

March 17, 1953

H. B. COFFIN
MAILING SHEET

2,631,773

Filed Aug. 9, 1946

3 Sheets-Sheet 1

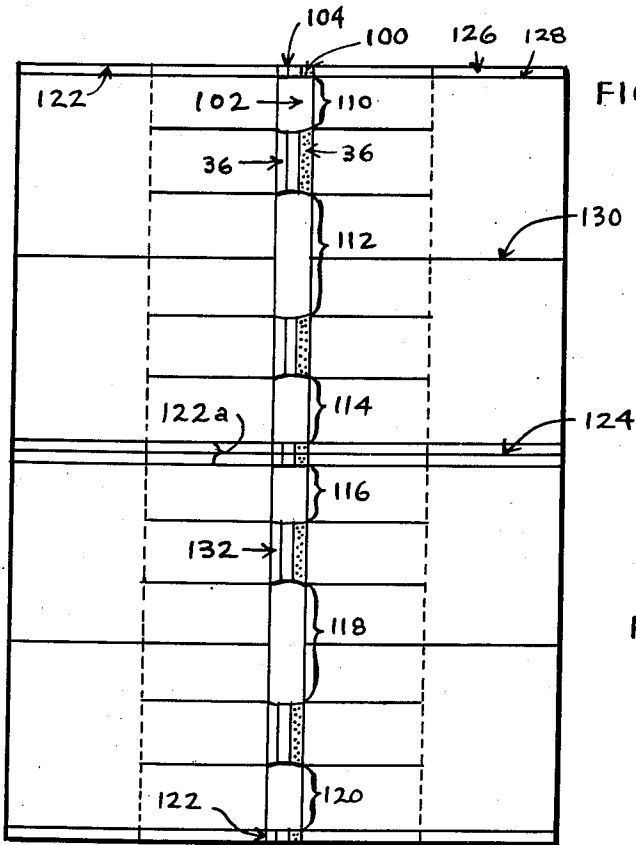
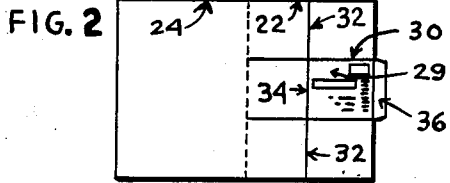
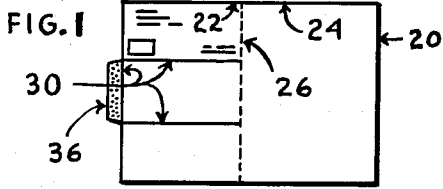


FIG. 3

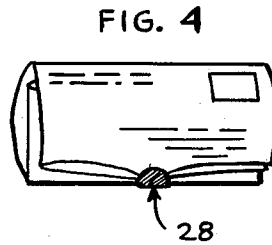


FIG. 4

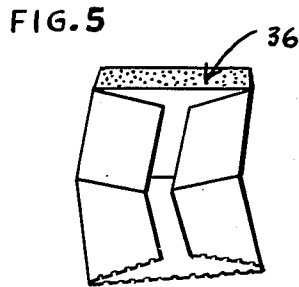


FIG. 5

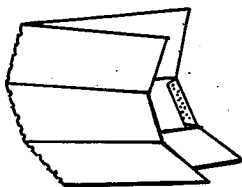


FIG. 6

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FIG. 7

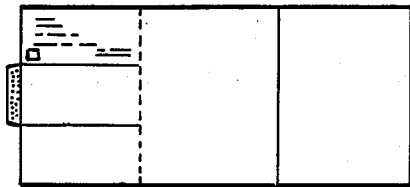


FIG. 8

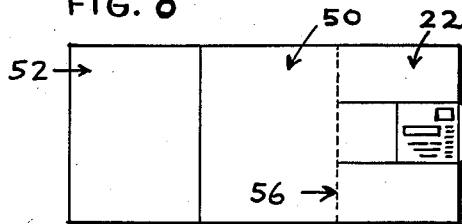
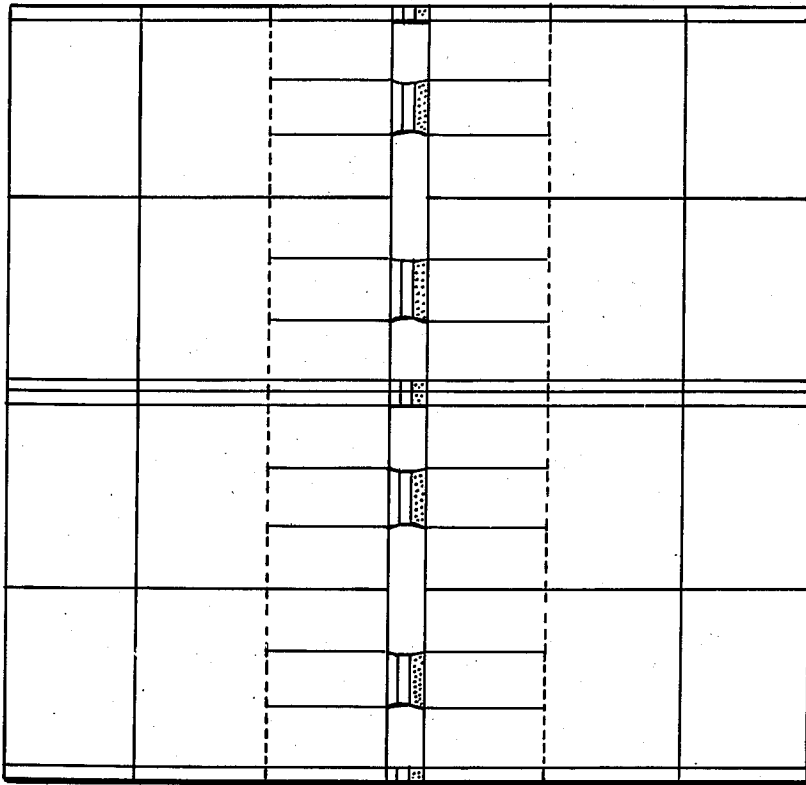


FIG. 9



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FIG. 10

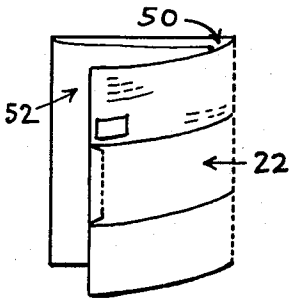


FIG. 12

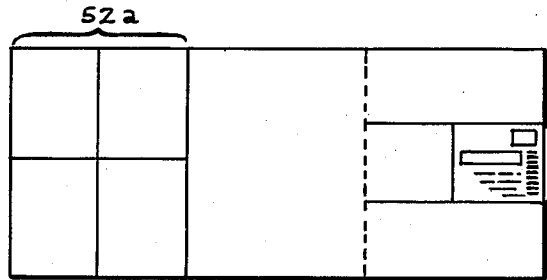


FIG. 11

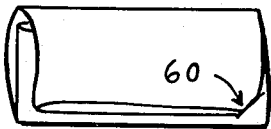


FIG. 13

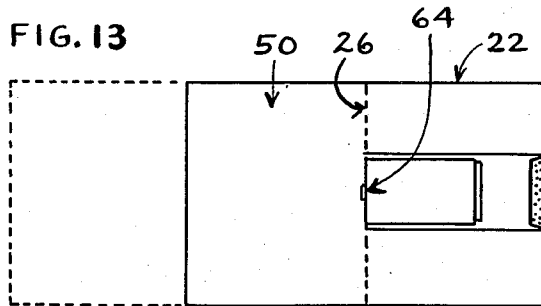
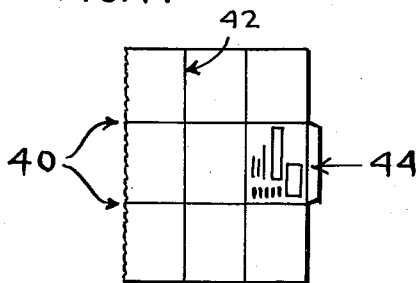


FIG. 14



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MAILING SHEET

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Application August 9, 1946, Serial No. 689,621

4 Claims. (Cl. 229—92.1)

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This invention relates to a combination circular and reply envelope, to blanks therefor constructed to facilitate printing thereon, and to methods of making such blanks.

It is an object of this invention to provide a mailing piece and blank therefor, comprising a single sheet which may be printed in a unitary operation having a detachable portion having sealing facilities thereon designed to be easily removed by the recipient for return dispatch.

In its preferred form the mailing piece comprises a circular having a form letter or the like which may be addressed to the recipient, a display or descriptive portion, and a detachable return portion including an order blank or the like together with a sealable portion in which a remittance may be enclosed. These parts are printed on a single sheet which when folded provides a complete mailable advertising unit so that it is unnecessary to insert loose enclosures. All parts of the circular are so arranged that when it is opened by the recipient, they will appear and be read in proper sequence. For example, when the circular is opened, the first page may be a letter; upon turning the page, the display advertising, description and illustration, if any, will appear. Finally, the recipient will come to the order blank and return envelope which may be readily removed, filled out, folded and, if required, may receive and hold a check.

It is a further object to provide a combination circular and return envelope having a partially open structure permitting postal inspection.

It is also an object of this invention to provide a combination circular and reply blank constructed in such manner as to facilitate printing thereon in any of the usual processes and by any of the usual printing procedures, such as 1-on 2-on, or 4-on-either "work and turn," or not "work and turn."

Another object of this invention is to provide a circular of the above character having a detachable portion upon which the pages of a booklet may be easily printed, the booklet being assembled and held therein, in such manner as to be mailable.

Another object of the invention is to provide a blank for preparing a mailing piece including a return envelope portion so formed that it may be cut into shape with gummed portions in the proper location to provide sealing flaps where needed.

A further object of the invention is to provide a method of making the gummed blanks.

A further object of the invention is to provide

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a blank having cut-out portions intermediate its edges and so formed as to leave continuous outer edges suitable for feeding to the printing press.

Other objects and advantages of the invention will appear in the course of the description of certain preferred embodiments thereof chosen to illustrate the principles of the invention.

In the drawings:

Fig. 1 is a view in plan of the front of one form of circular and reply envelope after it has been printed and cut;

Fig. 2 is a view of the back of the sheet shown in Fig. 1;

Fig. 3 is a view in a plan of a "4-on work-and-turn" circular and return reply envelope blank before printing;

Fig. 4 is a view in perspective showing a mailing piece folded and ready for the first mailing;

Fig. 5 is a view in perspective of the detached portion of the mailing piece partly folded along scored or marked lines preparatory to sealing for return mailing;

Fig. 6 is a view in perspective of the complete circular illustrating the manner of folding for the first mailing;

Fig. 7 is a view in plan of the front of a modified form of circular after it has been printed and cut;

Fig. 8 is a view of the back of the circular shown in Fig. 7;

Fig. 9 is a view in plan similar to Fig. 3 of the duplicate blank for the modified form of circular and reply envelope structure shown in Figs. 7 and 8;

Fig. 10 is a perspective view showing the circular of the form illustrated in Figs. 7 and 8 partially folded;

Fig. 11 is a plan view of the back of the circular folded and ready for mailing to the address for first mailing;

Fig. 12 is a view in plan like that of Fig. 7 but illustrating the structure when used for printing a booklet;

Fig. 13 is a view in plan illustrating the booklet held in the mailing piece; and

Fig. 14 is a view in plan showing an alternative style of reply envelope before folding.

The present invention may be embodied in various forms. Figs. 1 and 2 show the front and back of a preferred form of the invention. In this construction the circular consists of a sheet 20 comprising two halves 22 and 24 separated by a perforated line 26. On the front, the sheet 22 is provided at the top with an address area for first mailing which will appear when the sheet

is folded along the perforated line and the bottom portion (approximately $\frac{1}{3}$) is turned up and the top (approximately $\frac{1}{3}$) folded down over it as shown in Fig. 4. The circular when folded in this way may be held together in any usual manner as for instance by means of a label or sticker 28 (Fig. 4), and when held together in this way, it will be seen that the end of the folded circular is open so that it may be inspected by the postal authorities.

On the front of the part 24 of the circular (Fig. 1) appears a letter or advertising statement pertaining to matter which it is desired to call first to the attention of the recipient. On the back of the sheet 24 (Fig. 2) appears the further continuation of the letter, or suitable advertising matter. On the back of the part 22 (Fig. 2) appears an order blank or additional advertising matter, or both. Between the upper and lower approximate thirds is the central part 29 which contains the address to which the reply envelope is to be sent. This sheet 22 can be separated from the sheet 24 at the line of perforation and folded up in the manner shown in Fig. 5. In order to facilitate such folding, it is preferably scored along horizontal lines as indicated at 30 (Fig. 1) and is then folded transversely along the printed lines indicated at 32. The lines 32 may be scored if desired although scoring is usually unnecessary. It is preferable also to print the fold line and not to score the sheet across the central part as indicated by the dotted line 34 in Fig. 2 because if this part is scored, it shows on the outside when the circular is sent to the original address and, therefore, presents a less attractive appearance than if it is unscored. The edge of the part of the sheet containing the return address is provided with a projecting flap 36 which is gummed on the front side as shown in Fig. 1 so that when the reply envelope is folded as in Fig. 5, the gummed flap 36 may be folded over the opposite edge of the envelope and seal the same. When the circular is first sent out, the gummed flap 36 is folded inwardly as shown in Fig. 6 so that it does not project in a way to interfere with the proper mailability of the piece.

Fig. 5 shows the preferred form of reply envelope as it is very simple and similar to the V-mail envelope with which the public is familiar. Other ways of forming the reply envelope may be employed. For instance, Fig. 14 shows a reply envelope arranged to be folded along scored lines 40 and then along vertical printed or scored lines 42 so as to make a double folded envelope. It is then sealed by means of the flap 44 which is gummed on the reverse side from that shown in Fig. 14. Any other suitable form of reply envelope construction may be used.

The form of circular and reply envelope described above comprises a single sheet printed or two pages separated by a perforated line, one page being detached to form the reply envelope. In cases where it is desired to include a longer letter or more advertising, a circular may be used having more than two pages. Such a construction is shown in Figs. 7 and 8, in which the reply envelope portion 22 (Fig. 8) is connected to a double page comprising portions 50 and 52 which may be scored for folding at 54 and 56. With this construction, the three portions 22, 50 and 52 are folded one upon the other and folded transversely for mailing as shown in Fig. 10. In this form of circular, the end is not open for postal inspection and, therefore, some means for temporarily holding the circular in the closed po-

sition should be employed. For example, the lower third of the folded circular may be tucked under the outer sheet of the top third of the circular, the corner of which may be trimmed so it will tuck into a slot or cut 60 (Fig. 11) made in the outer sheet of the lower third of the circular. This will hold the circular closed sufficiently for mailing but will permit opening for postal inspection. Obviously, any other suitable construction for accomplishing this result may be employed.

Figs. 12 and 13 show a form of circular arranged to include a booklet. A sheet of the same shape as that shown in Figs. 7 and 8 is employed, but the third section 52a instead of being printed with a letter of display advertising is printed to form a plurality of pages (8, 12 etc.) which are then cut up and assembled to form a booklet, bound as shown in Fig. 13. The whole triple sheet shown in Fig. 12 is first printed on both sides by any usual printing operations and the booklet section cut off. Then, the pages are cut apart and assembled. The booklet may then be fastened between sheet portions 22 and 50 as shown in Fig. 13. The pages of the booklet may be joined together and at the same time the booklet may be united to the circular in any suitable manner as by use of a gummed sticker or by a single saddle stitch indicated at 64 in Fig. 13. If desired, the line perforations 26 may be broken opposite to the place where the booklet is attached so as to leave an unperforated section to which the booklet may be attached and more firmly held to the circular. When sheets 22 and 50 are separated, however, the booklet will become detached and may be retained by the recipient of the letter who then fills out the order blank and returns the reply envelope, of which the order blank is a part.

The form of circular shown in Figs. 12 and 13 provides a booklet at the least possible expense, as it may be printed at the same time that the rest of the advertisement and return envelope are printed.

An important feature of the present invention relates to improvements in blanks upon which the circulars are described may be printed and to methods of preparing such blanks. As is evident, a major object of the present invention is to provide for the preparation of the circulars with reply envelopes attached at the lowest possible cost. If a reply envelope is to be used to hold a remittance, it is necessary for such envelope to have a gummed flap enabling it to be sealed. The difficulty of providing blanks with gummed flaps thereon has been considerable because the application of a small patch of gum to a blank has involved extra operations and costs. In accordance with the present invention, sheets are prepared which are gummed continuously as the paper is fed from a roll and the sheets are then cut and excess gummed paper is removed by die cutting so as to provide gummed flaps of the proper shape. Furthermore, the sheets are cut in such a way as to provide continuous edges which will not interfere with the proper feeding of the die cut sheets through the printing presses.

Fig. 3 shows a multiple blank of proper form for printing the circulars of the form shown in Figs. 1 and 2. As shown in these figures, the sheet will make four circulars, the arrangement shown being such that all four circulars may be printed, first on one side and then on the other "work and turn." The sheets are preferably pre-

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pared by feeding the paper from a roll (not shown) the paper coming from the roll having a continuous narrow strip of gum applied longitudinally to each side of the center part of the width of the paper. As shown (Fig. 3) the paper is provided with a gummed strip 100 on the front and a gummed strip 102 on the back. These strips are both near the center of the sheet but are not in alignment, being displaced slightly—one on each side of the center so as to leave a narrow strip 104 between the two gummed strips, such narrow strip not being gummed on either side. By leaving such a narrow ungummed central strip, danger of overlapping of the two gummed strips is avoided. Such overlapping would result in a portion of the paper being gummed on both sides which would be objectionable for reasons which will appear. The paper coming from the roll, gummed as described, is treated in such manner as to dry the gum, after which it is cut into sheets of suitable size, such as shown in Fig. 3 or Fig. 9. The sheet as shown in Fig. 3 or Fig. 9 is then placed in a suitable machine or press by which the desired score lines or perforations are applied, and certain portions of the paper are removed by die cutting. In the sheet shown (Fig. 3), the portions removed are indicated at 110, 112, 114, 116, 118 and 120. Between the cut-out portions 110 and 112, 112 and 114, 116 and 118, and 118 and 120, gummed portions remain forming the flaps 36 of two adjacent circulars placed end to end. When these circulars are cut apart, each will be provided with a flap gummed on the proper side. Owing to the narrow ungummed space 104 above described, the flaps may be readily cut apart without danger of either flap having an edge of gum on the wrong side. The ungummed edge of strip 104 may be readily trimmed from the flap if necessary. Between the cut-out portion 110 and the top edge of the sheet, the bridge portion 122 is provided which gives the sheet a straight unbroken top edge, thus facilitating the feeding of the same into the press. A similar bridge 122 is provided at the bottom of the double sheet. Between the cut-out portions 114 and 116, a double bridge portion 122a is provided. This permits the sheet to be cut in half along the line 124 so as to provide two smaller sheets each with continuous edges in case the printer desires to use a sheet smaller than the full size of that shown in Fig. 3. After the sheets have been printed the marginal portions 126 which contain the bridge portions 122 and 122a are trimmed off along lines 128 and the individual printed circulars may then be cut apart along horizontal lines 130 and vertical lines 132 so as to provide the individual circulars printed and ready for folding, each circular being provided with its gummed tab 36.

The formation of the gummed tabs by gumming continuous narrow strips on opposite sides of the paper as it comes from the roll is a very economical way of applying the gum and avoids the costly process of printing each sheet with patches of gum which must be dried before the sheet can be further utilized. By providing the bridge portions 122 and 122a, the sheets, although having portions removed by die cutting, still present straight continuous edges which enable the sheets to be fed rapidly to the printing press without any difficulty due to irregular form. The circulars may thus be completely prepared and printed in the simplest and cheapest possible manner. Usually the blank sheets are prepared in the form shown in Fig. 3 by the paper

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maker, the paper converter or jobber and are furnished to the local printer in this form. The printer then simply has to put the sheet in the press and print the desired copy thereon. He then cuts the sheet into the individual printed circulars which are ready for folding and mailing. The advertiser has merely to fold and address the sheets and does not have to assemble numerous separate inserts and place them in an envelope. This saves much labor, avoids the possibility of some of the inserts being omitted and furthermore, when the circular is received by the recipient, all of the material is so arranged as to be presented to him in proper order and in much more convenient form than where he receives an envelope with several loose pieces of printed matter therein. He is also provided with an order blank and return envelope in which he may enclose a remittance. The advertiser is thus able to send out a mailing piece containing all essential elements arranged in a most desirable manner and procured at a minimum of cost.

While I have illustrated and described in detail certain preferred forms of my invention, it is to be understood that changes may be made therein and the invention embodied in other structures. I do not, therefore, desire to limit myself to the specific constructions illustrated, but intend to cover my invention broadly in whatever form its principles may be embodied.

What I claim is:

1. A combination circular, booklet and reply envelope comprising two sheets folded one upon the other along a perforated line, one of said sheets being divided into upper, middle and lower panels by fold lines transverse to said perforated line, a multiple page booklet secured at its hinge line to said folded sheets adjacent to the perforated line therebetween, said booklet being located between the fold lines and being of a width not greater than the distance between said fold lines, one of said panels having a gummed flap thereon.

2. A combination letter, booklet, order blank and reply envelope comprising a plurality of sheets separable along a perforated line between the sheets, the first page of the first sheet comprising a letter, the second page of the first sheet comprising an advertisement, the second sheet comprising a plurality of panels divided by fold lines, at least one panel of the first page of the second sheet comprising an order blank, at least one panel on said page having a designated reply address space thereon, at least one panel having on its opposite face a designated sending address space, said second sheet having a gummed sealing flap projecting from the edge of the panel having the designated reply address space thereon, and a multiple page booklet detachably secured at its hinge line to said folded sheets adjacent to said perforated line and arranged to overlie the panel of the page having the designated reply address space thereon, said booklet being located between the fold lines of said panel and being of a width not greater than the distance between said fold lines.

3. A blank for having a plurality of letter and return envelope forms printed thereon, said blank having a line of cut-out portions extending across it near the middle thereof and joined tab portions between the cut-out portions, each tab portion having a gummed area thereon, the gummed areas on each pair of joined tab portions being on opposite sides of the paper, the gummed area on one side not overlapping the gummed

area on the other side, said blank having perforated lines extending parallel to said lines of cut-out portions so as to divide the blank at each side of said line of cut-out portions into pairs of sheets foldable on said perforated lines, the sheet portions having the joined tab portions being divided into panels by fold lines extending at right angles between said line of cut-out portions and said perforated lines, said tab portions corresponding in width with the corresponding panel portions to which they are attached.

4. A blank as claimed in claim 3, in which one panel from which no tab projects of each tabbed and perforated unit has a designated sending address space on one face thereof and in which the panel of said unit which has the tab projecting therefrom carries a reply address space on the opposite face thereof from the face of the sheet carrying the sending address space.

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