

C. C. STEWART.  
MAILING FOLDER.

APPLICATION FILED MAR. 19, 1910.

970,659.

Patented Sept. 20, 1910.

Fig. 4.

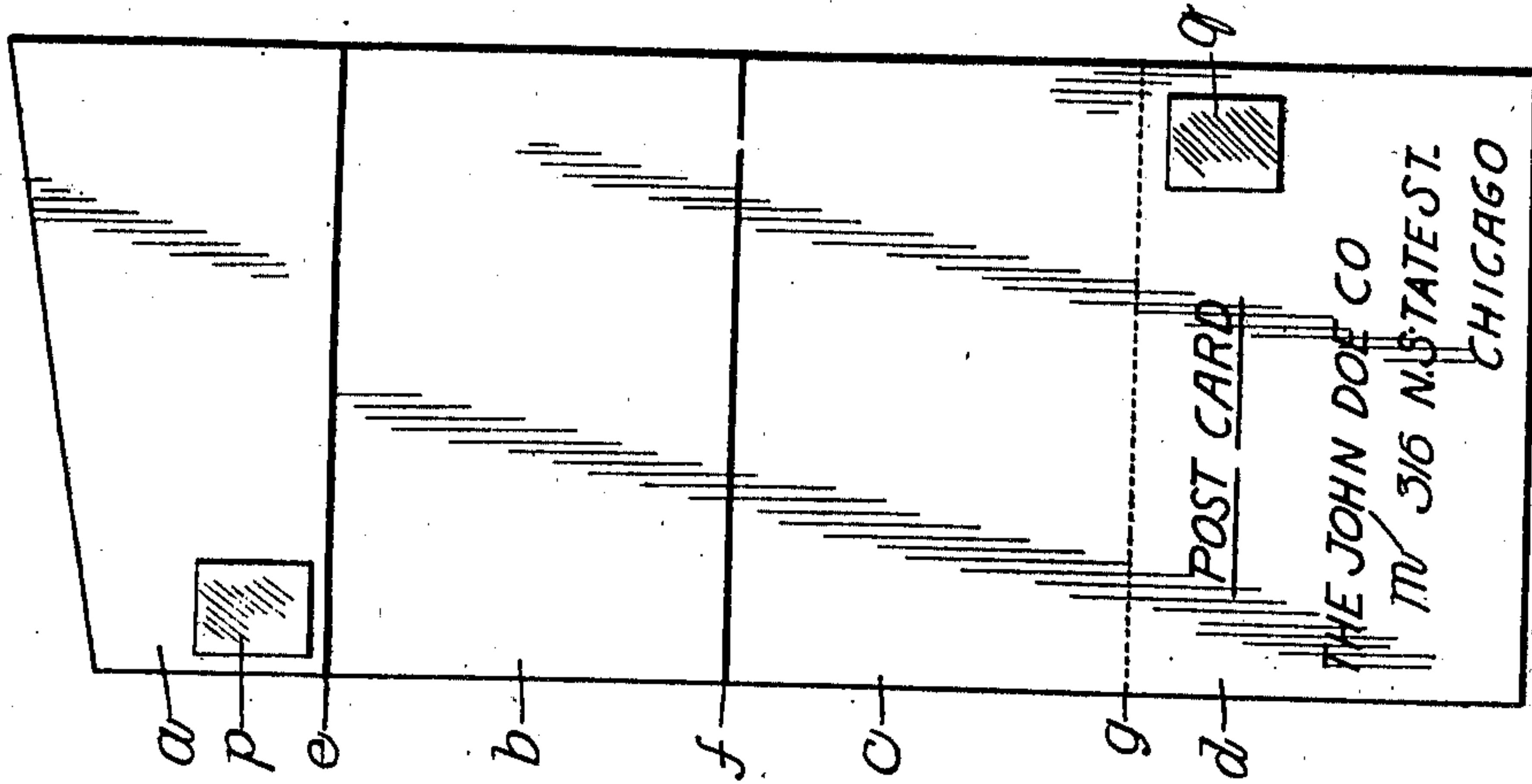


Fig. 3.

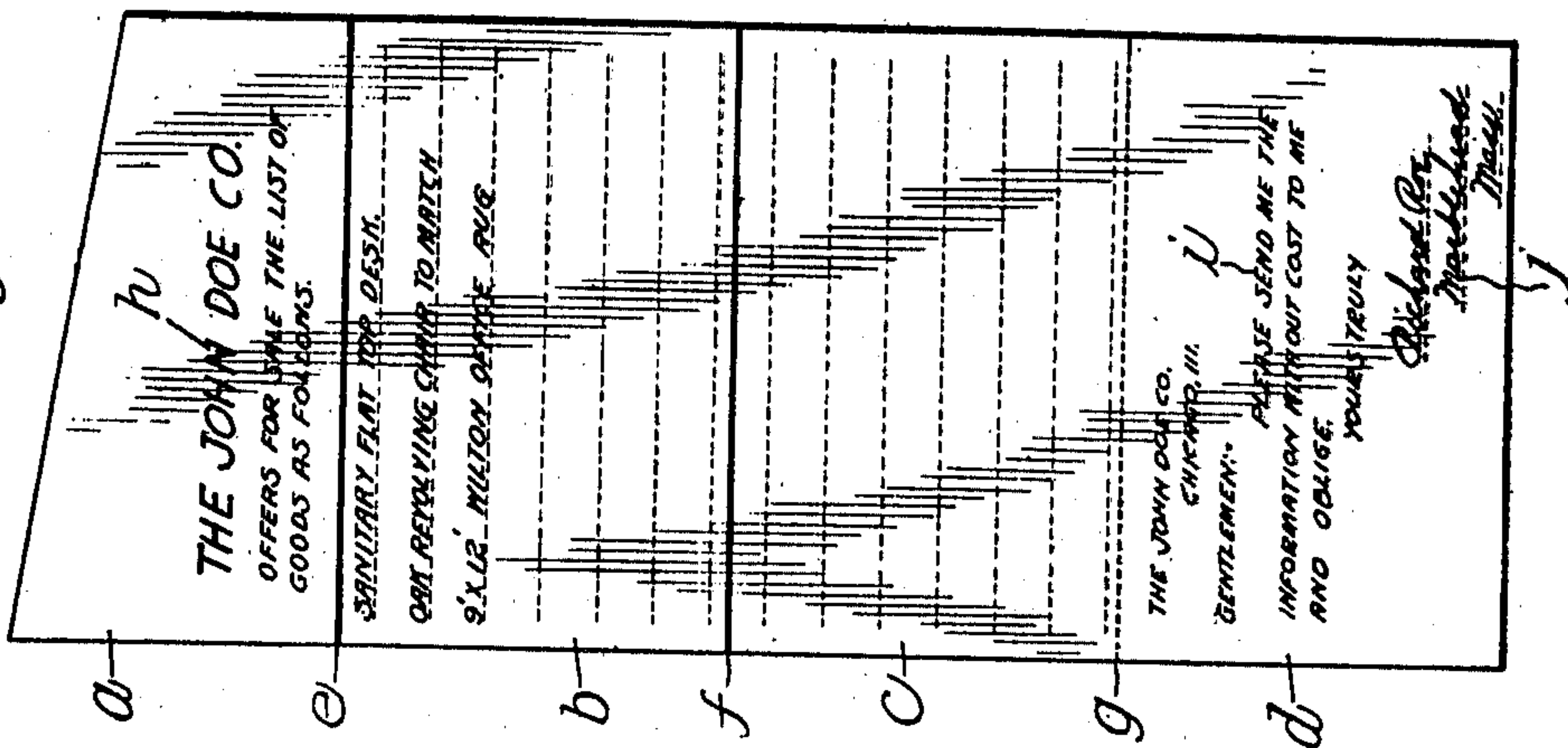


Fig. 1.

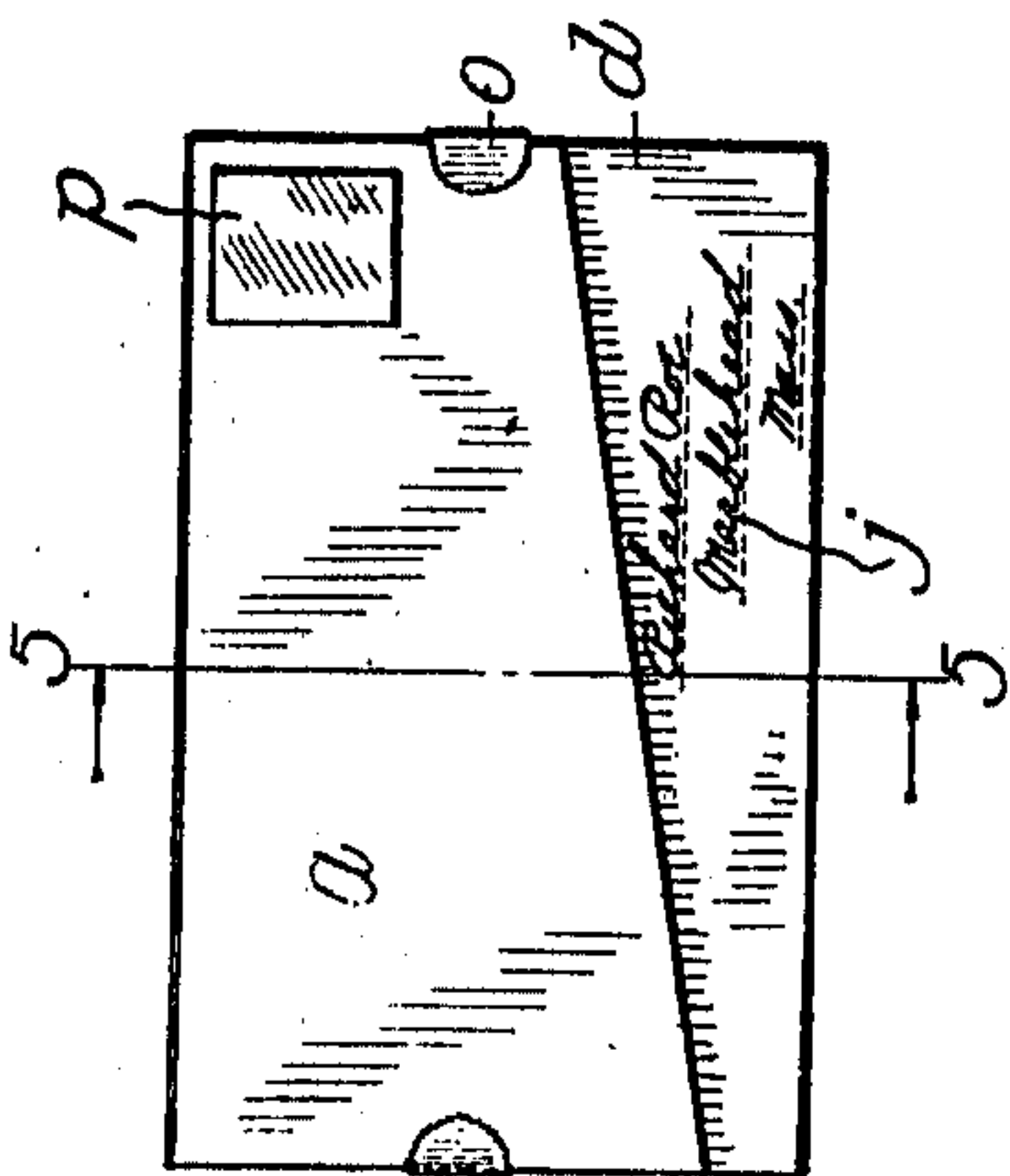
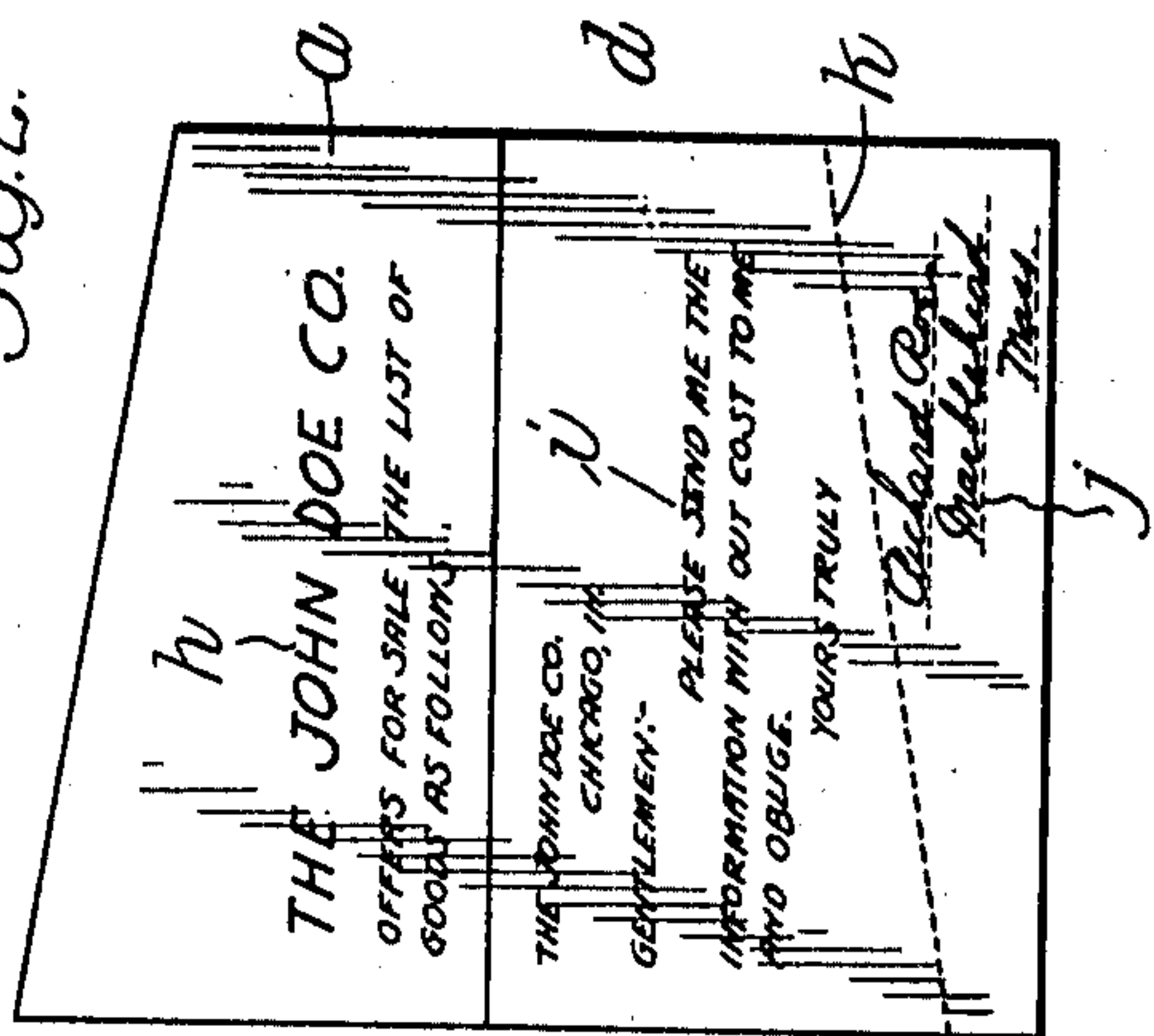


Fig. 2.



Witnesses:

Robert N. Meir

Arthur W. Carbon

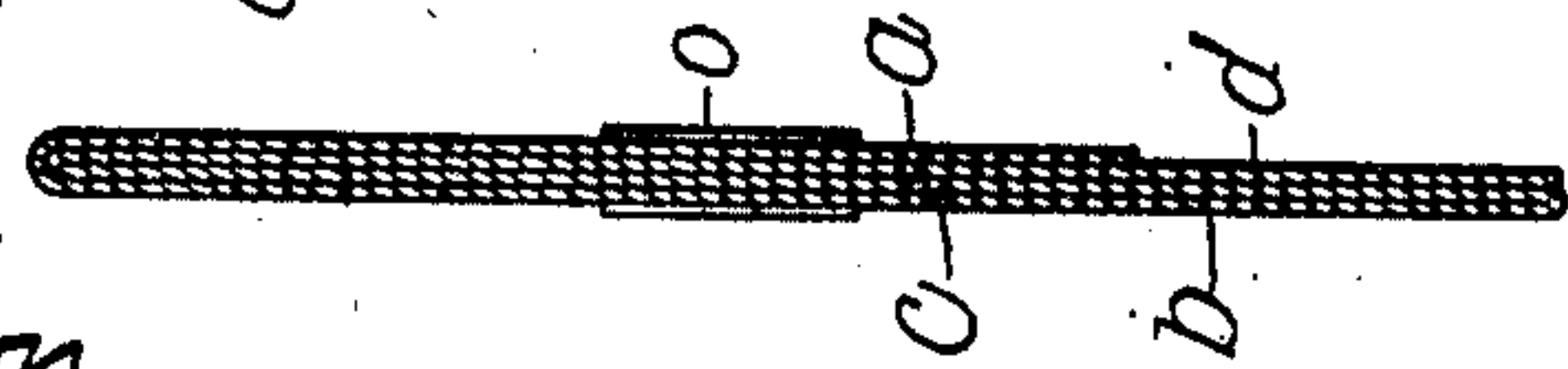


Fig. 5.

Inventor  
Charles C. Stewart  
Cheever & Cox  
Attys



# UNITED STATES PATENT OFFICE.

CHARLES C. STEWART, OF OAK PARK, ILLINOIS, ASSIGNOR TO THE CAMPBELL COMPANY, OF CHICAGO, ILLINOIS, A CORPORATION OF ILLINOIS.

## MAILING-FOLDER.

970,659.

Specification of Letters Patent. Patented Sept. 20, 1910.

Application filed March 19, 1910. Serial No. 550,482.

To all whom it may concern:

Be it known that I, CHARLES C. STEWART, a citizen of the United States, residing at Oak Park, in the county of Cook and State of Illinois, have invented a certain new and useful Improvement in Mailing-Folders, of which the following is a specification.

My invention relates to mailing folders used for advertising purposes and the like, and the object of the invention is to provide a folder of this character so constructed that the name and address of the recipient will serve not only to carry the folder to its destination, but will also serve to identify the recipient when the latter tears off a section of the folder and drops it in the mail, the removed section of the folder constituting a return post-card, the addressed side whereof has previously been printed with the name and address of the original sender.

I accomplish my objects by the folder illustrated in the drawings, in which—

Figure 1 is a face view of the folder in closed condition ready to be mailed by the original sender who is the advertiser wishing to interest prospective purchasers or clients. Fig. 2 is similar to Fig. 1, except that the printed flap has been raised. Fig. 3 shows the advertising side of the folder extended. Fig. 4 shows the reverse side of the folder extended, and Fig. 5 shows a sectional view of the closed folder on the line 5—5, Fig. 1.

Similar letters refer to similar parts throughout the several views.

In the present form the folder is shown to be in four sections lettered respectively *a*, *b*, *c*, and *d*. For convenience of description the side shown in Fig. 3 will be referred to as the advertising side, and the opposite side shown in Fig. 4 will be referred to as the reverse side. The sections are adapted to be folded together along the transverse lines *e*, *f*, and *g* located between the sections *a—b*, *b—c*, and *c—d* respectively. In the preferred construction the line *g* is scored or perforated in such manner that the section *d*, which is a post-card, may be readily removed from the rest of the folder.

The advertising side of the folder shown in Fig. 3 will, except on the section *d*, carry the advertisement of the original sender or advertiser. In the present case the sender is represented at *h* as being The John Doe

Company, a furniture manufacturer, desiring to sell furniture. The bottom section *d* contains a printed request to the sender to furnish information or samples regarding the advertised goods. This is indicated at *i*, Figs. 2 and 3. Beneath the printing *i* the sender writes by long hand, typewriter or addressing machine the name and address of the prospective customer or client. This is indicated at *j*, Figs. 2 and 3, and is so located as to come below the lower edge of the flap section *a* when the folder is in closed condition. Said flap section is shorter than the other sections and is so proportioned with reference to the printing *i* as to cover everything but the name and address *j* of the recipient when the folder is closed. The position of the lower edge of the flap *a* is shown in Fig. 1 and is indicated by the dotted line *k* in Fig. 2.

On the reverse side of the folder sections, shown in Fig. 4, advertising matter or attractive illustrations may or may not be placed upon sections *a*, *b*, and *c*, this depending upon the desire of the advertiser or original sender. The lowest section *d* will have no advertising matter upon it but has printed thereon the name and address of the advertiser or sender. This is indicated at *m*, Fig. 4. This section is so printed as to show that it is a post-card, and if desirable the original sender may place a stamp thereon, one cent postage being all that is required under the present postal law.

In operation, the original sender places at the space *j* of the postal section *d* the name and address of the prospective customer or recipient. The folder is put in closed condition, as shown in Figs. 1 and 5, and so held by means of stickers *o*, or other suitable holding devices. A stamp *p* is then placed upon the outside of the section *a*, preferably in the upper right hand corner. As this folder bears upon it no writing but the address and is open ended the stamp may be a one cent stamp under the present postal regulations.

When the recipient receives the folder he breaks or removes the fastening devices *o* and opens up the folder, reading the advertisement thereon, as shown in Fig. 3. If interested he then tears off the lowest section *d* along the line *g*, dropping it in the mailbox without further act or effort on his part unless possibly he is called upon to apply a



stamp *g* in the event that the original sender omitted this. The recipient or proposed purchaser does not have to place pen or pencil to the card and yet when the card reaches the original sender the recipient is fully identified by name and address. The sender is assured that the name and address is correct or it would not have reached the recipient, and there is the additional advantage that the name and address will be as plain, clear and complete as the sender desires to make it in the first place. If the sender originally supplies the stamp *g* the recipient has absolutely nothing to do but to tear off the return section *d* and mail it. It will thus be seen that my folder not only has the advantage of furnishing maximum space for the advertisement in a compact form when folded but has the advantage of eliminating signature on the part of the recipient. To these advantages it adds the advantage of permitting the folder to go through the mails for one cent postage, and furthermore, the return card is an integral part of the folder and not a loose piece to which latter construction there is obvious disadvantage. Another advantage is that the flap *a* does not reach to the lower edge of the folder when folded and thus it is to a considerable extent protected from contact with external objects.

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

35 1. A mailing folder consisting of a plurality of sections folded together along parallel lines, the number of sections exceeding two, one section forming a return card having the sender's name and address on the obverse or return side, and the recipient's

name and address on the reverse side, the obverse side of said return card being on the inside and covered by the other sections of the folder, one section of the folder constituting an imperforate flap covering a portion of the reverse side of the return card and being foreshortened to thereby expose the name and address of the recipient.

2. A mailing folder consisting of a plurality of sections folded together, the number of sections being an even number exceeding two, one end section of the folder forming a return card and having the name and address of the sender folded inside to be thereby covered by other sections of the folder, and the reverse side of the return card having the name and address of the recipient, the other end section of the folder covering a portion of the reverse side of the return card and being foreshortened to thereby expose the name and address of the recipient.

3. A mailing folder consisting of four integral sections adapted to be folded together to form an open ended piece of mail matter, the lower section being scored or perforated to facilitate removal from the rest of the folder, the upper section being shorter than the lower, and the lower having on it, beneath the lower edge of the upper section when folded, the name and address of the recipient, said lower section constituting a return post card.

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

CHARLES C. STEWART.

Witnesses:

BYRL J. WUNDERLICH,  
WILLIAM A. WHITNEY.