B. E. MORELAND.

ADVERTISING DEVICE.

APPLICATION FILED JULY 10, 1916.

1,204,584.

Patented Nov. 14, 1916.

2 SHEETS—SHEET 1.

Fig. 1.

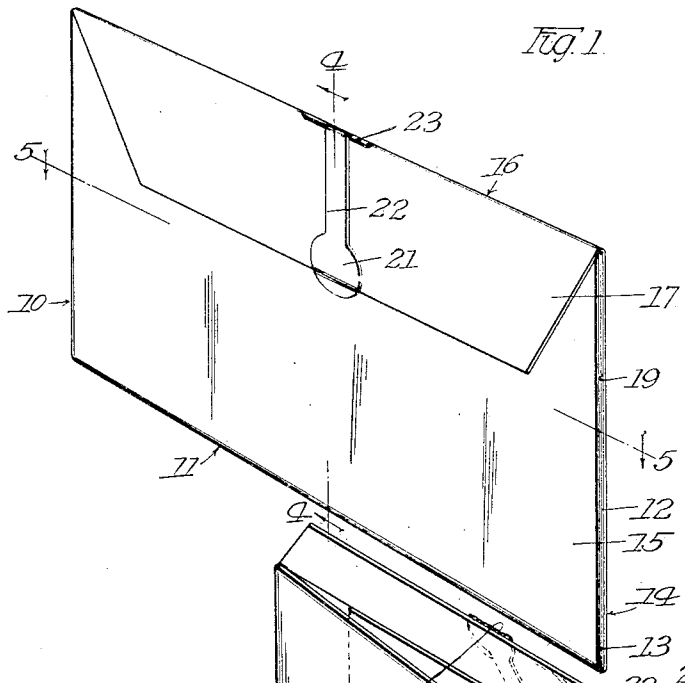
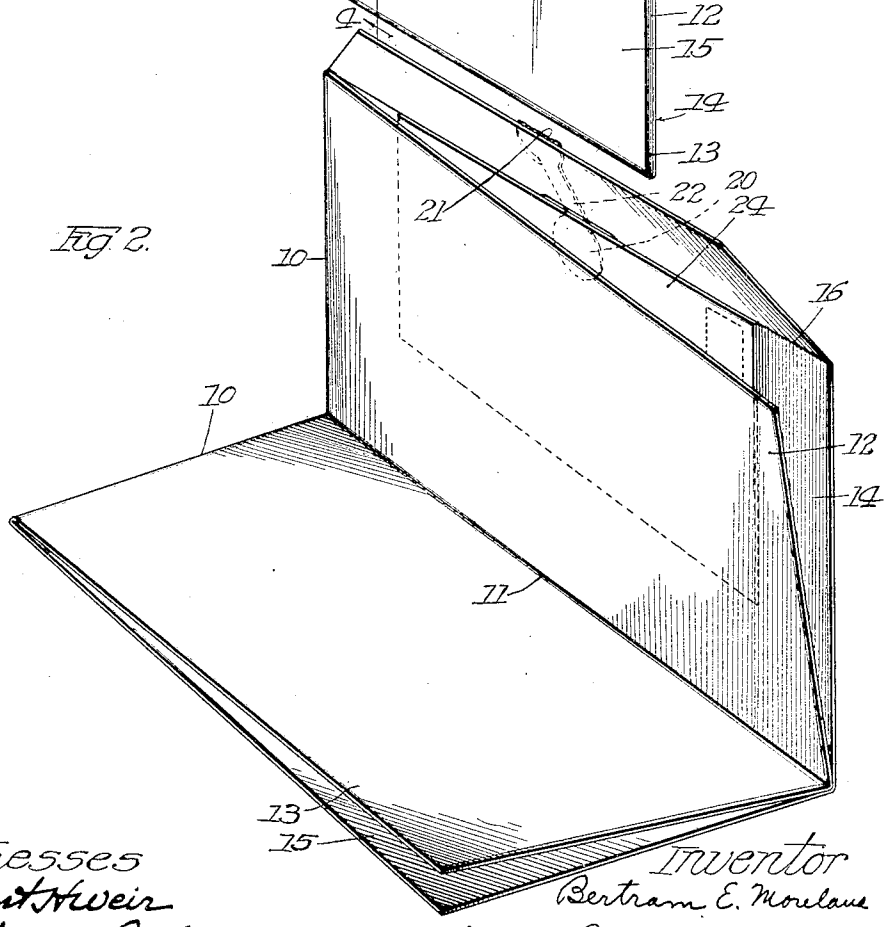


Fig. 2.



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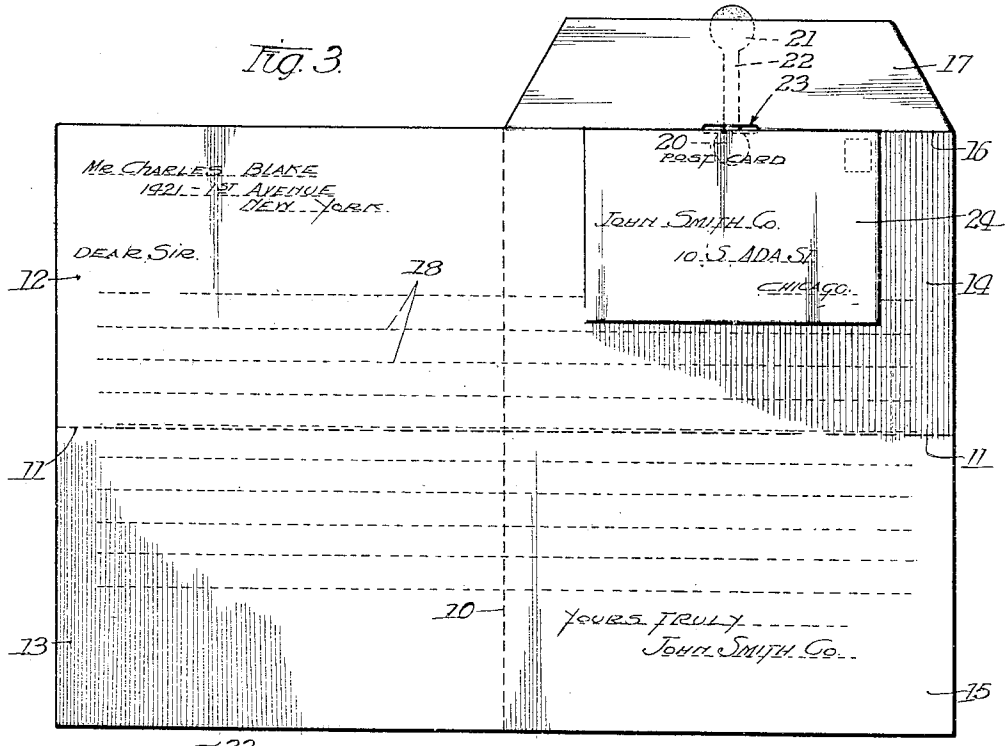
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2 SHEETS—SHEET 2.

Fig. 3.



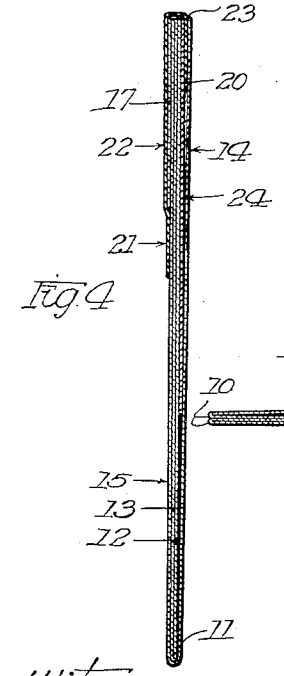


Fig. 4

Fig. 6.

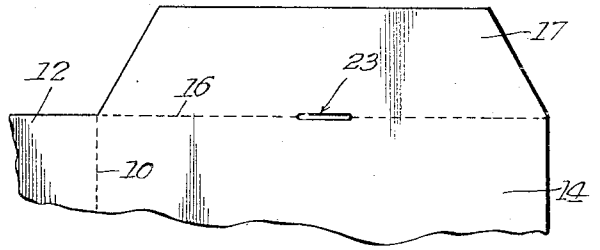


Fig. 5.

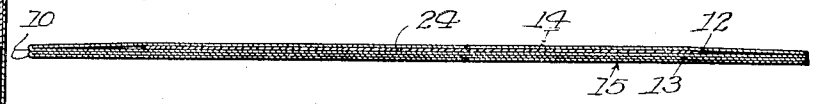
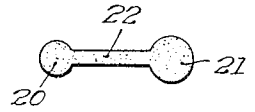


Fig. 7.



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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

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ADVERTISING DEVICE.

1,204,584. Specification of Letters Patent. Patented Nov. 14, 1916.

Application filed July 10, 1916. Serial No. 108,362.

To all whom it may concern:

Be it known that I, BERTRAM E. MORELAND, a citizen of the United States, and a resident of Chicago, in the county of Cook and State of Illinois, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

My invention relates to advertising devices particularly to that class in which a sheet of comparatively heavy paper has a communication written thereon and is then folded to inclose the writing and to secure and conceal a return card.

One of the objects of my invention is to so sub-divide the communication sheet that when folded and sealed it will be sufficiently open to pass through the mails under a one-cent stamp.

Another object is to provide improved means for detachably securing the return card to the unfolded sheet so that when the sheet is folded the card will be held and concealed within the inclosure during distribution thereof or transit through the mails and will still be secured to the sheet after unsealing and unfolding of the sheet.

Another object is to provide a common means for securing the card to the sheet and for sealing the sheet after folding thereof. Such common means is in the form of a paster secured to the outside of the flap and extending a distance below the edge thereof and extending a distance through the flap into the inclosure with its gummed side up, this inner extension serving to receive the card and the other end projecting beyond the flap edge serving to secure the flap against the back of the folded inclosure.

My invention will be clearly understood by reference to the accompanying drawings in which—

Figure 1 is a perspective view of the sealed inclosure, Fig. 2 is a perspective view showing the inclosure unsealed and partly unfolded, Fig. 3 is a plan view of the communication side of the unfolded sheet, Fig. 4 is an enlarged sectional view on plane 4—4, Fig. 1, Fig. 5 is a sectional view on plane 5—5, Fig. 1, Fig. 6 is a plan view of the flap end of the sheet, and Fig. 7 is a plan view of the paster member for sealing the inclosure and securing the return card.

A sheet of paper is creased or scored centrally longitudinally and transversely along the lines 10 and 11 whereby it is divided into the four sections 12, 13, 14 and 15. Extending from the upper edge 16 of the section 14 is the flap 17 which may be folded along the edge or line 16. The sheet comprising the four sections and the flap is cut integral and there is very little waste of paper. The communication 18 which may be in the form of a letter is written or printed on the inner faces of the four sections and the sheet is first folded along the longitudinal line 10 to bring the sections 12 and 13 against the sections 14 and 15 respectively, and then the registering sections 13 and 15 are folded along the line 11 against the registering sections 12 and 14 and the flap 17 is then turned down and sealed to the back of the section 15. The address and the stamp may be applied on the back of the section 14. With this form of sheet and the manner of folding the inclosure will be strong, stiff and rigid and closed at all edges except along the edge 19, and such opening is sufficient to pass the inclosure through the mails under a one-cent stamp. Although in accordance with my invention the sheet is folded only once transversely, it may be folded several times longitudinally. On the drawing there is only one longitudinal fold but there could be more and in each case the communication would be entirely open along its edge 19.

To seal the flap against the inclosure back an ordinary paster could be applied over the flap edge, but in accordance with my invention I prefer to use a special form of sealing member which is extended into the inclosure to present a gummed end for receiving a return card. Such sealing member is shown in Fig. 7, and it comprises the circular ends 20 and 21 connected by a band 22, one side of the member being glued. Centrally of the folding line 16 I provide a slit 23 through which the end 20 of the sealing member is inserted, the band 22 and substantially the inner half of the end 21 being pasted to the outside of the flap. This arrangement allows the overhanging half of the gummed end 21 to be secured to the back of the folded inclosure to effect sealing thereof, while the end 20 will be in position just below the upper edge of the section 14 with its gummed side up to receive a return card 24. The card is pasted to the end 20 with its upper edge in registration with the flat

folding line 16 so that when the sheet is folded and the flap turned down the card will be securely held against displacement in the bend of the flap. After the seal is broken and the inclosure opened the card will still be held in place. The recipient can then read the communication and if any part thereof is under the card the card can readily be raised out of the way. If he desires to mail the return card he can readily detach it by tearing the narrow band 22 of the securing member, the upper or lower edge of the slit 23 serving as a cutting edge when the card is tilted and pulled.

A great many inclosures which have the appearance of advertising matter are thrown aside without being opened, but my improved arrangement in which the seal passes into the communication through the slit tends to arouse the curiosity and the recipient is induced to open the communication to see where the seal goes. After opening the inclosure the entire communication is before the recipient and he will read it, and the advertiser is thus more efficiently served.

In the manufacture of my improved advertising device there is very little waste of paper, the entire sheet with the slit 23 therein being cut in a single operation. The application of the sealing and supporting member and securing of the return card thereto is very readily and cheaply accomplished and after a simple folding and sealing operation the resulting inclosure will be strong and comparatively stiff and the communication therein concealed and protected, the inclosure being open sufficiently only to allow it to pass through the mails under a one-cent stamp. The return card is securely positioned and held in the inclosure by the inner end of the sealing member and in the bend of the flap and after opening of the inclosure the card will still be held in place but will be in full view of the recipient and both sides thereof can be read without detaching it.

Having described my invention I desire to obtain the following claims by Letters Patent:

1. A device of the class described comprising a rectangular sheet of paper scored transversely whereby it may be folded to form a rectangular inclosure, a flap at the upper edge of said sheet to be folded down against the folded sheet, there being a slit through the paper, and a gummed sealing member applied to the outside of the flap and extending through said slit with its gummed side up to receive a card.

2. A device of the class described comprising a rectangular sheet of paper scored transversely to form folding lines, a flap extension at the upper end of said sheet, there being a slit in the folding line of the flap, a gummed sealing member pasted to the outside of the flap with its outer end projecting beyond the flap end for securing the flap against the folded sheet, the inner end of said sealing member extending through said slit with its gummed side up, and a card pasted to said end.

3. A device of the class described comprising a rectangular sheet of paper scored transversely to form folding lines, a flap extension at the upper end of said sheet, there being a slit in the folding line of the flap, a gummed sealing member pasted to the outside of the flap with its outer end projecting beyond the flap end for securing the flap against the folded sheet, the inner end of said sealing member extending through said slit with its gummed side up, and a card pasted to said end with its upper edge coincident with the folding line of the flap.

In witness whereof I hereunto set my hand this 6th day of July, A. D. 1916.

BERTRAM E. MORELAND.

Copies of this patent may be obtained for five cents each, by addressing the "Commissioner of Patents, Washington, D. C."