Aug. 20, 1929. M. B. KOVNAT 1,725,007

MAILING PIECE

Filed Oct. 31, 1927

Fig. 1.

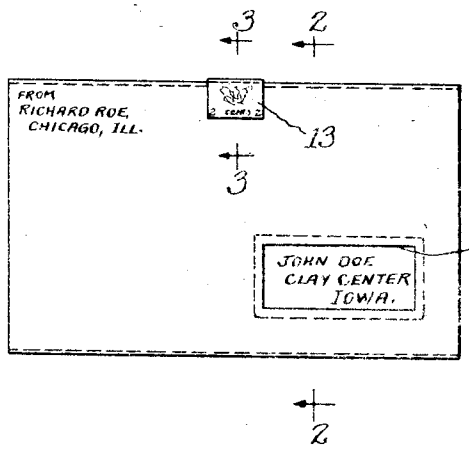


Fig. 2.



Fig. 3.

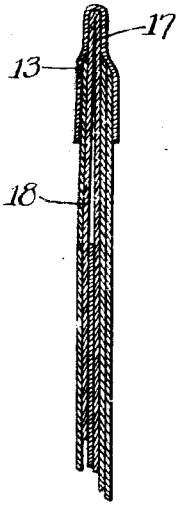


Fig. 4

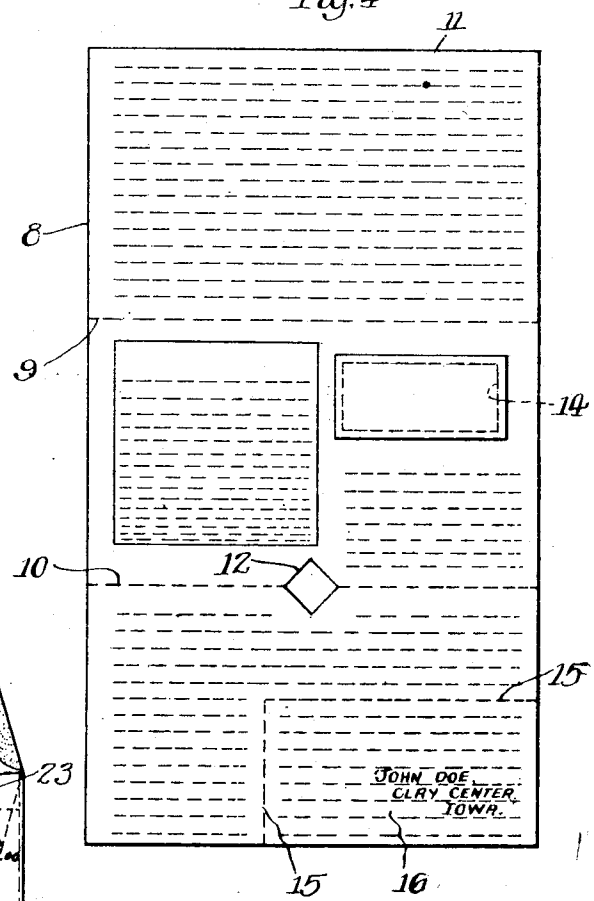
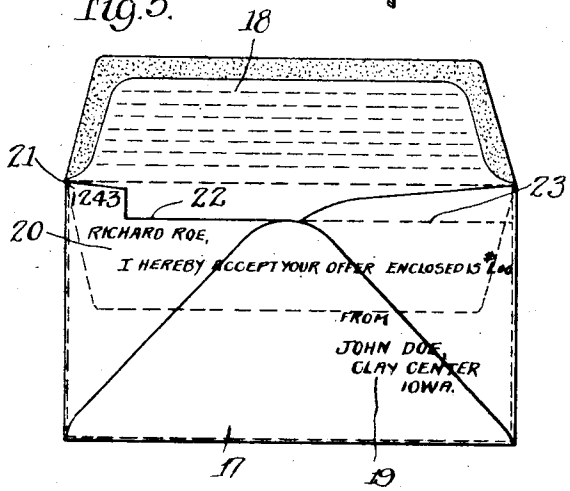


Fig. 5.



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UNITED STATES PATENT OFFICE.

MAURICE B. KOVNAT, OF CHICAGO, ILLINOIS.

MAILING PIECE.

Application filed October 31, 1927. Serial No. 230,128.

This invention relates in general to a mailing piece and has more particular reference to a return mailing piece in which the return mailing is facilitated by providing a self-addressed enclosure in the original piece.

It is customary to provide a return card, either as an integral part of the original mailing piece, or to provide an envelope with an enclosed return card or envelope, but the present invention provides an outer cover and an enclosed return envelope in which the cover or folder may carry a display advertisement of considerable size while the enclosed envelope is self-addressed and uses the original address for the cover as a return card for the envelope.

One of the principal objects of the invention is to provide a return mailing piece of this character in which the cover is simply a folded card or sheet provided with means for releasably securing a return envelope therein and at the same time sealing the cover.

A further important object of the invention is in the provision of a mailing piece having an enclosed envelope with a mailing and a return address upon the envelope, the return address being used as the original address for the mailing piece and also indicating the origin or the return envelope without requiring any writing or addressing by the person to which the mailing piece is sent.

A still further object of the invention is to provide a return mailing piece of this class in which a portion of the cover may be used, if desired, for enclosure in the return envelope, the cover being perforated or indented or a portion thereof partially severed for this purpose.

Other objects will appear hereinafter, the drawing presenting a preferred embodiment of the invention. In the drawing

Figure 1 illustrates a mailing piece in accordance with this invention ready for mailing;

Figure 2 is a section taken on the line 2—2 of Figure 1;

Figure 3 is a detail section taken on the line 3—3 of Figure 1, illustrating the attachment of the envelope within the cover by means of the sealing device;

Figure 4 is an inside view of the mailing cover; and

Figure 5 is a view of the back of the enclosed envelope with its flap raised.

In sending out advertising circulars, in collecting bills, attempting to secure subscriptions to magazines or in selling any article by mail which requires the enclosure of money or stamps or a return letter by the person to which it is sent, it is found that the greatest percentage of replies is received if the return mailing piece is made as complete as possible so that only a simple action is required in returning the enclosure. In the present invention the enclosed envelope not only bears the address of the original sender on its face but the return address of the person to which the mailing piece is originally sent appears upon the back of the envelope so that the sender of the envelope does not even have to sign his name. Furthermore, in some cases, a message is provided which is covered by the flap of the envelope when it is sealed so that all the receiver of the mailing piece is required to do is to insert stamps or money within the return envelope and seal the envelope.

Referring more particularly to the drawing, a folder or cover 8 is provided with fold lines 9 and 10 which adapt it to be folded one end or flap overlapping the other, bringing one edge as the upper edge 11 adjacent the outside of the fold line 10, and the body of the cover is formed adjacent the fold line 10 with a recess 12, either on one or both sides of the fold line so that a seal 13 in the form of a sticker, which may be the stamp for sending the mailing piece is applied thereto over the opening 12 and engaging the upper edge 11 of the cover.

This cover is provided with a window opening 14 in the address position for one face of the folder and may have a transparent cover or window and may be formed as a transparent portion of the cover in accordance with well known practice.

One end of the cover may be formed with perforations or indented lines 15 for severing a portion or a card therefrom for insertion in a return envelope and this card may bear the name and return address of the person to whom the mailing piece is sent.

Enclosed within the cover 8 is a return envelope 17 of any ordinary form, preferably having a rather large gummed flap 18. The face of this flap is addressed to the sender of the original mailing piece, and the back of the envelope bears the name and address 19 of the person to whom the mailing piece is sent. A message 20 may be printed upon the back of the envelope so that it will

be covered by the flap 18 when the envelope is sealed, this message 20 usually relating to or accepting an offer made upon the inside of the cover and requiring only the insertion of money or stamps within the return envelope.

A particular feature of the invention is that the seal 13 not only holds the cover together for transmission in the mails but also because of the opening 12, the application of the seal 13 extends through the opening 12 so that the seal when applied to the cover also engages one edge of the flap 18 therein, as shown, for example, in Figure 3 so that a limited gummed portion of the seal 13 is also attached to the edge of the envelope and holds it in place against endwise movement in the folder, thereby not only sealing the folder but also preventing the disengagement of the envelope therefrom.

A filing card may be made of the back of the envelope 17 by cutting the edges of the envelope all around and by removing the flap 18 where the gummed portion thereof adheres to the back of the envelope in sealing the envelope. For this purpose the back of the envelope may be formed with a tab 21 at one corner or along the upper edge thereof to which may be applied a numeral, as shown in Figure 5, or any other desired indication for filing or classifying the filing card thus made. To form the tab 21, the edge 22 of one of the flaps forming the envelope is cut away, as shown, and the other flap may be omitted at its upper edge or provided with a severing line or row of perforations 23 so that the remaining edge of the back of the envelope is below the elevation of the tab 21, thus adapting the filing card thus made to be contained in a filing tray or drawer.

With this construction it is obvious that a complete transaction by mail and a record of the return thereof is provided for by this comparatively simple mailing piece, which provides a sealed enclosure for the return of money or stamps or even of a separate letter or card, and that when returned the envelope may be utilized as a filing card for keeping a record of the returns.

It is apparent that various changes may be made in the construction, combination and arrangement of the parts without departing from the spirit and scope of the invention.

I claim:

1. A mailing piece comprising a return envelope and a loose cover therefor foldable around the envelope having an opening in one folded edge and a seal extending on both sides of the folded edge on the outside of the cover to engage the envelope through the opening and hold it within the cover.

2. In a mailing piece, a foldable cover and a return mailing piece therefor, the cover having an opening therethrough adjacent the outer folded edge of the cover, and a gummed seal applied to the cover on both sides of the folded edge and over the opening to hold the cover closed and the part over the opening engaging a limited portion of the return mailing piece within for holding the letter from disengagement from the cover.

3. A mailing piece comprising a return envelope and a loose cover foldable around the envelope with the outer edge of the cover disposed adjacent one fold of the cover, the cover being provided with an aperture adjacent the said fold, and a gummed seal applied over both sides adjacent the outer edge of the fold and over the aperture to engage the envelope therein so that the same seal holds the outer edge of the cover in folded position and also engages the envelope therein for preventing it from disengagement from the cover.

4. In a mailing piece, an outer folded cover having an opening at one fold and an address window therein, a return mailing piece having a return address thereon in position to appear through the window, and means applied to both outer side faces of the cover adjacent the fold and also over the opening from the outside for sealing the cover and for also engaging and holding the return mailing piece in fixed position within the cover.

5. A mailing piece comprising a foldable cover having an address window therein with the outer edge disposed adjacent one of the folds thereon, a return mailing piece having a name and address thereon which appears through the address window of the cover, the cover having an aperture in the said fold adjacent the outer edge, and a stamp applied from the outside at the edge of the cover over the aperture so that its gummed portion engages the outer faces of the cover adjacent the fold and seals the outer edge of the cover in closed position and a portion engages the edge of the return mailing piece through the aperture in the cover to hold the address in position to be observed through the address window.

6. A return mailing piece comprising an outer cover and a return envelope enclosed thereby, means for holding the envelope in place in the cover, the return envelope having a return address which forms the sending address for the mailing piece, the envelope having a flap, a filing index, and a message on the back of the envelope cover by the flap when the envelope is sealed for return mailing.

7. A return mailing piece comprising an original mailing cover, an envelope enclosed thereby, the cover having an address window therein, an address appearing upon the back of the envelope in position to be observed

through the window of the cover, and a flap on the envelope having a back formed with a filing tab portion which is covered by the envelope flap when the envelope is returned to the original sender, the back being severable from the flap and front for forming a tabbed filing piece.

8. A return mailing piece comprising an envelope with an address on the back thereof and a filing index at the upper edge of the back covered by the flap of the envelope when the envelope is sealed, a sending folder for the envelope having an address window through which the address on the back of the envelope is visible, the cover also having a partially severed return card, and an opening in one of the folds thereof, and a gummed seal applied to the opening for holding the cover in closed position and for engaging the edge of the envelope when folded for holding it in position within the folder.

9. In a return mailing piece, a cover having an address window and a return envelope therefor having the name and address on the back thereof of the original receiver of the mailing piece which forms the return address for the envelope, the back of the envelope being provided at its upper edge with a projecting index tab so that the back when severed from the rest of the envelope will form a filing card containing an index and the name of a person to whom the mailing piece is first sent, and the back also containing a message below the upper edge thereof which is covered by the flap of the envelope when the envelope is returned to the original sender, the flap being separately removed from the back of the envelope in completing the filing card without obstructing the message or index tab thereof.

10. A return mailing piece comprising an envolope with an address on the back thereof not covered by the flap, and a filing index at the upper edge of the back covered by the flap of the envelope when the envelope is sealed, a sending folder for the envelope for an address window through which the address on the back of the envelope is visible, the cover also having an opening in one of the folds thereof, and a gummed seal applied to the opening for holding the cover in closed position and for engaging the edge of the envelope when folded for holding it in position within the folder.

MAURICE B. KOVNAT.