

- [54] **TWO-WAY MAILING ITEM AND  
CONTINUOUS FORM ASSEMBLY  
THEREOF**
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- [52] **U.S. Cl.**..... **229/69, 229/71, 229/73,  
229/81**
- [51] **Int. Cl.**... **B65d 27/10, B65d 27/04, B65d 27/06**
- [58] **Field of Search** ..... **229/71, 73, 81, 92, 7, 69**

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## [57]

## ABSTRACT

A two-way mailing item comprises a sealed envelope containing a billing statement, order form or other insert. The envelope includes a sealing panel with two end portions used to releasably hold the sealing panel in its closed position during the initial mailing. Upon opening of the sealing panel after the initial mailing, the end portions are removable therefrom by tearing along weakened lines, and the remainder of the sealing panel includes a manually activatable adhesive for use in securing the remainder of the sealing panel in a closed position during the second mailing. One of the removable end portions is located at the upper right-hand corner of the envelope and includes a postage area for the first mailing. Under this end portion, on an underlying panel, is another postage area which is used during the second mailing and which is exposed upon removal of the end portion from the sealing panel. Also, the insert and/or the panels of the envelope produce two different address areas which are alternatively exposed during the initial and return mailings. The envelopes may include a plurality of tabs separable from the body of the envelope for use in securing the mailing items to a carrier sheet to make a continuous form assembly. Spot carbon areas on the carrier sheet or pressure sensitive coatings on the inserts are used to transfer impressions made by typing onto the carrier sheet to the inserts for addressing the mailing items and/or for entering other information onto the inserts.

**20 Claims, 19 Drawing Figures**

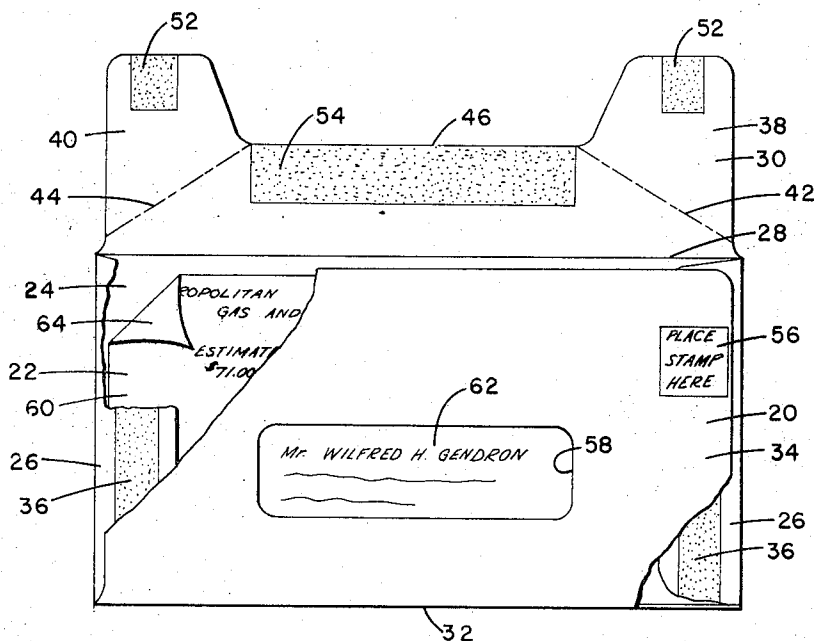


FIG. 1

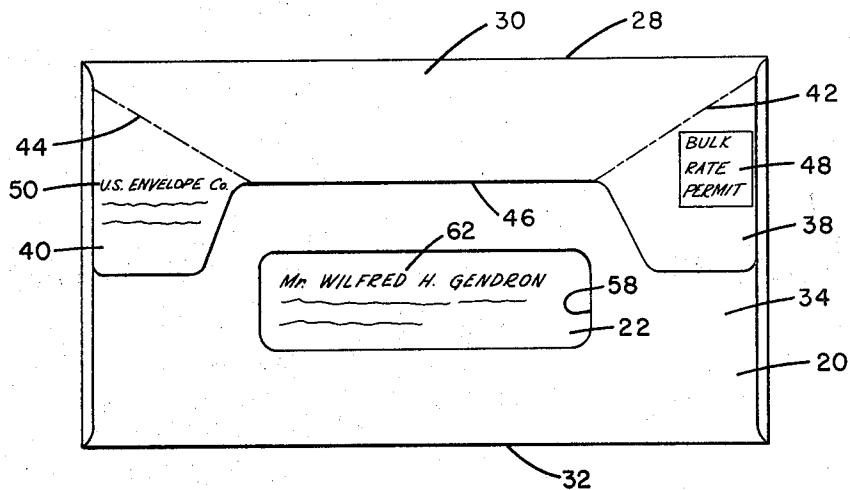


FIG. 2

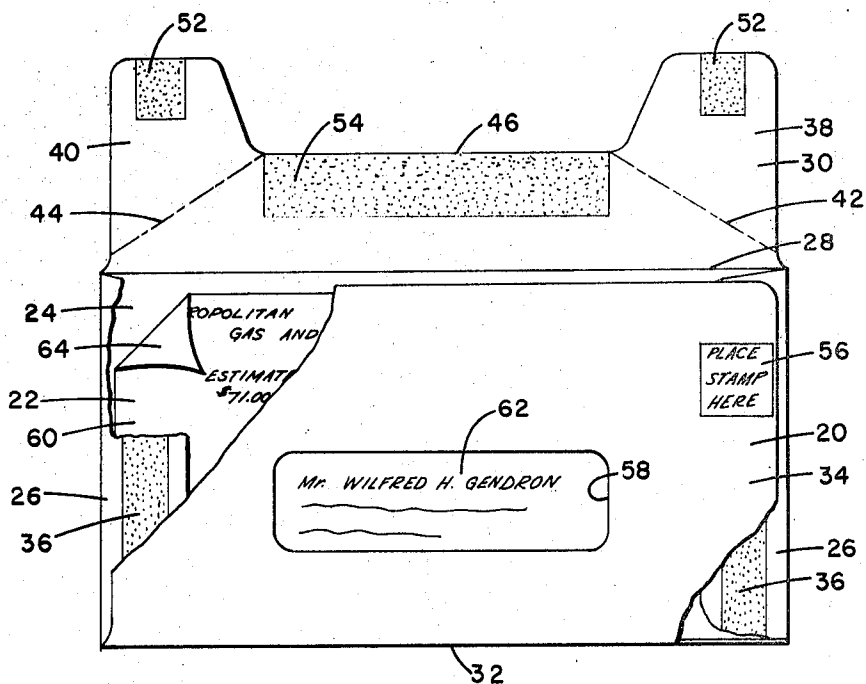


FIG. 3

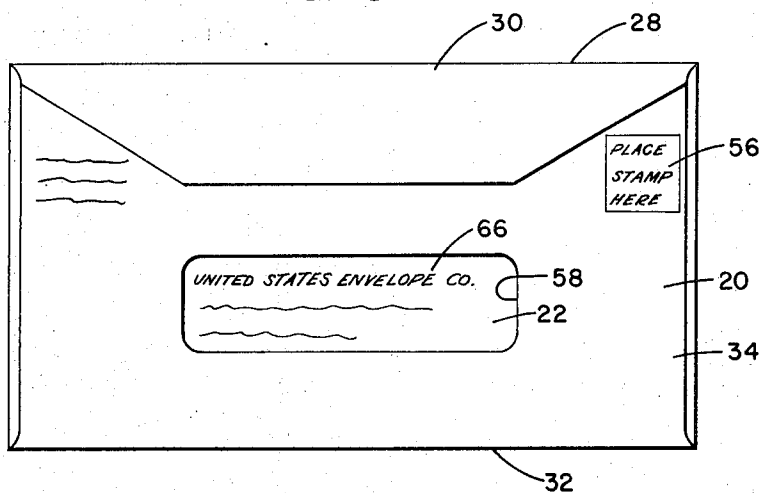


FIG. 4

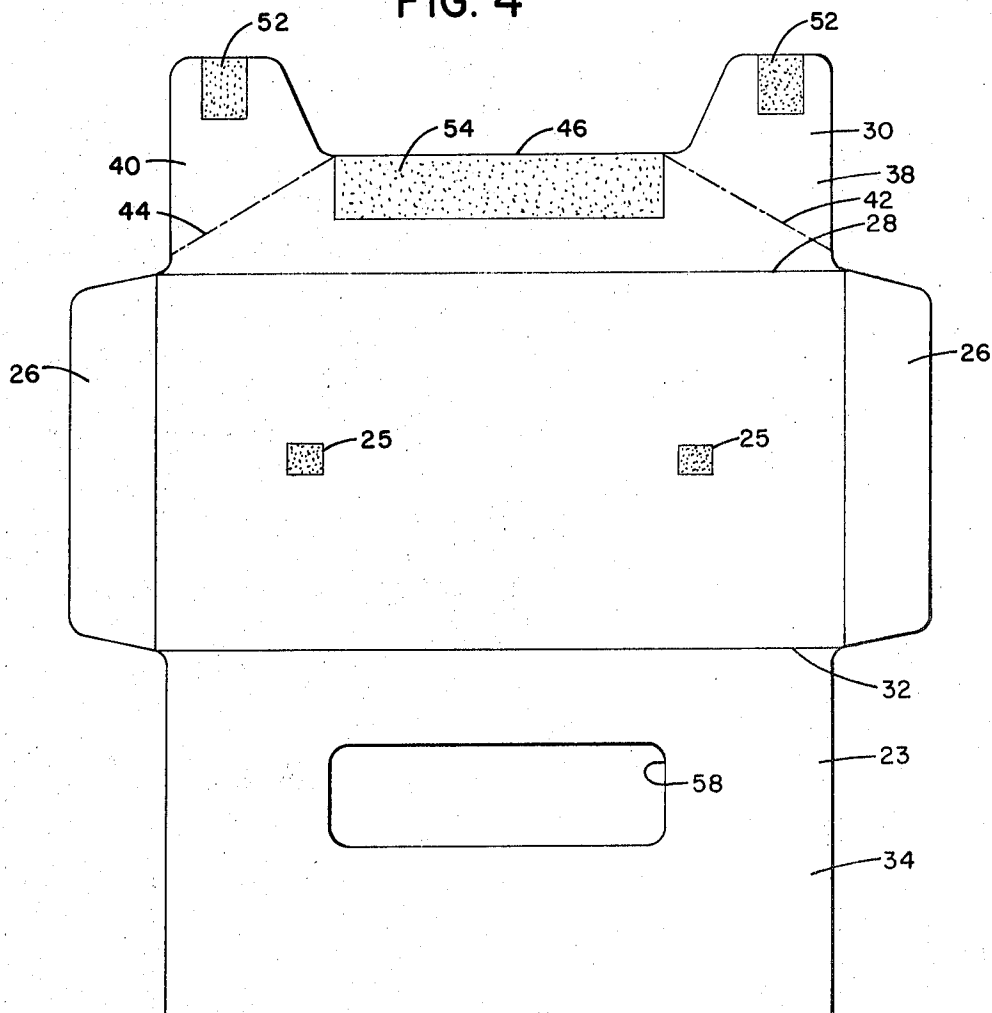


FIG. 5

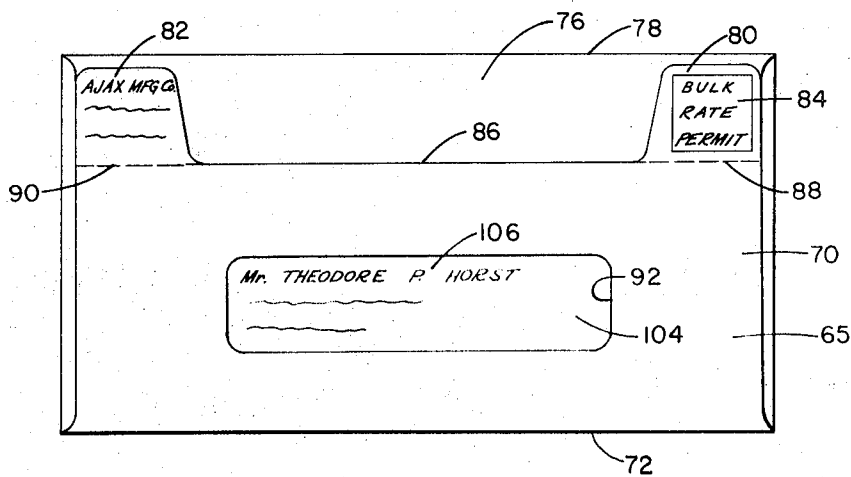


FIG. 6

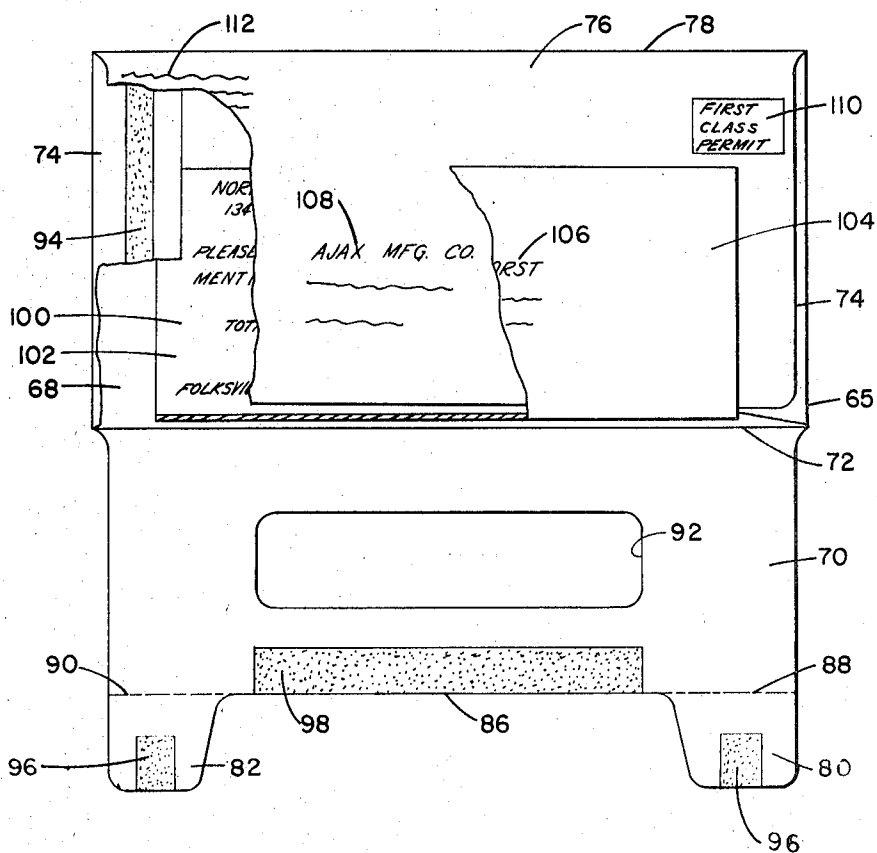


FIG. 7

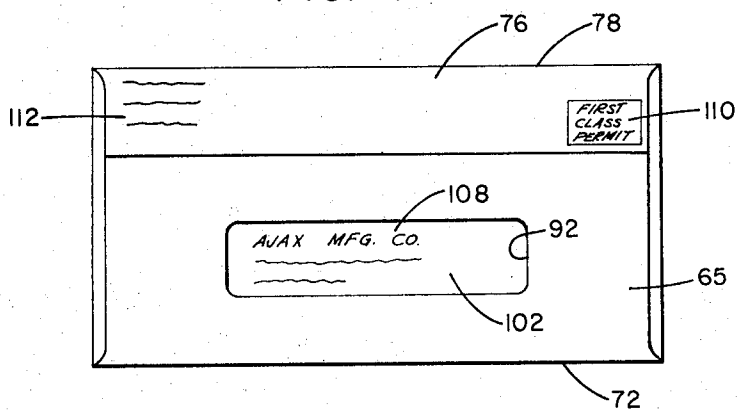


FIG. 8

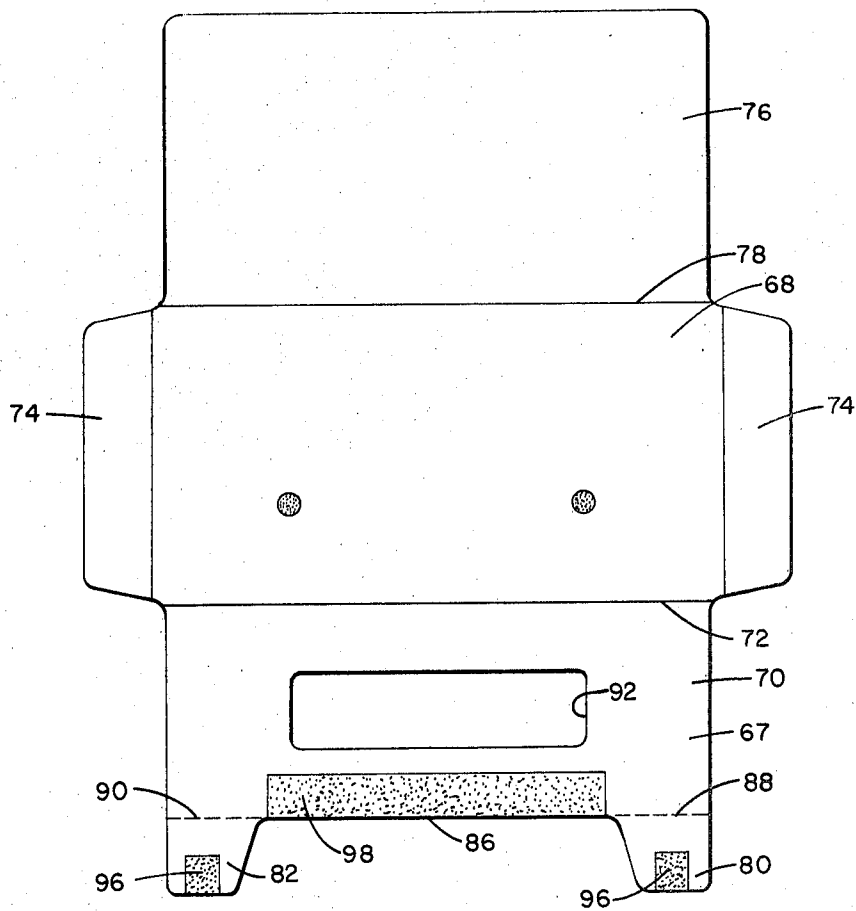


FIG. 9

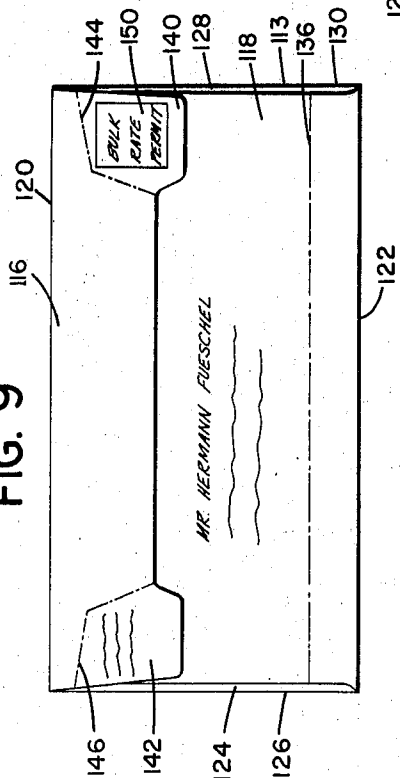


FIG. 10

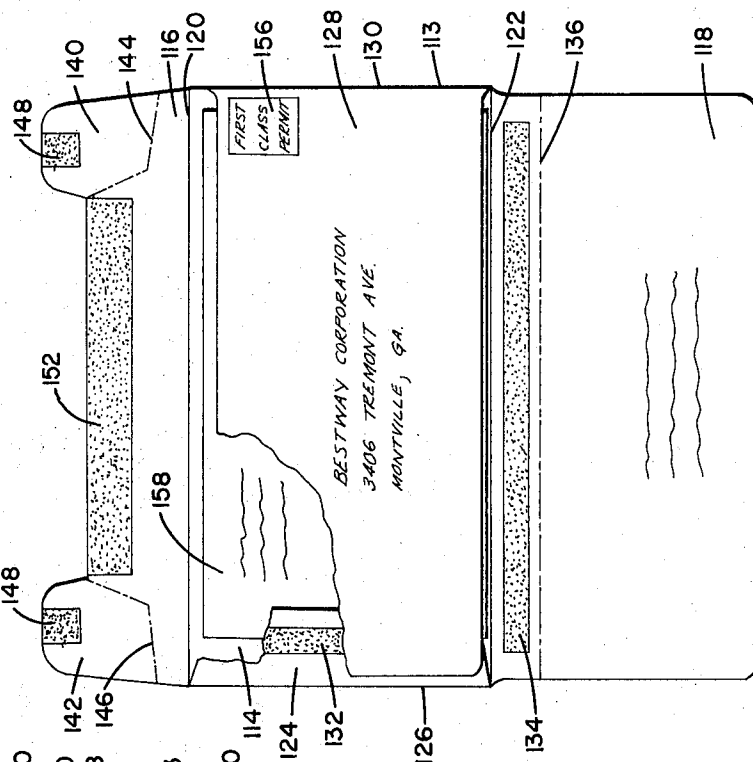


FIG. 11

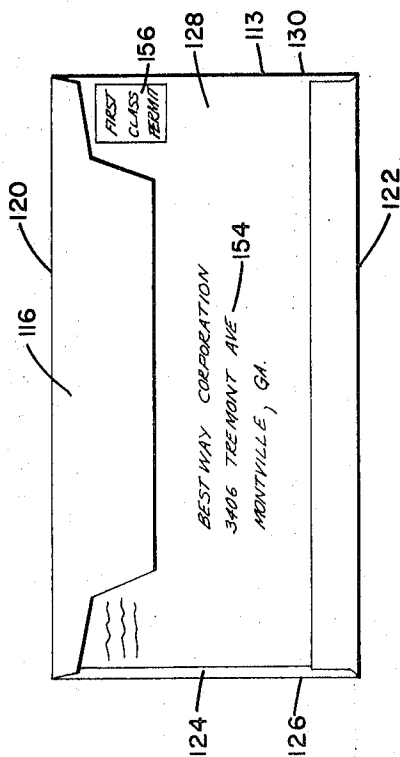


FIG. 12

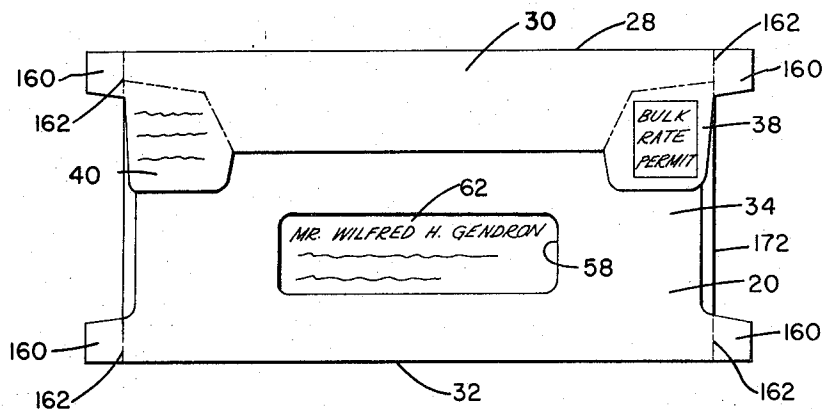


FIG. 13

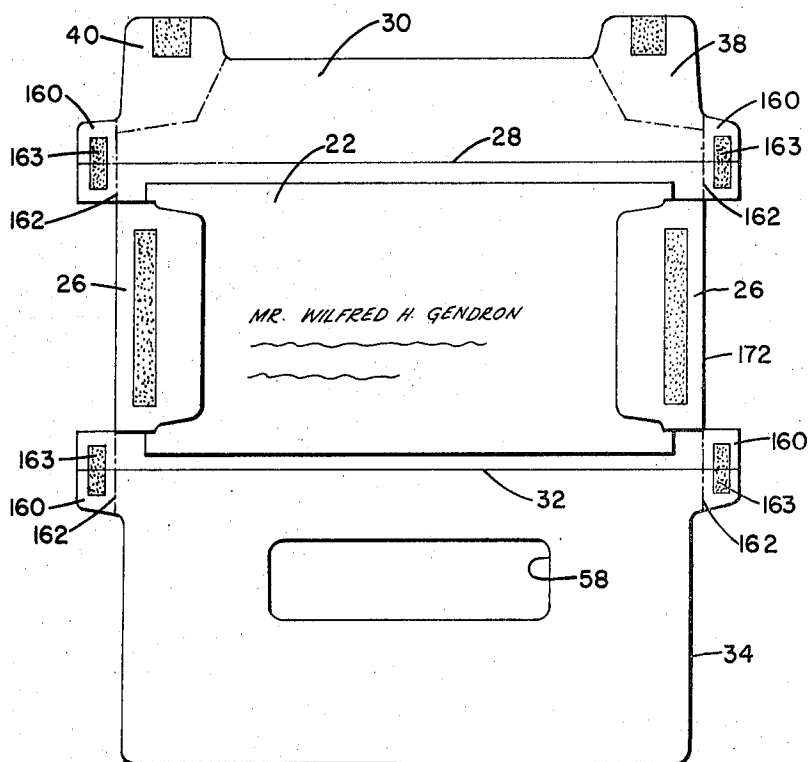


FIG. 14

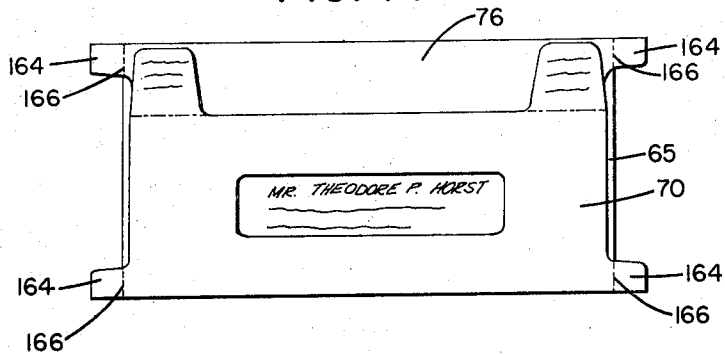


FIG. 15

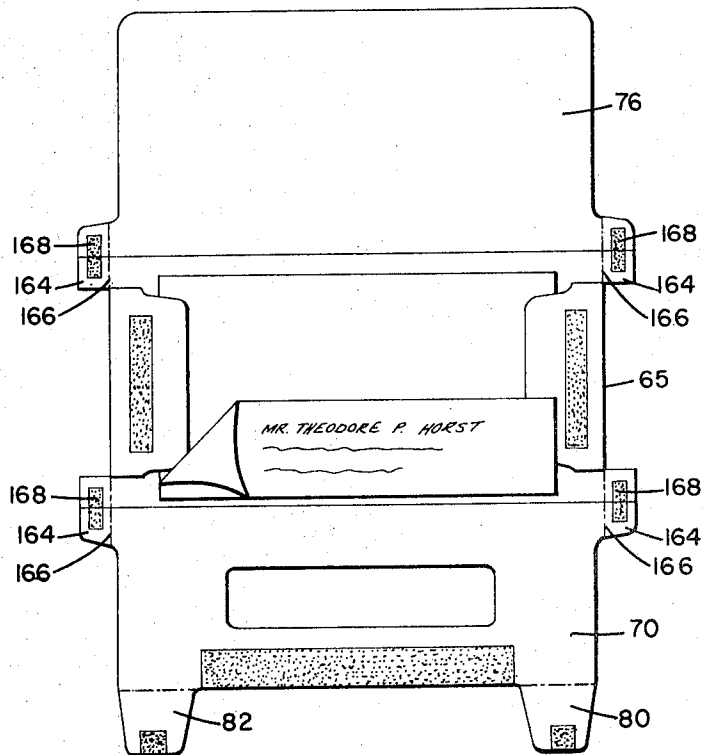




FIG. 16

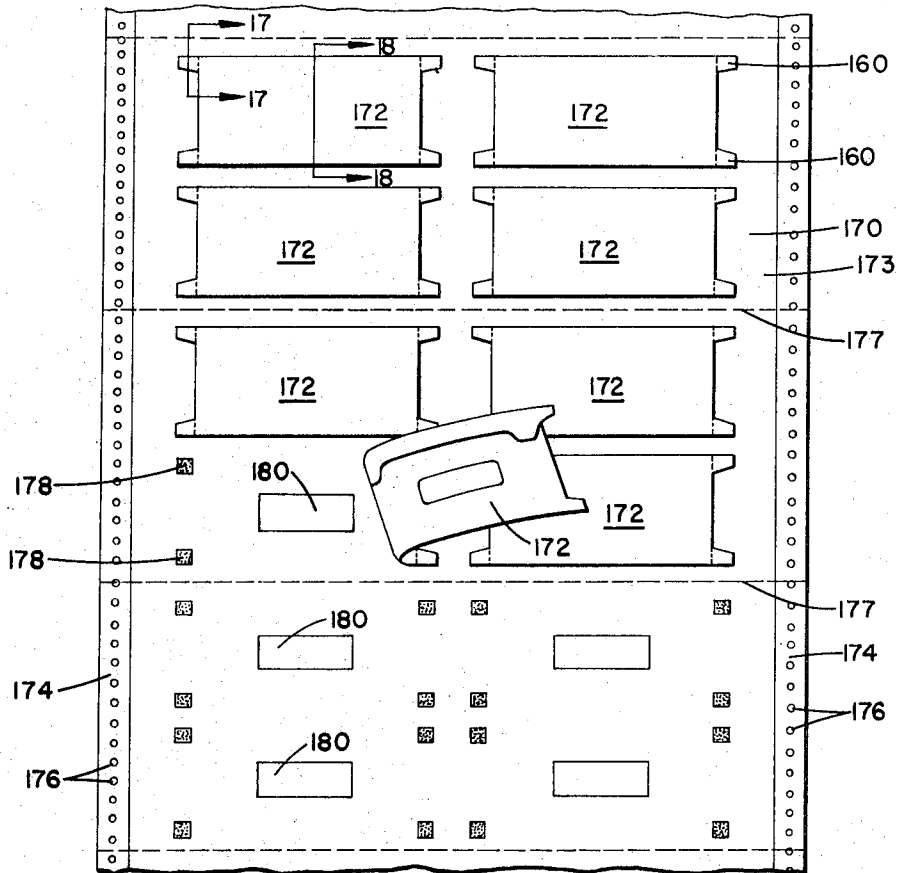


FIG. 18

FIG. 17

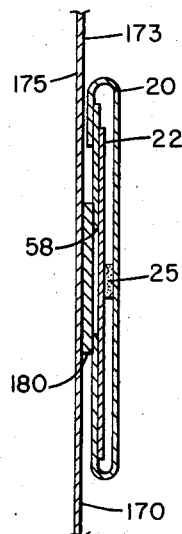
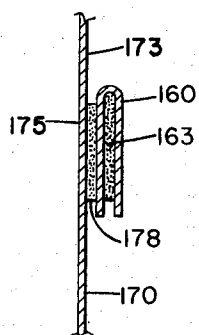
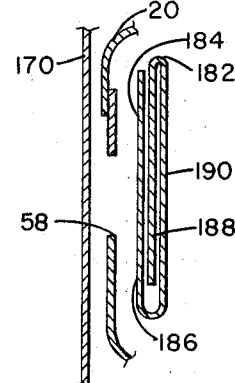


FIG. 19



## TWO-WAY MAILING ITEM AND CONTINUOUS FORM ASSEMBLY THEREOF

### BACKGROUND OF THE INVENTION

This invention relates to a mailing item including an envelope intended for use both in an original mailing and a return mailing, and also relates to a continuous form assembly comprising a plurality of such mailing items attached to a carrier sheet for facilitating the entry of information, such as addresses, onto the mailing items by machine.

In many types of business mailings, the sender of a letter will expect or hope to receive a return letter from the recipient, and because of this may include a return envelope in the original letter. As an alternative to providing a separate return envelope, the envelope of the original letter may be designed for two-way use. Various two-way envelopes have been proposed in the past, and the object of the present invention is to provide a mailing item or letter including an improved form of such envelope. Among the advantages of the two-way envelope of this invention are the fact that the envelope both as used in the original mailing and the return mailing is of a shape and appearance generally similar to more conventional envelopes and the sealing adhesive used to hold the sealing panel or flap in its closed position during both mailings is applied to only one panel as opposed to many other prior art two-way envelopes wherein the sealing adhesive is applied to two different flaps or panels. Also, the envelope of this invention retains its size during both the original and the return mailings whereas most other present two-way envelopes become smaller when converted from original mailing use to return mailing use. The envelope of this invention is also of a simple construction and design which provides a relatively low-cost item, the use of which is readily understood.

Further, the mailing item of this invention in addition to the two-way envelope includes an insert, such as a billing statement, order form or the like, and the construction of the envelope and arrangement of the insert is such that the insert may be addressed and otherwise completed while in the envelope. Therefore, the mailing item may be sold by the manufacturer as a filled and sealed package with the initial sender being required to only address it and possibly fill-in other information onto the insert as by typing through the envelope onto a pressure sensitive surface of the insert. To facilitate such addressing and entry of other information onto the mailing items, the invention also contemplates that the items may be attached to a carrier sheet adapted for use with an addressing machine, computer-controlled printer or other mechanical entry device, and the envelopes of the mailing items may include a plurality of tabs extending outwardly from the corners thereof and removable from the remainder of the envelope by tearing along weakened lines, for use in attaching the mailing items to the carrier sheet.

### SUMMARY OF THE INVENTION

This invention resides in a two-way mailing item including a generally rectangular envelope having a sealing flap or panel with an end portion located adjacent the upper right-hand corner of the envelope when the envelope is held in its normal attitude. This end portion includes a postage area used during the original mail-

ing. A spot of adhesive between this end portion and the immediately underlying panel holds the sealing panel in its closed condition during the original mailing. The end portion is connected to the remainder of the sealing panel by a line of weakening so that at the end of the original mailing, and after the sealing panel is opened by breaking the bond provided by the spot of adhesive between the end portion and the underlying panel, the end portion may be removed from the sealing panel by tearing along the line of weakening. Removal of the end portion of the sealing panel exposes a corresponding portion of an underlying panel which contains another postage area for use during the return mailing. A quantity of remoistenable or other manually activatable adhesive is applied on the remainder of the sealing panel for use in securing such remainder of the sealing panel in its closed position during the return mailing. Preferably, a corresponding end portion is located at the opposite end of the sealing panel adjacent the upper left-hand corner of the envelope. The sealing panel may be connected with the upper side edge or with the lower side edge of the envelope and may cooperate with either one or two other underlying panels. In the case where only one underlying panel cooperates with the sealing panel, either the sealing panel or the underlying panel includes a window. Where two underlying panels cooperate with the sealing panel, the top underlying panel includes an address area for use in the initial mailing and at the end of the initial mailing part of this panel is removed from the envelope to remove the initial address area and to expose a second address area located on the other underlying panel for use in the return mailing.

The invention also resides in the mailing item including an insert capable of having information entered thereon by printing or typing through the envelope, and it further resides in a continuous form assembly of mailing items such as aforesaid wherein such mailing items are attached to a carrier sheet with the carrier sheet providing a master record of the addresses and other information entered onto the mailing items by the sender.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a front view of a mailing item embodying this invention shown in condition for its initial mailing.

FIG. 2 is a view similar to FIG. 1 but shows the sealing panel of the envelope prior to its being folded and sealed to the underlying panel, parts of the envelope being shown broken away to reveal further details.

FIG. 3 is a front view of the mailing item of FIG. 1 as conditioned for its return mailing.

FIG. 4 is a plan view of the blank from which the envelope of the mailing item of FIG. 1 is made.

FIG. 5 is a front view of a mailing item comprising another embodiment of this invention shown in condition for its initial mailing.

FIG. 6 is a view similar to FIG. 5 but shows the sealing panel of the envelope prior to its being folded and sealed to the underlying panel, parts of the envelope and insert being shown broken away to reveal other details.

FIG. 7 is a front view of the mailing item of FIG. 5 as conditioned for its return mailing.

FIG. 8 is a plan view of the blank from which the envelope of the mailing item of FIG. 5 is made.

FIG. 9 is a front view of a mailing item comprising another embodiment of this invention shown in condition for its initial mailing.

FIG. 10 is a view similar to FIG. 9 but shows the sealing panel and front panel prior to their being folded and sealed to one another, part of the envelope being shown broken away to reveal other details.

FIG. 11 is a front view of the mailing item of FIG. 9 as conditioned for its return mailing.

FIG. 12 is a front view of a mailing item comprising another embodiment of this invention shown in condition for its initial mailing.

FIG. 13 is a view similar to FIG. 12 but shows the sealing panel and underlying panel prior to their being folded and sealed to one another.

FIG. 14 is a front view of a mailing item comprising another embodiment of this invention shown in condition for its initial mailing.

FIG. 15 is similar to FIG. 14 but shows the sealing panel and the underlying panel prior to being folded and sealed to one another.

FIG. 16 is a plan view showing a portion of a continuous form assembly embodying this invention, some of the mailing items being shown removed from the carrier sheet to reveal further details.

FIG. 17 is an enlarged cross-sectional view taken on the lines 17—17 of FIG. 16.

FIG. 18 is an enlarged cross-sectional view taken on the lines 18—18 of FIG. 16.

FIG. 19 is a view generally similar to FIG. 18 taken through a continuous form assembly comprising another embodiment of this invention, the carrier sheet, envelope and insert being shown exploded relative to one another and the envelope being shown only fragmentarily.

#### DESCRIPTION OF THE PREFERRED EMBODIMENTS

Turning first to FIGS. 1 to 4, a mailing item embodying this invention is there shown as comprising a generally rectangular envelope 20 and an insert 22, the envelope being made from the blank 23 of FIG. 4. The envelope includes a rear panel 24 and two laterally inwardly folded end flaps 26, 26 connected to the rear panel at its end edges. Connected to the top edge of the rear panel along a fold line 28 defining the top edge is a sealing panel 30, and connected to the lower edge of the rear panel along a fold line 32 defining such lower edge is another panel 34 secured to the end flaps by lines of adhesive 36, 36 between it and the end flaps.

The sealing panel 30 of the envelope 20 includes two end portions 38 and 40 which are separated from the remainder of the sealing panel by two lines of weakening 42 and 44, respectively. The two end portions 38 and 40 are spaced from one another and between them the sealing panel includes a free edge 46 extending generally parallel to the fold line 28, the two end portions 38 and 40 extending downwardly below the edge 46 so as to give the sealing panel an inverted U-shape as seen in FIG. 1.

The end portion 38 of the sealing panel is located at the upper right-hand corner of the envelope 20 when the envelope is in its normal attitude as shown in FIG. 1 and includes a first postage area 48 for use during the initial mailing of the item. This postage area is preferably printed with a mailing permit as shown but may also be left blank or otherwise designed to receive a postage

stamp. The left-hand end portion 40 may, if desired, be printed to include a return mailing address, as shown at 50, for the initial mailing. Between the two end portions 38 and 40 of the sealing panel and the bottom panel 34 are two spots of adhesive 52, 52 which releasably hold the sealing panel in its closed position, as shown in FIG. 1, for the initial mailing. Between the two end portions 38 and 40, adjacent the edge 46, the sealing panel includes a quantity of adhesive 54 which is inactive during the initial mailing but which may be activated subsequent to the initial mailing to hold the sealing panel in place during the return mailing. The adhesive 54 may, for example, comprise a conventional remoistenable adhesive.

At the end of the initial mailing the envelope 20 may be opened by lifting the end portions 38 and 40 of the sealing panel 30 from the underlying panel 34 to break the bond provided by the adhesive spots 52, 52. For the return mailing, the end portions 38 and 40 are removed from the sealing panel by tearing along the weakened lines 42 and 44 and the remainder of the sealing panel is secured to the panel 34 by use of the adhesive 54.

FIG. 3 shows the envelope 20 as conditioned for return mailing and from an inspection of this figure in comparison with FIG. 1 it will be noted that removal of the end portion 38 reveals a second postage area 56 on the panel 34 which second postage area previously underlaid the end portion 38 so as to be hidden thereby. The second postage area is used during the return mailing and may be printed with a mailing permit or with indicia indicating that a stamp is to be placed over the area. Likewise, removal of the end portion 40 reveals a previously hidden portion 57 of the panel 34 which may be used to receive a return address used during the return mailing.

The panel 34 also includes a window 58. For cooperation with this window the insert 22 includes two different address areas which may be made to appear alternatively in the window during the initial and return mailings, respectively. That is, as shown best in FIG. 2, the insert 22 includes a first face 60 having an address area 62 which registers with the window 58 during the initial mailing. The reverse face 64 of the insert includes a second address area 66, shown in FIG. 3, which may be made to register with the window 58 for use during the return mailing by removing the insert and replacing it in the envelope pocket in a different condition. The second address area 66 may be preprinted with the address to be used for the return mailing, and preferably the first address area 62 is left blank until after the insert is placed in the envelope and the sealing panel closed and sealed, the mailing item thereafter being addressed by printing the address for the initial mailing onto the second area 66 through the window 58.

Also, if desired, the face 60 of the insert 22 may be coated with a pressure sensitive material of a type well known in the art to enable information to be printed onto the insert while it is in the envelope by printing or typing through the panel 34. Paper provided with such a coating is often referred to as carbonless transfer paper. If this is done, it will be understood that the mailing item as supplied to the user may have the insert 22 sealed in the envelope 20 with the address area 62 and other portions of the face 60 blank. Thereafter, the mailing item may be processed for mailing by applying an address to the address area 62 and other information

particular to the addressee may be entered onto the insert by typing through the panel 34. For example, all or part of the insert may be a billing statement form and billing particulars may be entered onto it by typing through the envelope panel 34.

In making the above-described mailing item the envelope 20 and insert 22 are preferably made simultaneously from two different webs of material with the insert 22 at one point in the process being applied to the envelope blank 23 and with the blank subsequently being folded around the insert to form the finished item. As shown in FIG. 4, one or more small spots 25, 25 of releasable adhesive may be applied between the blank and the insert to hold the insert in place relative to the blank both during and after folding.

FIGS. 5 to 8 show a mailing item comprising another embodiment of this invention. Referring to these figures, the mailing item there shown is generally similar to that of FIGS. 1 to 4 except that the sealing panel is connected to the bottom edge of the rear panel of the envelope rather than to the top edge and also includes the window of the envelope. The envelope of this item is indicated at 65, the blank from which it is made being shown in FIG. 8 and indicated at 67. The rear panel of the envelope is indicated at 68 and the sealing panel at 70, the sealing panel being connected to the rear panel along a fold line 72 which defines the lower edge of the rear panel. Two inwardly folded end flaps 74, 74 are connected to the end edges of the rear panel and another panel 76 is connected to the upper edges of the rear panel 68 along a fold line 78 defining such upper edge. The panel 76 is of approximately the same size as the rear panel 68 and it and the sealing panel are folded along their fold lines as shown in FIG. 5 so that the panel 76 underlies the sealing panel 70.

FIG. 5 shows the mailing item in its initial mailing condition, and in this condition the sealing panel 70 includes two end portions, 80 and 82, located respectively at the upper right-hand and upper left-hand corners of the envelope. The end portion 80 includes a first postage area 84 for use during the initial mailing which may be printed with a mailing permit as shown if desired, and the end portion 82 may be used to receive a return address for use during the initial mailing. The two portions 80 and 82 are spaced from one another by a substantially straight edge 86 and are separated from the remainder of the sealing panel by weakened lines 88 and 90, respectively, which are aligned with the edge 86. The edge 86 is located substantially above the middle of the envelope and below it the panel 70 contains a window 92.

The panel 76 is permanently secured to the end flaps 74, 74 by lines of adhesive between the end flaps and the panel 76, one such line of adhesive being shown at 94 in FIG. 6. During the course of the initial mailing, the sealing panel 70 is held closed by two spots of adhesive 96, 96 between the end portions 80 and 82 and the panel 76. These spots of adhesive are of such a size and the adhesive used is of such a nature that the bond provided by the adhesive spots may be easily broken to release the sealing panel 70 from the panel 76 to open the envelope by grasping a free area of each end portion and lifting it from the panel 76. Between the two end portions 80 and 82 the sealing panel 70 includes a quantity of remoistenable adhesive or other manually activatable adhesive 98 for use in holding the sealing panel 70 closed during the return mailing.

Included in the mailing item of FIGS. 5 to 8 is an insert 100 which, during the initial mailing, as best shown in FIG. 6, is folded to include at least two panels 102 and 104. The panel 104 is located between the envelope panel 76 and the sealing panel 70 and the outer insert panel 102 is located in the main pocket of the envelope between the panel 76 and the rear panel 68.

The insert panel 104 contains a first address area 106 which appears through the window 92 during the initial mailing. Beneath the insert panel 104 the underlying envelope panel 76 includes a second address area 108 which receives an address used during the return mailing of the item. This return address in the area 108 may, if desired, be pre-printed on the panel 76. The panel 76 also includes a second postage area 110, for use during the return mailing, underlying the end portion 80 of the sealing panel.

In the use of the mailing item of FIGS. 5 to 8, the first recipient's name and address are applied to the first address area 106 and the item is mailed in the condition it appears in FIG. 5. At the end of this initial mailing the recipient opens the envelope by lifting the end portions 80 and 82 to break the bond provided by the spots 96, 96 of adhesive and removes the insert 100. For the return mailing the initial recipient then places part or all of the insert and/or some other material into the main pocket of the envelope, removes the end portions 80 and 82 by tearing along the weakened lines 88 and 90 and then seals the remaining portion of the sealing flap to the panel 76 using the line of adhesive 98. The envelope now is in the condition shown in FIG. 7 and the address contained in the second address area 108 appears through the window 92. Also, the second postage area 110 is revealed for use during the return mailing by the removal of the end portion 80 and the removal of the end portion 82 reveals another area 112 at the upper left-hand corner of the envelope which may be used to provide a return address for the return mailing.

Similar to the insert of the mailing item of FIGS. 1 to 4, the insert of the item of FIGS. 5 to 8 may include a pressure sensitive coating enabling information to be transferred to it while it is in the envelope by typing through the wall of the envelope.

In the two above-described mailing items, the envelopes include only a single panel, other than the rear panel, underlying and cooperating with the sealing panel and either the sealing panel or the underlying panel includes a window. In accordance with another embodiment of the invention, shown in FIGS. 9, 10 and 11, the envelope may instead include two panels underlying and cooperating with the sealing panel with one such other panel containing a first address area and with the other containing a second address area in such a way that no window need be provided in any panel.

Referring to FIGS. 9 to 11, the envelope 113 of the mailing item there shown includes a rear panel 114. Additionally a sealing panel 116 and another panel 118 are connected to the rear panel 114 along upper and lower fold lines 120 and 122, respectively. Connected to the left-hand end of the rear panel 114 is a small end flap 124 folded inwardly about a fold line 126 defining the left-hand end edge of the envelope. At its right-hand end the rear panel 114 has connected thereto a large end panel, referred to as an intermediate panel 128, which is folded inwardly along a fold line 130 defining the right-hand end edge of the rear panel. The intermediate panel 128 extends substantially the entire

length of the envelope and at its left-hand end is permanently secured to the small end flap 124 by a line of adhesive 132.

In the manufacture of the envelope 113, after the intermediate panel 128 is folded and bonded to the end flap 124, the panel 118 is folded along its fold line 122 into over-lying relationship with the intermediate panel 128 and is secured to the panel 128 by a line 134 of adhesive adjacent the fold line 122, as shown in FIG. 10. The panel 118, therefore, becomes the front panel of the envelope as conditioned for its initial mailing as shown in FIG. 9. Above the line 134 of adhesive, as viewed in FIG. 9, the panel 118 includes a line of weakening 136 extending across its entire length, and above this line of weakening the panel 118 includes a first address area 138 for use during the initial mailing.

The sealing flap 116 includes two end portions 140 and 142 separated from the remainder of the sealing panel by lines of weakening 144 and 146, respectively. Spots 148, 148 of adhesive between the end portions and the panel 118 hold the sealing panel releasably closed during the initial mailing. The end portion 140 includes a first postage area 150 for use in the initial mailing. Between the two end portions 140 and 142 the sealing panel 116 includes a quantity of remoistenable or other manually activatable adhesive 152 for use in holding the remainder of the sealing panel closed during the return mailing.

As shown in FIG. 10, the intermediate panel 128 includes a second address area 154 underlying the first address area 138 of the front panel 118 and also includes a second postage area 156 underlying the end portion 140 of the sealing panel. The main pocket of the envelope is located between the intermediate panel 128 and the rear panel 114 and contains an insert 158 which, similar to the previously described inserts, may include a pressure sensitive coating to allow the entry of information thereon while it is contained in the envelope.

In the use of the mailing item of FIGS. 9 to 11, at the end of the initial mailing, the recipient opens the envelope by breaking the seals provided by the adhesive spots 148, 148 and thereafter removes the end portions 140 and 142 of the sealing panel by tearing along the weakened lines 144 and 146. He then also removes the upper portion of the front panel 118 by tearing along the weakened line 136. The rear face of this removed portion, as shown in FIG. 10, may include printing making the removed portion a coupon, an order form, an advertising piece, or other business form. This removal of the upper portion of the front panel reveals the second address area 154 for use during the second mailing. Likewise, the removal of the end portion 140 of the sealing panel reveals the second postage area 156 for use during the return mailing. After placing the material to be returned in the envelope pocket the initial recipient then closes the sealing panel using the remoistenable adhesive 152 and the item is ready for the return mailing, the item at this time appearing as shown in FIG. 11.

To facilitate the addressing of the mailing items of this invention and/or the entry of other information onto pressure sensitive inserts forming parts of such mailing items, the items may be attached to carrier sheets to provide continuous form assemblies adapted to be handled by various addressing or other information entry machines. Various different means may be

used for attaching the items to the carrier sheets. In accordance with another aspect of this invention, however, the envelopes of the items include tabs at the four corners of the envelope which tabs may be bonded to the carrier sheet to hold the items thereto and which tabs are connected to the remainder of their envelopes by weakened lines allowing the envelopes to be removed from the carrier sheet after processing by tearing along such weakened lines.

Referring to FIGS. 12 and 13, these figures show, for example, an item 172 generally similar to that previously described in connection with FIGS. 1 to 4 but including corner tabs for use in attaching the item to a carrier sheet or the like. In these figures the parts of the item there shown which are generally similar to that of the item of FIGS. 1 to 4 have been given the same reference numerals as in FIGS. 1 to 4 and need not be further described. The four corner tabs are indicated at 160, 160 and are each connected to the remainder of the envelope by a line of weakening 162. As shown best in FIG. 13, the two upper tabs, prior to folding, extend both above and below the fold line 28 so that after folding each tab is of a double thickness, and a line of adhesive 163, placed on each tab prior to folding, holds the two thicknesses together. Likewise, the two bottom tabs 160, 160 extend above and below the bottom fold line 32 prior to folding so that each tab is of a double thickness after folding, and a line of adhesive 163 on each tab holds the two thicknesses together.

FIGS. 14 and 15 show an item similar to that of FIGS. 5 to 8 but including corner tabs 164, 164 for holding the item to a carrier sheet or the like. Each tab 164 is connected to the remainder of the envelope by a line of weakening 166 enabling the envelope to be removed from the carrier sheet by tearing along such weakened lines after processing. In FIGS. 14 and 15 the parts thereof which are similar to the parts of the items shown in FIGS. 5 to 8 have been given the same reference numerals as in the latter figures and need not be further redescribed. As shown in FIG. 15, each tab 164 includes a line of adhesive 168 which holds its two thicknesses together after folding.

FIGS. 16, 17 and 18 show a continuous form assembly embodying another aspect of this invention and utilizing mailing items 172, 172 similar to those previously described in connection with FIGS. 12 and 13. Referring to FIGS. 16 to 18, the continuous form assembly there shown includes an elongated carrier sheet 170 having attached thereto a plurality of mailing items 172, 172 spaced from one another along the length of the carrier sheet. The items are arranged in two rows along the length of the carrier sheet so that each item of each row is aligned with a corresponding item of the other row thereby providing a "two-up" arrangement. This two-up arrangement is particularly desirable when the continuous form assembly is used with various presently available line-by-line computer-controlled printers as such printers are of usually such a size as to be capable of handling a continuous form assembly with such a two-up arrangement of mailing items thereby enabling two envelopes to be processed simultaneously. Therefore, the two-up arrangement makes better use of the computer and printer capacity than would a continuous form assembly with only a single row of mailing items. However, a continuous form assembly with only a single row of mailing items may be more desirable for other applications, and it is to be un-

derstood that the invention extends to such a single row assembly as well as to the illustrated double row assembly.

At the edges of the carrier sheet 170 are marginal strips 174, 174 containing openings 176, 176 for use in feeding the assembly through a printer or other addressing or information entry machine. Located at regularly spaced intervals along the length of the carrier sheet are transversely extending weakened lines 177, 177 facilitating the folding of the assembly into a conventional zig-zag folded pile. The mailing items are attached to the carrier sheet 170 by spots of adhesive 178, 178 between the tabs 160, 160 and the carrier sheet.

The items 172, 172 are arranged with their front faces facing the adjacent surface 173 of the carrier sheet 170 and a means is provided for transferring information typed or printed onto the opposite face 175 of the carrier sheet onto the first address areas of the mailing items. If the sheets in the mailing items have pressure sensitive coatings, such pressure sensitive coatings may serve as the information transferring means; however, in FIGS. 16 to 18, this means is shown to comprise a plurality of spot carbon coatings 180, 180 on the carrier sheet 170, each of which is aligned with the window of its associated mailing item. Therefore, as best understood from FIG. 18, when addressing a mailing item an address is typed onto the surface 175 of the carrier sheet at the location of the spot carbon area 180 and this spot carbon area transfers the address to the insert of the associated mailing piece through the window of the envelope. After all of the mailing items on the continuous form assembly have been addressed in this manner they may be removed from the carrier sheet 170 by tearing along the weakened lines 162, 162 and the carrier sheet then serves as a master record of the addresses applied to the individual mailing items.

As mentioned, a pressure sensitive coating may be used on the insert in place of the spot carbon areas 180, 180 of FIG. 16 to transfer information typed or printed onto the carrier sheet to the insert, and FIG. 19, by way of example, illustrates such an arrangement. The assembly shown by this figure is similar to that of FIGS. 16 to 18 except for the carrier sheet 170 not including spot carbon areas and except for the insert, indicated at 182, being one having a pressure sensitive coating on its surface 184 which appears through the window of the envelope. Preferably, the pressure sensitive coating extends beyond the bounds of the window so that in addition to the address printed onto the first address area, other information may be entered onto the insert by printing through the envelope wall. Also, as shown, the insert may be folded to provide two or more overlying panels 186, 188, 190 and two or more of these panels may include pressure sensitive coatings so that information typed onto the carrier sheet is transferred to two or more of the panels. For example, in the illustrated case the insert may be designed so that the address entered onto the panel 186 is also entered onto the panel 188 and one of these latter two panels may be removable from the remainder of the insert by tearing along a line of weakening.

I claim:

1. A two-way mailing item comprising a generally rectangular envelope having a sealing panel and at least one other panel underlying said sealing panel, said sealing panel when said envelope is in its normal attitude

having a first portion located at the upper right-hand corner of said envelope, said first portion of said sealing panel including a postage area, releasable means releasably securing said first portion of said sealing panel to one of said at least one other panel underlying said sealing panel to at least aid in holding said sealing panel closed during the first mailing of said item, said releasable means being such as to enable said first portion of said sealing panel to be lifted from the underlying panel to which it is secured by said releasable means to break the bond provided by said releasable means, and manually activatable adhesive means between said sealing panel and one of said at least one other underlying panel, said activatable adhesive means being in an inactive condition so as to provide no bond between said sealing panel and any other panel but being activatable for use in subsequently securing said sealing panel and one of said at least one other underlying panel to one another during the second mailing of said item, said sealing panel including a first line of weakening between said first portion thereof and the remainder thereof to enable said first portion to be torn from said remainder of said sealing panel after said first portion is released from the underlying panel to which it is secured by said releasable means to remove said first portion from said item and to thereby expose during said second mailing a corresponding portion of one of said at least one other panel.

2. A two-way mailing item as defined in claim 1 further characterized by said sealing panel including a second portion located at the upper left-hand corner of said envelope when said envelope is in its normal attitude, and releasable means releasably securing said second portion of said sealing panel to one of said at least one other panel underlying said sealing panel to aid in holding said sealing panel closed during the first mailing of said item, said sealing panel including a second line of weakening between said second portion of said sealing panel and the remainder of said sealing panel to enable said second portion to be torn from said remainder of said sealing panel subsequent to said first mailing and prior to said second mailing.

3. A two-way mailing item as defined in claim 1 further characterized by said envelope including four tabs, two of said tabs extending outwardly from one end of said envelope adjacent respective ones of the two corners of said envelopes at said one end and the other two of said tabs extending outwardly from the other end of said envelope adjacent respective ones of the two corners of said envelope at said other end, each of said tabs being connected with the remainder of said envelope by a line of weakening enabling it to be torn from said remainder of said envelope.

4. A two-way mailing item comprising an envelope having a rectangular rear panel with two side edges and two end edges, a first other panel connected with said rear panel along a first fold line defining one of said side edges, a second other panel connected with said rear panel along a second fold line defining the other of said side edges, said two other panels being folded along said two fold lines into overlying relationship with said rear panel so as to comprise an inner panel overlying said rear panel and an outer panel immediately overlying said inner panel, said outer panel having a first portion located at the upper right-hand corner of said envelope when said envelope is in its normal attitude, said first portion of said outer panel including a

postage area and said inner panel including another postage area directly underlying said first portion of said outer panel, means releasably securing said first portion of said outer panel to said inner panel to at least aid in holding said inner and outer panels to one another during the first mailing of said item, and manually activatable adhesive means between said inner and outer panels for use in subsequently securing them to one another during the second mailing of said item, said outer panel including a line of weakening between said first portion and the remainder thereof to enable said first portion to be torn from said remainder of said outer panel to expose said postage area of said inner panel, one of said inner and outer panels also including a window, and an insert in said envelope having a first address area appearing through said window.

5. A two-way mailing item as defined in claim 4 further characterized by said outer panel also including a second portion located at the upper left-hand corner of said envelope when said envelope is in its normal attitude, and means releasably securing said second portion of said outer panel to said inner panel to aid in holding said inner and outer panels to one another during said first mailing, said outer panel including a second line of weakening between said second portion and the remainder of said outer panel to enable said second portion to be torn from said remainder of said outer panel subsequent to said first mailing and prior to said second mailing.

6. A two-way mailing item as defined in claim 5 further characterized by said outer panel having an edge extending between said first and second portions thereof generally parallel to said two fold lines, and said first and second portion both extending beyond said edge in the direction away from the fold line by which said outer panel is connected to said rear panel.

7. A two-way mailing item as defined in claim 4 further characterized by said insert having a pressure sensitive face enabling information to be entered onto it by typing through said envelope.

8. A two-way mailing item comprising an envelope having a rectangular rear panel with upper and lower side edges and two end edges, two end flaps connected with said rear panel along respective ones of said two end edges and folded along fold lines defining said two end edges into overlying relation with said rear panel, said two end flaps partially overlapping one another and being bonded to one another to form an intermediate panel, a front panel connected with said rear panel along said lower side edge and folded along a fold line defining said lower side edge into overlying relation with said intermediate panel, means bonding said first panel to said intermediate panel along a line adjacent said lower side edge, a sealing panel connected with said rear panel along said upper side edge and folded along a fold line defining said upper side edge into overlying relation with said front panel, said sealing panel having a free edge located intermediate said upper and lower side edges and also having two end portions located at opposite ends thereof, means releasably securing said two end portions of said sealing panel to said front panel, said front panel including a line of weakening extending thereacross parallel to said lower edge and located above said bonding means whereby the upper portion of said front panel above said line of weakening may be torn from said envelope after said sealing panel is released therefrom, said front

panel including a first address area located between said free edge of said sealing panel and said line of weakening, said sealing panel including two lines of weakening connecting said two end portions thereof to the remainder thereof whereby said two end portions may be torn from said sealing panel after said sealing panel is released from said front panel, and a quantity of manually activatable adhesive on said sealing panel for use in subsequently sealing said sealing panel to said intermediate panel after said upper portion of said front panel is removed from said envelope, said intermediate panel having a second address area which is exposed upon removal of said upper portion of said front panel.

9. A two-way mailing item comprising a generally rectangular envelope having a sealing panel and at least one other panel underlying said sealing panel, said sealing panel having two end portions spaced from one another and located respectively adjacent the upper right-hand corner and the upper left-hand corner of said envelope when said envelope is in its normal attitude, spots of adhesive between said two end portions of said sealing panel and the immediately underlying one of said at least one other panel sealing said two end portions to said at least one other panel, said adhesive and the size of said spots thereof being such as to releasably hold said sealing panel closed relative to said immediately underlying panel while allowing said two end portions of said sealing panel to be subsequently lifted from said immediately underlying panel to break the bond provided by said spots of adhesive, said sealing panel including lines of weakening between said two end portions thereof and the remainder thereof enabling said two end portions to be torn from said remainder of said sealing panel after said sealing panel is opened by breaking the bond provided by said spots of adhesive, and a manually activatable adhesive on said sealing panel between said two end portions thereof, said manually activatable adhesive being in an inactive condition so as to provide no bond between said sealing panel and any other panel but being manually activatable for use in subsequently holding said remainder of said sealing panel closed relative to one of said at least one underlying panel.

10. A two-way mailing item comprising a generally rectangular envelope including a sealing panel and one other panel underlying said sealing panel, said sealing panel when said envelope is in its normal attitude having a first portion located at the upper right-hand corner of said envelope, said first portion of said sealing panel including a postage area, means releasably securing said first portion of said sealing panel to said one other panel to at least aid in holding said sealing panel closed during the first mailing of said item, manually activatable adhesive means between said sealing panel and said one other panel for use in subsequently securing said sealing panel and said one other panel to one another during the second mailing of said item, said sealing panel including a first line of weakening between said first portion thereof and the remainder thereof to enable said first portion to be torn from said remainder of said sealing panel to expose during said second mailing a corresponding portion of said one other panel, one of said panels having a window, and an insert contained in said envelope, said insert having a first address area registered with said window, and said insert also having a second address area initially



out of registry with said window and capable of being brought into registry with said window upon opening of said envelope by removing said insert from said envelope and then replacing it in said envelope in a different condition.

11. A two-way mailing item as defined in claim 10 further characterized by said panel having said window being said sealing panel.

12. A two-way mailing item as defined in claim 10 further characterized by said insert having a pressure sensitive face whereby information may be entered onto said insert while it is in said envelope by typing through said envelope.

13. A two-way mailing item as defined in claim 11 further characterized by said insert having a pressure sensitive face whereby information may be entered onto said insert while it is in said envelope by typing through said envelope.

14. A two-way mailing item comprising a generally rectangular envelope including a sealing panel, a first panel underlying said sealing panel, and a second panel underlying said first panel, said sealing panel when said envelope is in its normal attitude having a first portion located at the upper right-hand corner of said envelope, said first portion of said sealing panel including a postage area, means releasably securing said first portion of said sealing panel to said first panel to at least aid in holding said sealing panel closed during the first mailing of said item, said sealing panel including a first line of weakening between said first portion thereof and the remainder thereof to enable said first portion to be torn from said remainder of said sealing panel to enable the exposure during said second mailing of a corresponding portion of said second panel, said first panel having a first address area for use during said first mailing of said item and said second panel having a second address area for use during said second mailing of said item, said first panel being connected to the remainder of said envelope by a line of weakening enabling it to be torn from said remainder of said envelope to expose said second panel for said second mailing, and manually activatable adhesive means between said sealing panel and said second panel for use in subsequently securing said sealing panel and said second panel to one another during said second mailing of said item.

15. A continuous form assembly comprising an elongated carrier sheet, a plurality of two-way mailing items, each of said items comprising a generally rectangular envelope having a sealing panel and at least one other panel underlying said sealing panel, said sealing panel when said envelope is in its normal attitude having a first portion located at the upper right-hand corner of said envelope, said first portion of said sealing panel including a postage area, releasable means releasably securing said first portion of said sealing panel to one of said at least one other panel underlying said sealing panel to at least aid in holding said sealing panel closed during the first mailing of said item, said releasable means being such as to enable said first portion of said sealing panel to be lifted from the underlying panel to which it is secured by said releasable means to break the bond provided by said releasable means, manually activatable adhesive means between said sealing panel and one of said at least one other underlying panel, said

activatable adhesive means being in an inactive condition so as to provide no bond between said sealing panel and any other panel but being activatable for use in subsequently securing said sealing panel and one of said at least one other underlying panel to one another during the second mailing of said item, said sealing panel including a first line of weakening between said first portion thereof and the remainder thereof to enable said first portion to be torn from said remainder of said sealing panel after said first portion is released from the underlying panel to which it is secured by said releasable means to remove said first portion from said item and to thereby expose during said second mailing a corresponding portion of one of said at least one other panel, four tabs, two of said tabs extending outwardly from one end of said envelope adjacent respective ones of the two corners of said envelope at said one end and the other two of said tabs extending outwardly from the other end of said envelope adjacent respective ones of the two corners of said envelope at said other end, each of said tabs being connected with the remainder of said envelope by a line of weakening enabling it to be torn from said remainder of said envelope, and means securing said tabs of said envelope of said two-way mailing items to said carrier sheet for holding said items to said carrier sheet and whereby each of said envelopes may be removed from said carrier sheet by tearing along the lines of weakening connecting its tabs to the remainder of said envelope.

16. A continuous form assembly as defined in claim 15 further characterized by said plurality of two-way mailing items being arranged in two rows extending along the length of said carrier sheet with the envelopes of one row of said items being laterally aligned with the envelopes of the other row of said items.

17. A continuous form assembly as defined in claim 15 further characterized by said at least one other panel of each of said envelopes comprising a single panel and one of said sealing panel and said single panel having a window, an insert contained in each of said envelopes and having a first address area registered with said window, said envelopes being arranged on said carrier sheet with their windows adjacent one face of said carrier sheet, and means for transferring written impressions made on the other face of said carrier sheet to said first address areas of said inserts.

18. A continuous form envelope assembly as defined in claim 11 further characterized by said means for transferring impressions comprising a plurality of spot carbon areas on said one face of said carrier sheet each registered with a respective one of said envelope windows.

19. A continuous form assembly as defined in claim 17 further characterized by said means for transferring impressions comprising a pressure sensitive coating on each of said inserts covering said first address area thereof.

20. A continuous assembly as defined in claim 19 further characterized by said pressure sensitive coating on each of said inserts extending beyond the bounds of said first address area thereof so that impressions made on said other face of said carrier sheet may be transferred to portions of each insert located out of registry with its associated window.

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