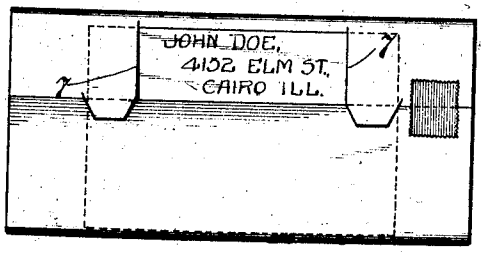


Fig. 5.



Witnesses

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MAILING-FOLDER.

1,171,592. Specification of Letters Patent. Patented Feb. 15, 1916.

Application filed January 12, 1914. Serial No. 811,520.

To all whom it may concern:

Be it known that I, ALBERT MERRILL COIT, a citizen of the United States, residing at Chicago, in the county of Cook and State of Illinois, have invented new and useful Improvements in Mailing-Folders, of which the following is a full, clear, concise, and exact description, reference being had to the accompanying drawing, forming a part of this specification.

My invention relates to improvements in mailing folders of the kind wherein a return card accompanies the folder, the mailing address for the folder as a whole, appearing on the return card rather than on the folder proper and being exposed to view in a manner somewhat similar to the transparent window envelop. Folders of this character are employed mainly in advertising, the advertising matter being printed on the side of the sheet which is folded in to conceal it from view until the folder is opened or unfolded by the recipient. The return card usually has the said sheet folded about it, whereby it is inclosed therein. Said card is held against sidewise movement by being passed through transverse slits in the folded sheet, and therefore, it covers up a great part of the advertising matter, and must be removed from said slits to expose said advertising matter to view. Furthermore, the long transverse slits detract from the appearance of the folder besides rendering it liable to be torn completely in two, both in inserting the card and removing it and also in sending it through the mail. Where attempts have been made to detachably secure the return card to the outside of the folder instead of inclosing it within the same, the card has not been as securely held to the folder, most of the edges being exposed and liable to catch on other mail matter and pull out.

The object of my invention, generally speaking, is to provide an improved folder of the window type, combining many of the advantages of the above forms of folder without the disadvantages of either.

More particularly, the objects of my invention are: To provide a folder having a return card on the outside thereof, but nevertheless, having most of its edges covered. To provide a folder having in effect a short window formed without actually cutting out part of the stock, the card being longer than the window and mounted behind it, whereby only a small area thereof is exposed to view. To provide a folder in which the slits are mainly vertical and relatively short, whereby the sheet is not weakened as much as with long horizontal slits extending nearly across the sheet. To provide a folder wherein the slits, which hold the card in place, are used also to hold the sheet in folded position.

Other objects and advantages will be apparent from the more detailed description hereinafter given.

In the accompanying drawings, I have shown several embodiments of the invention, which will serve to illustrate the novel features.

Figure 1, of said drawings, is a perspective view of one form of the folder as it appears with the return card in place, ready for mailing. Fig. 2, is a perspective view of the folder in open position about as it would be held in being read. Figs. 3 and 4, are elevations of modified forms of mailing folders having the slits shaped differently from the showing in Fig. 1. Fig. 5, is a further modified form in which not only are the slits different, but the entire folder is inverted with respect to the folder shown in the other figures.

The folder proper comprises a sheet 1, of suitable stock, which is preferably somewhat heavier and somewhat stiffer than the usual writing paper and may be rectangular in outline. It is folded to form a plurality of sections. In the present instance, it is folded to provide four sections much after the manner in which an ordinary sheet of legal size paper is folded, except that the two middle sections are of greater vertical height than the two end sections. One of the sections is provided with a pair of substantially vertical slits 2. Said slits are turned away from each other at one end in such a manner as to form projecting tabs or clips 3. At the other end they terminate short of the adjacent crease in the paper, whereby as shown in Fig. 1, a lower border is provided which improves the appearance of the folder and gives more the effect of a window. However, I do not limit myself to this arrangement.

The post card is inserted in the slits in a manner which will be apparent from Figs. 1 and 2. The short upper sections of the folder are folded down over the upper half of the post card and are sprung in behind

the tabs 3, whereby the parts are held together. With this arrangement, it is not necessary to use a special seal to hold the folder shut, and the mailing stamp 4 may be applied in the customary corner as shown in Fig. 1. Of course, if desired, it may be applied to the edges of the overlapping sections as shown in dotted lines in said figure, whereby further security is obtained.

It will be noted that the distance between the vertical slits 2, is much less than the length of the return card, as a result of which the short edges of the latter are completely covered. The upper edge of the post card and in fact the upper half thereof, is also completely covered by the short sections which are folded down over it. In fact, the area of the post card exposed to view is comparatively small as compared to the area of the entire card and while said area may be varied within wide limits, it is advantageous to have it relatively small, whereby the post card may be protected, particularly at its edges, thereby rendering it less liable to be caught and torn from position.

The side of the sheet shown in Fig. 2, may be called the inside and is intended to contain practically all of the letter or advertising matter addressed to the customer. When the sheet is folded, the post card is not inclosed within it; that is, it is neither inclosed in the sense of being located between the main folds of the sheet as if it were in an envelop, nor is it in contact with the inner printed side. Instead it is in contact with the outer side of the sheet, and while partially covered by the two short upper sections as shown in Fig. 1, the effect is the same as that of a card caught by its short edges on the outside of the main folds of the sheet. Hence, in opening the folder the short sections are swung upwardly about as shown in dotted lines in Fig. 1, and the post card conveniently removed before the sheet is entirely opened, whereupon the entire side of the sheet is exposed to view at once and the effectiveness of the printed matter is not impaired. However, even if the post card is not removed, the inside of the sheet when opened is practically unobstructed, as only a very small part of the post card projects through the slits, as shown in Fig. 2. Furthermore, said slits being substantially vertical and spaced apart a considerable distance, the continuity of the sheet in its middle portion is not interrupted nor is said sheet substantially weakened or easy to tear either when inserting or removing the post card.

While many of the advantages enumerated above are dependent upon the arrangement of the slits substantially vertically said slits need not, of course, be exactly vertical or of any particular shape. In order to provide the flaps or tabs 3, however, for locking the fold, it is necessary that said slits double back on themselves in some manner. The slits 5 and 6 shown in Figs. 3 and 4, are different from those shown in Figs. 1 and 2, and are suggestive of various arrangments, which may be employed satisfactorily. Of course, where it is the intention to use a special sealing wafer in any case, the locking tabs 3 may be dispensed with, in which case the slits need not be doubled back upon themselves, but merely made to extend laterally far enough to permit the post card to be inserted. The preferred construction, however, includes said locking tabs. In Fig. 5, the slits 7 illustrate another modification in this regard, the folder being a modification mainly, however, in that it is mailed in a position inverted with respect to the folder shown in Fig. 1. In other words the mailing address is near the top of the return card, instead of near the bottom thereof. This arrangement brings the top and bottom edges of the sheet, which latter are caught under the tabs, above the middle of the device instead of below the middle as shown in Fig. 1. In this position, if an ordinary one cent stamp is pasted over said edges, said stamp will appear in its normal position in the upper right hand corner of the device rather than near the middle thereof. This form of folder is also more convenient where the return cards are so worded as to make it desirable to have the name and address at the beginning of the printed statement thereon, rather than at the end thereof.

It is apparent that the invention is not limited to the particular embodiments thereof illustrated and described herein, as other various forms may be devised which fall within the scope of said invention as expressed in the appended claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent of the United States is:

1. A mailing folder having a plurality of folded sections and a card between two of said sections, one of said last named sections being slitted to receive said card and to receive also, to a less extent, the other of said sections whereby said card projects beyond said other section with the address thereon exposed to view, said folder being secured in folded position by the locking of said other section within said slits.

2. In combination, a mailing folder comprising a folded sheet having one section provided with substantially parallel slits which diverge at one end and double-back on themselves about to the line where they began to diverge, to provide locking tabs, and a return card received within said parallel slits and confined against lateral movement, said locking tabs engaging another section and holding the folder shut.

3. A mailing folder comprising in combination, a folded sheet having a plurality of sections, an outer section being shorter than an adjacent inner section, a card arranged between said two latter sections and extending beyond the free edge of the shorter one, tongues formed by slitting the longer section to engage said shorter section near said free edge thereof to lock said sections in their folded positions, the slits forming said tongues being adapted to receive two of the corners of said card and position it laterally, relatively to said folder, and vertically in one direction with a portion thereof exposed to view, said card being positioned vertically in the opposite direction by one of the creases made by folding said sheet.

4. A mailing folder comprising a folded sheet having substantially parallel slits, a four sided card held within said slits with a pair of opposite margins covered and a middle area exposed to view, another of said margins being covered by one of the folded over portions, whereby less than one entire edge of said card is exposed, and locking tabs formed by extensions of said slits for holding said folder closed.

5. The combination with a return card having the mailing address at the top thereof, of a folder therefor comprising a folded sheet between the two outermost folds whereof the card is arranged, one of said folds having hook shaped slits which hold said card and which also lock the outer fold, the edge of the latter and the parallel portions of said slits forming a window at the top of the folder through which the address is visible.

In witness whereof, I have hereunto subscribed my name in the presence of two witnesses.

ALBERT MERRILL COIT.

Witnesses:
VICTORIA MATTHEWS,
GEORGE P. BARTON.