

C. R. STADERMANN & J. C. HAMMER.
 RETURN COUPON LETTER SHEET ENVELOP.
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1,007,612.

Patented Oct. 31, 1911.

Fig. 1

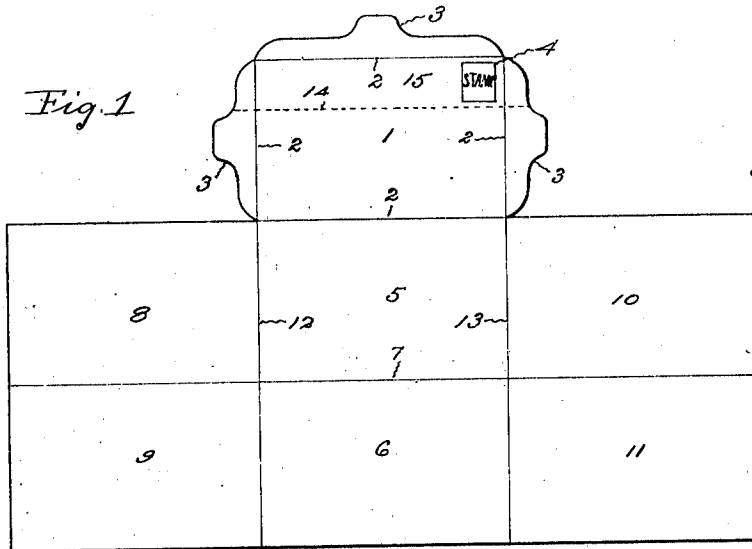


Fig. 2

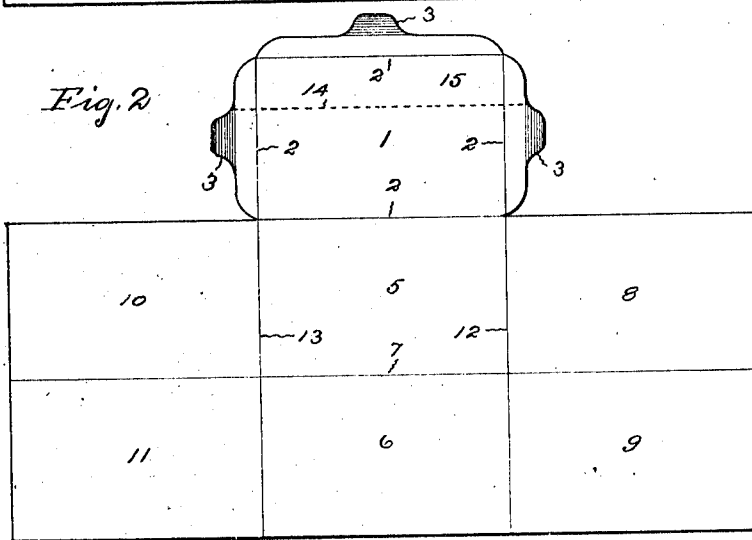
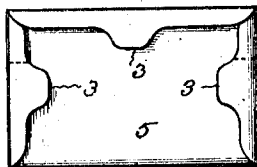
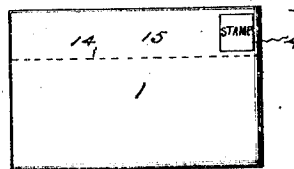


Fig. 3



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Fig. 4



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UNITED STATES PATENT OFFICE.

CURT RICHARD STADERMANN AND JOSEPH C. HAMMER, OF HARTFORD, CONNECTICUT.

RETURN-COUPON LETTER-SHEET ENVELOP.

1,007,612.

Specification of Letters Patent.

Patented Oct. 31, 1911.

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To all whom it may concern:

Be it known that we, CURT RICHARD STADERMANN and JOSEPH C. HAMMER, citizens of the United States, residing at Hartford, in the county of Hartford and State of Connecticut, have invented a new and useful Improvement in Return-Coupon Letter-Sheet Envelops, of which the following is a specification.

10 This invention relates to a letter-sheet envelop which is adapted to inclose ordinary correspondence, but which is particularly intended to be used for advertising purposes.

The object of the invention is to provide 15 a simple, cheap and conveniently sealed wrapper, attached to which and forming part thereof are several pages adapted to receive advertising matter, illustrations or correspondence.

20 The invention resides in a sheet of paper which is considerably larger than the envelop proper, and which is so shaped and creased that, after having the advertising matter printed or the correspondence written thereon, it can be readily folded together, 25 into the form of an envelop, and easily secured by gummed flaps that are attached to the section which forms the front side of the envelop.

30 Figure 1 of the accompanying drawings shows a front view of the unfolded envelop blank. Fig. 2 shows a view of the other side of the same. Fig. 3 shows a back view of the envelop folded and ready for mailing. Fig. 4 shows a front view of the fold- 35 ed envelop in the same condition.

The blank from which this envelop is formed is cut from a sheet of paper of the necessary size and desired weight and quality. 40 The section 1 of the blank is that which forms the front side of the envelop when folded and ready for use. This section is bounded by the creased lines 2. At two ends and one side of this section are flaps 3, that 45 are gummed on the back face. On the front face of this section, in the usual corner, is a space 4 for the necessary postage stamp. The section 1 at its lower edge is attached to the section 5 which forms the back side 50 of the envelop when folded. The lower edge of the section 5 is attached to the section 6, the division being the creased line 7. Attached to one end of the section 5 is a section 8 and attached to the same end of the section 6 is a section 9. Attached to the other 55 end of the section 5 is a section 10, and at-

tached to that end of the section 6 is a section 11. These sections are separated by the creased line 12 on one side, the creased line 13 on the other side, and the creased line 7 through the middle of the sheet. The 60 section 1 is scored or perforated on the line 14 below the stamp location, forming a coupon 15 which it is intended shall be torn off after the envelop has been sent through the 65 mail. It is designed to print on the back of the coupon part of the section 1 such instructions as to the return of the coupon after use, as is suitable. In one use of the envelop the inner face of the section 5, and 70 both inner and outer faces of the sections 6, 8, 9, 10 and 11 are intended to be printed with advertisements or announcements. If desired, one or more of the sections may be left blank for the purpose of allowing the 75 user to write an order for any article which is advertised on the remaining sections. If all of the sections are covered with advertisements, it is intended to inclose within the envelop an ordinary sheet of letter paper 80 folded to the size of the sections 1 and 5, for correspondence.

The envelop is desirably made ready for mailing by first folding the sections 8 and 9 on the creased line 12 over against the 85 inner surface of the sections 5 and 6, then folding the sections 10 and 11 on the crease 13 over against the sections 8 and 9. Then the sections thus folded are folded on the crease 7, and finally these pages thus formed 90 are folded on the lower crease 2 against the back of the section 1. After the sheet has been folded in this manner the gummed flaps are moistened and pressed down and caused to adhere against the back of the 95 section 5 for sealing the envelop. The sections 5, 6, 8, 9, 10 and 11 constitute collectively the letter sheet of the device, and as shown the length of this sheet exceeds the length of the body of the envelop portion. 100 While we have indicated one way in which this sheet can be folded we of course do not restrict ourselves to this.

It is intended to supply these envelops, with one or more of the sections blank, or 105 containing a sheet of paper, already stamped for mailing to the advertisers who have spaces on the envelop. These advertisers dispose of the envelops to their customers, and after the envelop has been used 110 the recipient may tear off the coupon, which as illustrated is the part 15 of the section

1 to which the stamp and post-mark have been applied and redeem the coupon and receive a predetermined sum in cash or credit from any of the parties whose advertisement appears on the envelop.

From the foregoing description it will be evident that the body of the envelop of our combined letter sheet and envelop, has a coupon on the inner face and upper portion thereof, by reason of which said coupon will be opposite the cancellation area of the envelop. When the device is folded up for transmission through the mails and with its stamp, the coupon will be wholly covered and out of view so as to thereby be protected from smears and similar things. The coupon, however, will be opposite the cancellation portion of the envelop. This coupon represents value but only when the coupon portion has been postmarked and canceled. Before, therefore, a coupon can be redeemed it must bear indication that it has passed through the mails. The cancellation of the stamp will ordinarily be an attestation of this fact; the postmark, however, will assure the same. A redeemable coupon, therefore, which is ultimately separated from the combined letter sheet and envelop will bear on one side printed matter indicating that it is redeemable for value or something of an equivalent nature and on the other face will carry the stamp cancellation and postmark or either of them. As a

matter of facilitating the separation of the coupon portion we prefer as already indicated to score the body of the envelop, the score lines extending from one side edge to the other side edge of said body. This scoring, as will be inferred, divides said body into two distinct portions, one a superscripture portion and the other a coupon portion, the inner face of the latter bearing the printed directions to which allusion has already been made and being located above the superscripture portion.

The invention claimed is:

1. A combined letter sheet and envelop, the body of the envelop having a coupon on the inner face and upper portion thereof, whereby said coupon will be opposite the cancellation and postmarking portion of the envelop.

2. A combined letter sheet and envelop, the body of the envelop having a score line extending from one side edge to the other side edge thereof, thereby dividing said body into superscripture and coupon portions, the coupon portion having printed directions on the inner face of said body and being located above the superscripture portion.

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