Dec. 11, 1956 H. R. KROHN 2,773,638

MAILING ARTICLE

Filed Nov. 28, 1947 2 Sheets-Sheet 1

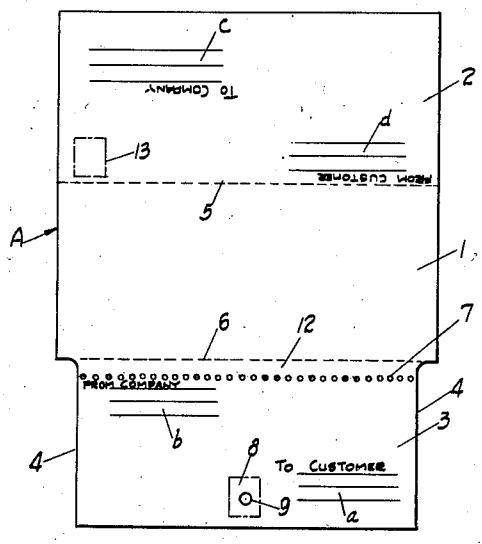


FIG. 1

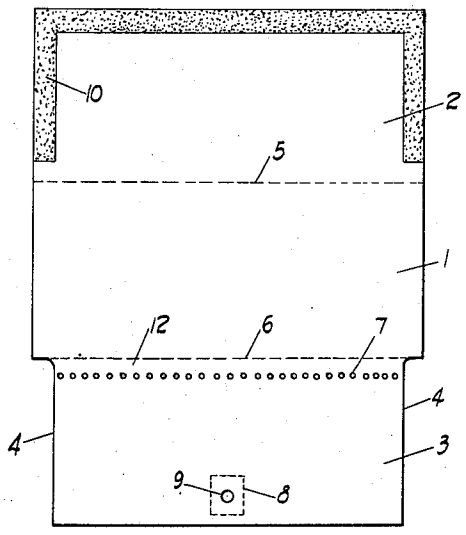


FIG. 2

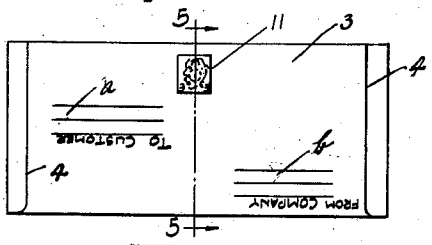


FIG. 3

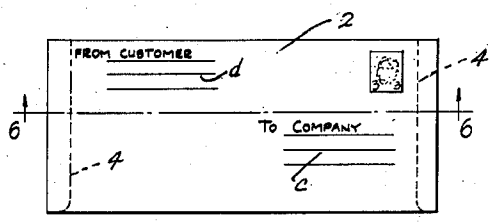


FIG. 4

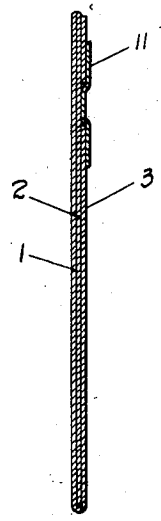


FIG. 5

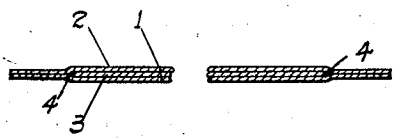


FIG. 6

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MAILING ARTICLE

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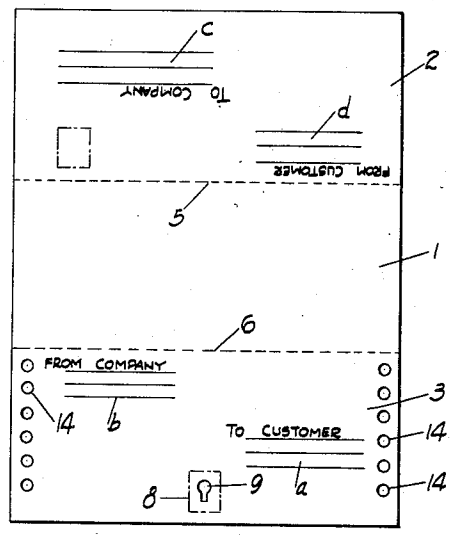


Fig. 7

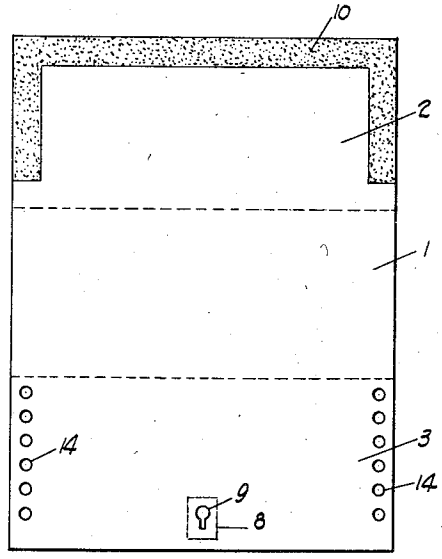


Fig. 8

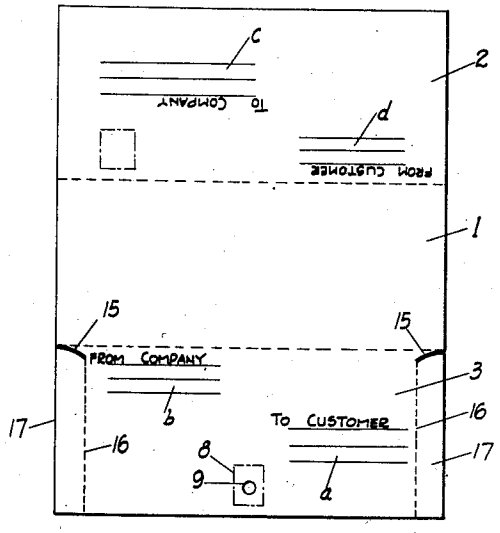


Fig. 9

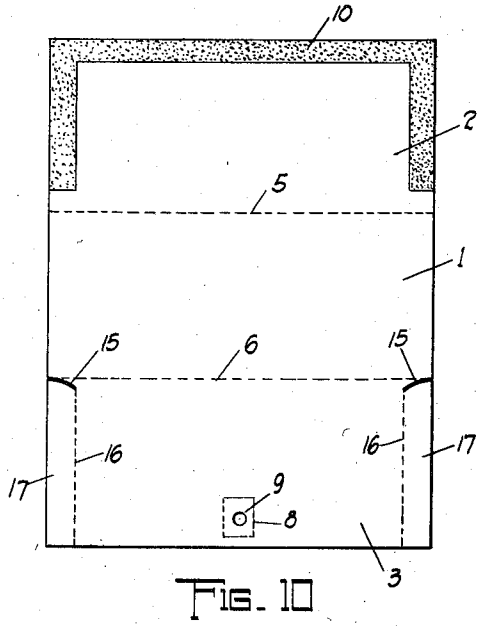


Fig. 10

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MAILING ARTICLE

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Application November 28, 1947, Serial No. 788,428

3 Claims. (Cl. 229—92)

My present invention relates to the art of stationery, and particularly to improvements in envelope constructions, and to what are commonly called return mail folders having envelope characteristics.

In carrying out my invention, I provide a novel and unique form of envelope dispensing with the usual projecting end flaps but adapted for complete sealing facilities incident to the peculiar form thereof. Supplemental to the foregoing, by providing suitable printed matter on sections of the envelope mentioned, or, where desirable, supplying adjunctive printed matter sections, the said envelope may be equally advantageously utilized as a return mailing folder.

Another important feature of my invention lies in the design and mode of cutting and folding my article such that all printed matter may be applied to one side of the blank used, whether the latter is employed as an envelope, or return folder, this enabling the entire inside face of the blank used for carrying writing or advertising matter, under some conditions.

A special object of my invention has been to so design the blank from which my article is made as to afford highly effective end sealing means notwithstanding that no end flap provisions, involving costly die cutting and paper waste, are required.

Also, I specially form the blank from which may article is made so that application of a stamp to the same effects sealing thereof.

Still other advantageous objectives are achieved by my invention, the merit of which will be perceived clearly on reference to the following detailed description, and the accompanying drawings, and in the latter:

Figure 1 is a flat or plan view of my envelope or return folder blank, looking toward the outer side of the same.

Figure 2 is a plan view similar to Figure 1, but looking at my article toward the inner side thereof, as regards the formation of the blank.

Figure 3 is a view showing the blank of Figures 1 and 2 as when folded for sending to the customer and sealed by the stamp applied at the sealing space.

Figure 4 is a view of the blank as when folded and sealed by the customer for return to the original sender.

Figure 5 is a sectional view taken about on the line 5—5 of Figure 3.

Figure 6 is a sectional view taken about on the line 6—6 of Figure 4.

Figure 7 is a view similar to Figure 1, but showing a modified adaptation of my invention.

Figure 8 is a view similar to Figure 2, but illustrating the modification shown in Figure 7.

Figure 9 is a view similar to Figure 1, showing still another modification of my invention.

Figure 10 is a view similar to Figure 2, of the modification of Figure 9.

My envelope or folder consists of a simple blank generally designated at A, of approximately rectangular form and preferably so for economy of manufacture. The said blank A is divided into three general sections, namely the

intermediate section 1 and the outer sections 2 and 3 which are integral with said intermediate section 1.

The section 3 of the blank has its ends cut away as at 4 so that in length the section 3 is somewhat shorter than the other two sections 1 and 2, as obvious from Figures 1 and 2 of the drawings. The purpose of this formation of the cut-away portion 4 will appear presently hereinafter.

As seen in Figure 1, the section 3 of the blank is provided with an address space designated *a* to receive the indicia address of the customer or recipient of the envelope or mailing folder, and on this section 3 there will be provided, as quite customary in respect to form, an address space *b* in which may be printed the address of the sender of the article.

Now, in like manner to the section 3 there is provided on the section 2 in the main indicia space *c* the return address of the sender of the mailing article, preferably printed in relatively large print. Said outer face of the section 2 also bears in the upper corner thereof, as read properly, the address space *d* for the original customer's or receiver's address to be filled in in pencil or pen, or otherwise, the address space *d* as it appears in Figure 1 being in the lower right hand corner of the section 2.

From the foregoing, it will be perceived that the printed matter on my envelope or mailing folder may be on the outer side thereof as envisioned by reference to Figure 1. The intermediate section 1 does not bear any printed matter but it might be so supplied if the particular use of the article so required or made such printed matter desirable.

In respect to the sections 1, 2 and 3 of the blank from which my envelope is formed, I have indicated on Figures 1 and 2 of the drawing certain dotted lines designated 5 and 6 to indicate the points at which the sections 1, 2, and 3 are folded relatively to one another in the use of my article. These dotted lines are simply indicative and are not actually printed on the blank under ordinary conditions, but are used for facilitating my present description of my invention. Also, for a purpose to be later referred to, I may provide a line of apertures of fine nature, designated 7, located longitudinally of the section 3 of my blank, but these apertures are not necessarily employed, as will later be apparent as this description proceeds.

Near the outer edge of the section 3 of the blank I provide a preferably printed rectangular indicia designated 8 of about the size of a postage stamp and intended to guide the user of my article for applying such postage stamp preliminary to mailing. At the center of the postage stamp applying space 8 the section 3 is formed with a perforation 9 for a purpose also later described.

I now pass to Figure 2 of the drawing which shows the inner side of my blank A which, it will be apparent, is devoid of any printed matter, as illustrated, but practically the whole expanse of said inner side of the blank may be used for application of pen writing, typewriting, or printed circular matter, or, if my envelope is to be used merely for envelope purposes and not for special advertising purposes requiring printed matter on the inner side of the blank, the latter may be left entirely blank and certain useful purposes will be subserved in the employment of my invention, notwithstanding.

Referring now to Figure 2, I note that on the inside of section 2 of the blank A, adjacent the ends of said section and entirely across the same near its outer edge is applied an adhesive material designated 10. This may be ordinary sealing mucilage or like adhesive such as employed on envelopes generally. The manner of application of the adhesive at said certain portions of the section 2 of my blank A has peculiar relation to the formation of the cut-out portion 4 previously mentioned and obtained by the foreshortening of the length of the section 3 of the blank.

I now proceed to describe the manner of use of my invention. For the purpose of illustrating such use, it will be assumed that the envelope or return mail folder, as shown in the drawings, is to be sent out by a company advertising the sale of some article that may be readily purchased by a prospective customer. Under such conditions, the sections **2** and **1** of the article as seen in Figure 2 may contain printed matter or typewriting consisting of information of the goods which the company wishes to sell, and the section **3** may bear on the surface thereof, as seen in Figure 2, a printed order. Of course, the order might be printed on any one of the sections **2**, **1**, and **3**, having in mind the manner of use of my article. With the envelope in its flat condition of the blank of Figure 2, for mailing the same to the customer whose name will be written on the outer face of the section **3**, the user will fold the section **2** down upon the section **1** at the fold line **5**. This done, the user will then fold the section **3**, as seen in Figure 2, upwardly along the fold line **6** so that section **3** lies flat upon the section **2**, the address portions of the section **2** being of course covered by the section **3**.

To seal the article in its condition as last described, a stamp **11**, see Figure 3, is applied on the now upper or outer surface of the folded article which is in the condition of Figure 3, and this stamp will adhere to the outer surface of section **3** and at its middle portion it will adhere to the surface of the section **2** below the section **3** at the area which is exposed by the aperture **9**.

With the stamp affixed the article will appear as seen in Figure 3 and may be mailed to the prospective customer. When the mailing article is received by the recipient or customer, the latter may unseal the sections **2** and **3** by running his finger or a suitable opener between the sections **2** and **3** to release the sealing connection at the aperture **9**. When this is done, the envelope may be opened up so that the printed matter at the inner side thereof, is exposed as seen in Figure 2, in which figure, however, the printed matter is omitted, and the contents of the message of the company to its prospective customer read. It will be assumed that the customer wants to place an order and will fill out the order indicia that may be applied on the inner side of the section **3** or elsewhere on the surface of the blank as seen in Figure 2. When the filling out of the order is completed, the customer will fold the blank as seen in Figure 2, so that the section **3** lies directly down or in contact with the section **1** this time. Then the user will moisten the adhesive **10** of the section **2** by his lips or a suitable moistener and then fold this section down upon the previously down-folded section **3** as in Figure 4 so that the adhesive **10** at the end portions of the section **2** will adhere to the end portions of the section **1** by reason of the provision of the cut-outs **4** previously referred to which permit of such adhesion. Also, the adhesive **10** along the longitudinal free edge of the section **2** will adhere to the upper or outer face of the section **3** at a longitudinal area lengthwise of the latter adjacent to the fold line **6**. Under these conditions, it will be evident that the mailer has been thus re-sealed and this time is closed by sealing both at its ends and along the longitudinal area in adhesive connection with the adhesive at the free edge of the section **2**. If, therefore, a check is enclosed with the order, or any communication is enclosed which the customer desires to send to the company, these articles will be effectively sealed in the return mail folder unit as described by me according to the foregoing.

I have previously referred to the provision of very fine apertures or perforations **7** as seen in Figures 1 and 2 showing the blanks of my envelopes or return folders. These perforations may be availed of in several different ways, but, for example, if it should be desirable that the user, particularly the customer in the mode of use in the description preceding, wishes to detach the order, this can readily be done. It will be apparent that if the section **3** is detached along the line of the perforations **7**, there will remain the portion of the section **3**, designated **12** in the drawings, the same constituting a narrow flap. This flap, upon detachment of the body of the section **3** in the manner stated, may be folded onto the section **1** previous to the folding down of the section **2** for the final closing action and adhesion of the latter to the section **1**, and the adhesion will take place between the flap **12** and the free edge portion of the section **2**, and, as before, between the end portions of the section **2** and the ends of the section **1** at the places where the adhesive on said ends operates to connect these portions of the sections **1** and **2**. In the above manner of use of my mailer or envelope, it is quite evident that even if the order section **3** is detached at the line of perforations **7**, and retained by the customer or recipient of the mailer originally sent out, a check may be enclosed in the return article. On its outer surface the section **2** has a space block **13** at which the postage is to be applied on returning the mailer to the original sender, or company in this instance.

In Figures 7 and 8 I have illustrated a modification of my invention in which all of the main parts as previously described are used, the modified feature being in relation to the method of adhesively joining the sections **1** and **2**, a function afforded by the cut-away portion **4** of the section **3** according to my previously described construction. In Figures 7 and 8 all of the parts which are the same as found in my first described construction bear the same reference characters. However, the blank according to Figures 7 and 8 construction is entirely rectangular and is not provided with the cut-away parts **4** as previously set forth in my first described construction. In the modification of Figures 7 and 8, in lieu of the parts **4** of the section **3** I provide the section **3** with a series of relatively large apertures **14** at the opposite ends thereof and disposed in line parallel with the edge line of each such end. The purpose of these apertures **14** is to enable the adhesive **10** on the section **2** to pass through the apertures **14** and become adhered to the section **1** through the said aperture **14**, to close the ends of the mailer or folder much as described in regard to my first construction set forth, and additionally to have adhesive connection with the outer surface of the section **3** at its end portions. The manner of use of the modification of Figures 7 and 8 may be substantially that described in regard to the construction shown in Figures 1 to 6 inclusive.

I now refer to Figures 9 and 10 of my drawing and describe a further modification of my invention as contained therein. Where the parts in Figures 9 and 10 are the same as in Figures 1 and 2, they are designated by similar reference characters.

According to the modification of Figures 9 and 10, the section **3** of my article, instead of having the cut-out portions **4** as seen in Figures 1 and 2, is provided with curved cuts **15** which are relatively short and located so as to extend from the end edges of the section **3** inwardly a short distance and curved away from the fold line **6** in an outward direction. Then, from the inner ends of each of the cuts **5** I provide a score line **16** running parallel to the adjacent end edge of the section **3** and leading to the outer longitudinal edge of the said section. The score lines **16** afford weakening lines enabling ready folding of the end portions of the section **3** forming flaps **17**, inwardly, thereby to provide in-folded flaps extending from the score lines **16** when the mailer is to be returned by the customer and having been duly sealed by substantially the same operation as described in reference to Figures 1 and 2 construction, because when the flaps **17** are turned in it is obvious that the structure of Figures 9 and 10 is thus provided with the spaces at the ends of the section **3** that are equivalent to the cut-outs **4**. However, in the construction of Figures 9 and 10 it is also to be seen that by using the flaps **17** together with the adhesion connection between the end portions of the sections **2** and **1**, a doubly effective end closure of the container or envelope is se-

cured, something desirable if any valuable message or check or the like is intended to be returned to the original sender.

Another advantage which is derived from the provision of the flaps **17** as seen in Figures 9 and 10, lies in the fact that these flaps form end closures preventing displacement of tickets or any articles inserted in the container or envelope when the latter is sealed only by the postage stamp **11** at the aperture **9** or when it is in the condition shown in Figure 3 as for instance mailed initially to the customer by the sender company or other type of sender. By the use of the flaps **17** such tickets or other articles are prevented from accidental displacement and this is especially true if they are of substantially the area of the sections **1** and **2** of the container, so that the ends underlie the flaps **17**.

It will be evident that my mailer as described may be advantageously used merely as a combined letter and envelope, completely sealed with the structure in the condition shown in Figure 4, irrespective of whether it is contemplated that the recipient of the envelope and letter is intended to return it to the original sender. Under these conditions the aperture **9** may be dispensed with as well as the indicia for addresses designated *a* and *b* and the stamp space **8**, as seen in Figure 1. Or, a reverse utility of my article may be had by using the same only in the form of Figure 3 as a combined letter and envelope, or in the form of Figures 9 and 10, and under these conditions the address indicia on the section **2**, designated *c* and *d* in Figure 1 being omitted.

Now it may be desirable to have an extended surface annexed to the blank inner surface of the blank of my envelope or mailer, as seen in Figure 2, when this is mailed out to the customer in the condition of Figure 3. Such extended surface may be had by merely associating, as one example, with the sections **2** and **1**, a section connected to either of the ends of the members **1** and **2** and extending laterally therefrom so as to fold inside the same previous to placing the article in the folded condition of Figure 3. Such extended surface or auxiliary letter space or advertising space afforded thereby may be detached along a line of perforations provided at either end of the members **1** and **2** previously to returning the mailer to the original sender.

Divers other modifications of my invention and supplements thereto may be made so long as the general structural principles embodied in the forms of the invention as hereinbefore described are retained.

By my invention the amount of paper used for my article is conserved, low mailing costs are ensured, and many other advantages will be achieved, as will be apparent.

A peculiar advantage of my container lies in the fact that it can be made of a wholly rectangular blank of material even when it is formed with end flaps as seen in Figures 9 and 10. The saving of material thus effected is highly important today, as contrasted with articles for like purposes heretofore known.

When all of the printed matter is confined to the outside of my mailer as seen in Figures 1, 7, or 9, the outside of section **3** may contain advertising matter, and the inside of the mailer may be used solely for writing by the customer. Or, the inside of the mailer may be used for the advertiser's message and include an order blank to be returned by the customer. The section **3** may include an order memo to be retained by the customer on which to record what he ordered and the date, and under such conditions the section **3** would be torn off by the customer along perforation **7** before returning the mailer as above described.

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

1. A two way mailing article comprising a single sheet of foldable stationery material including an inner section, a first outer section extending from one edge of the inner section and a second outer section extending from the opposite edge of the inner section, the first outer section bearing, on one side of said sheet, main address indicia of a sender of the mailing article and being foldable onto the inner section, the second outer section bearing, on the same side of said sheet as that mentioned above, main recipient's address indicia and being foldable toward the inner section to lie over the first outer section for exposing the recipient's main address indicia and concealing the sender's main address indicia, means to retain the parts folded as above described with the recipient's address exposed and the sender's address concealed for mailing the mailing article to a recipient, said second outer section having end cut-out sealing areas, and sealing means comprising an adhesive applied to the first outer section at its ends and adapted to have direct sealing connection with the inner section through said cut-out areas when the second outer section is folded onto the inner section and the first outer section is folded to lie over the second outer section for exposing the sender's main address indicia and concealing the recipient's main address indicia for mailing the mailing article to the sender, and sealing means comprising an adhesive extending along the free edge of the first outer section contiguous with the adhesive applied at the ends of said first outer section and adapted to have sealing connection with the second outer section adjacent the fold edge of the latter when the parts are folded as last mentioned to expose the sender's main address indicia.

2. A two way mailing article as claimed in claim 1, wherein said sheet of material is rectangular and the areas of all the sections are equal, and wherein the second outer section is partially severed from the inner section for a short distance at each end of said second outer section to provide an infoldable flap at each respective end of said second outer section, said flaps, when infolded, providing the end cut-out sealing areas defined.

3. A two way mailing article comprising a single sheet of foldable stationery material including an inner section, a first outer section extending from one edge of the inner section and a second outer section extending from the opposite edge of the inner section, the first outer section bearing, one one side of said sheet, main address indicia of a sender of the mailing article and being foldable on to the inner section, the second outer section bearing, on the same side of said sheet as that mentioned above, main recipient's address indicia and being foldable toward the inner section to lie over the first outer section for exposing the recipient's main address indicia, and concealing the sender's main address indicia, a sealing member having an adhesive applied thereto, said sealing member being connected to the second outer section adjacent the free edge thereof and also adherable to one of the other sections to retain the parts folded as above described with the recipient's address exposed and the sender's address concealed for mailing the mailing article to a recipient, said second outer section having end cut-out sealing areas, and sealing means comprising an adhesive applied to the first outer section at its ends and adapted to have direct sealing connection with the inner section through said cut-out areas when the second outer section is folded onto the inner section and the first outer section is folded to lie over the second outer section for exposing the sender's main address indicia and concealing the recipient's main address indicia for mailing the mailer to the sender, and sealing means comprising an adhesive extending along the free edge of the first outer section contiguous with the adhesive applied at the ends of the first outer section and adapted to have sealing connection with the second outer section adjacent the fold edge of the latter when the parts are folded as last described.

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