Oct. 16, 1962 J. H. ALEXANDER 3,058,648

SEND AND RETURN STATIONERY

Filed Sept. 15, 1960

FIG.1

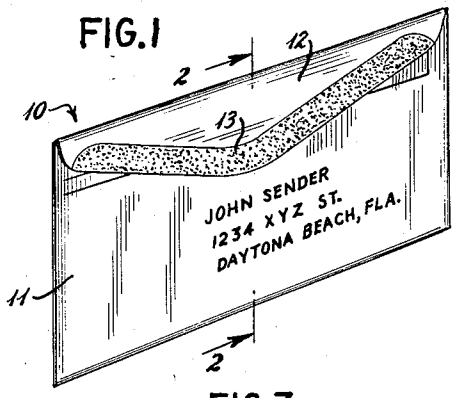


FIG.2

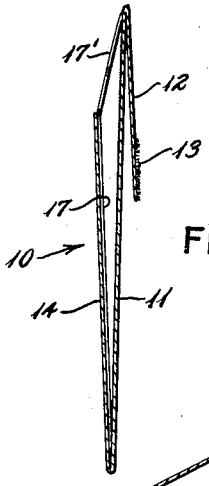


FIG.3

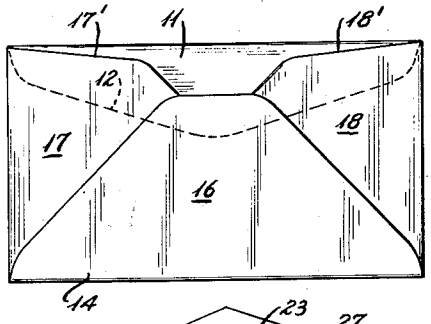


FIG.4

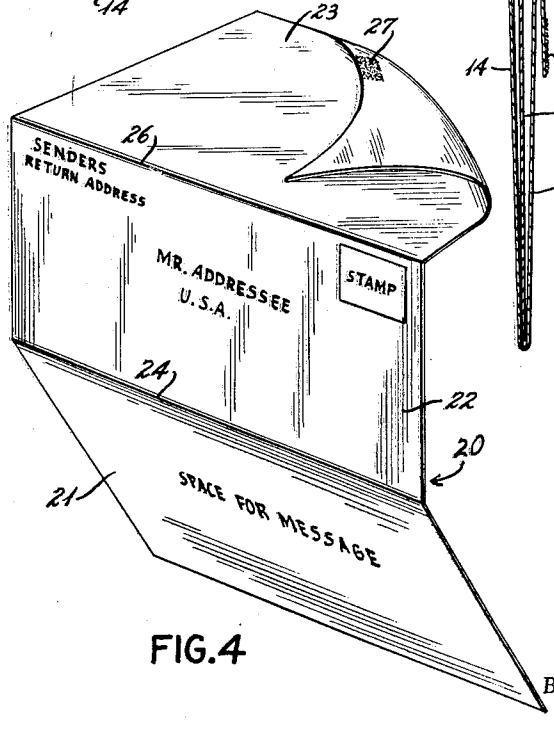


FIG.5

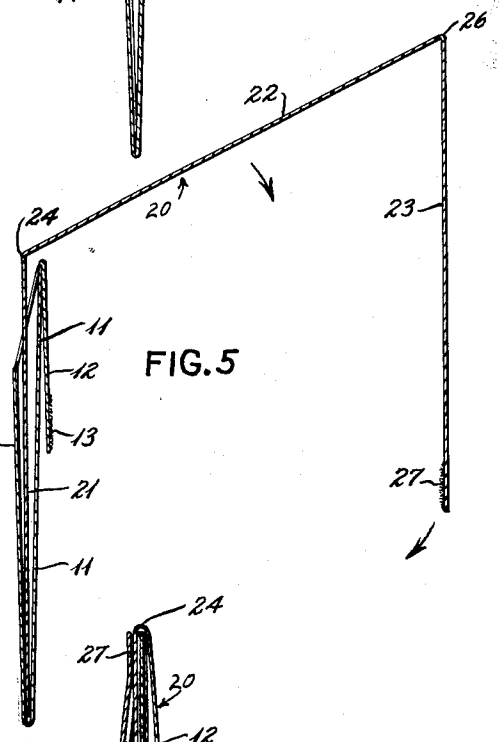
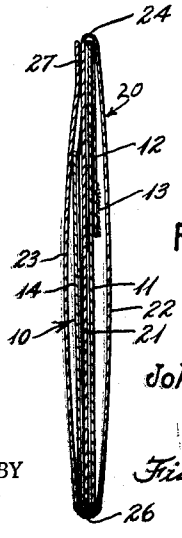


FIG.6



INVENTOR
John H. Alexander

BY Fidelman & Lavine
ATTORNEYS

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SEND AND RETURN STATIONERY

John H. Alexander, P.O. Box 2082, Daytona Beach, Fla.

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1 Claim. (Cl. 229—73)

The present invention relates to send and return stationery, and more particularly to such stationery in which an envelope and a paneled sheet are assembled with the sheet being partially inserted into the envelope and partially wrapping the envelope.

In certain areas of commerce, it is highly desirable that a return address envelope be sent to a person in order to facilitate a desired action by the addressee. In particular, in the field of collections, a collecting organization may be made up of one or many persons, and each person in the billing department of the organization has a large number of accounts. In a typical situation, these accounts are debtors, and so they must be advised of their debt, and payment requested. In the past, the collection of outstanding debts has been a costly operation, and it is a constant problem to keep the cost of debt collection to a minimum.

Perhaps the simplest form of debt collecting consists in providing a letter, either type written or a mass-produced form letter, in addressing an envelope to the debtor, and then inserting the letter into the envelope, sealing the envelope and stamping it. A more advanced technique of debt collection, however, recognizes the desirability of providing the debtor with an envelope which is addressed to the sender, or collecting agency or billing department, so that the debtor is more strongly prompted to immediately enclose a remittance in this envelope and deposit it in the mails.

Those send and return envelopes and/or stationery which have heretofore been provided, while being generally helpful, have not been as economical to produce and use as is desirable, nor have they been as secure as they should be. Thus, such stationery has been provided in which several envelopes have been used, one within the other, and thus have been relatively costly. Other suggestions for such stationery have utilized multiple sheets or multiple panels, requiring complex and unusual sheets, or envelopes, or sheet-envelope combinations, to the end that the cost was unnecessarily high.

Still other suggestions have been made for the wrapping of an envelope within a mailing sheet, but this construction failed to hold the envelope securely and so it permitted the return envelope to become separated from the mailing sheet during its travel from the mailing department, through the postal system, to the debtor-addressee. Upon arrival, only the mailing sheet was received by the debtor, and so the advantage of a return envelope was completely lost, since the return envelope was not presented to the debtor-addressee.

An object of the present invention is to provide send and return stationery that will be extremely economical in initial costs.

Another object of the present invention is the provision of send and return stationery which may be prepared for mailing in an economical manner.

Yet another object of the present invention is to provide send and return stationery in which a return envelope will be securely held during initial transit from the sender to the initial addressee.

Yet another object of the present invention is the provision of send and return stationery of extremely low production and assembly costs and which provides for security of assembly of the parts of the stationery.

Other objects and many of the attendant advantages of the present invention will be understood from a consideration of the following specification and drawings, wherein:

FIG. 1 is a perspective view of an envelope forming a part of the present invention.

FIG. 2 is a cross-sectional view taken on line 2—2 of FIG. 1.

FIG. 3 is a view of the back of the envelope of FIG. 1.

FIG. 4 is a perspective view of a sheet forming a part of the stationery of the present invention.

FIG. 5 is a cross-sectional view showing the initial stage of the assembly of the sheet and envelope of the present invention.

FIG. 6 is a cross-sectional view showing the final assemblage of the sheet and envelope of the present invention.

Referring now to the drawings, where in like or corresponding parts are designated by a like or corresponding reference numeral throughout the several views, there is shown in FIG. 1 an envelope generally designated **10** having a front wall **11** and an integral flap **12**. Flap **12** has a coating **13** of glue or adhesive near the outer edge thereof.

As may be seen in FIG. 2, the envelope **10** has a rear wall **14** which is connected with the front wall **11** at the bottom thereof. In FIG. 3, the envelope **10** may be seen to have, forming the rear wall **14** thereof, a flap **16** which is integral with the bottom of front wall **11** and side flaps **17** and **18** which are integral with the sides of front wall **11**. The bottom flap **16** has an upward extent less then that of front wall **11**, and the side flaps **17** and **18** have downward sloping upper edges **17'** and **18'**, there being provided a gap or indentation in the upper central part of rear wall **14**, and as is clearly shown in FIG. 3 the rear face of front wall **11** may be seen through this gap or indentation.

The envelope **10** is a return envelope, and thus has on the front face thereon, as may be seen in FIG. 1, the address of the initial sender of the envelope, which in the example above referred to, would be the collection agency or billing department.

Referring now to FIG. 4, there may be seen a sheet **20** comprising the panels **21**, **22** and **23**, panels **21** and **22** being separated by a fold line **24** and panels **22** and **23** being separated by a fold line **26**. The panel **21** is a message panel, and will have thereon any desired writing to be read by the addressee.

The name and address of the addressee are placed on panel **22** in the usual fashion for addressing an envelope, and as will appear hereinafter, this panel **22** will carry the stationery to the addressee.

On the reverse side of panel **23**, at the upper end thereof and in the central portion thereof there is placed a small area **27** of glue or adhesive.

With the sheet **20** carrying the address and message and glue **27** as above described, and with the envelope **10** carrying the address of the sender, the panel **21** is inserted in the envelope in the manner shown in FIG. 5, it being noted that panel **21** is of approximately the same height as front wall **11** of envelope **10** and that the fold line **24** lies just above the fold line joining flap **12** to front wall **11**. It will also be noted that flap **12** is in the position indicated in FIGS. 1, 2 and 3 in which it is folded in a manner reverse to the normal folding of an envelope flap. Subsequent to the insertion of panel **21** of sheet **20** in the envelope **10**, panel **22**, carrying the address of the addressee will be folded down, about fold line **24**, so that it overlies the flap **12** and the front wall **11** of envelope **10**. Since the height of panel **22** is substantially the same as, or possibly a little greater than, the height of front wall **11**, fold line **26** will be below the junction between front wall **11** and rear wall **14** of envelope **10**. Thereafter, and as may be seen in FIG. 6,

panel **23** may be folded so that it lies adjacent the rear wall **14** of envelope **10**, and the glue area **27** having been or now being moistened, it will pass through the gap or indentation in the rear wall **14** and will secure the panel **23** to the panel **21**. This construction and configuration of the assembled, ready to mail stationery is shown in FIG. 6.

As will be understood, the message on panel **21** will be hidden from view during the transit of the stationery through the mails, and similarly the front wall **11** of envelope **10** will be obscured from view, so that there need be no antagonism raised in the mind of the debtor-addressee by virtue of the sender being indicated on the stationery before it is opened by the addressee. The stationery will be securely held together during its transit through the mails, and there will be no danger that the parts of the stationery will become separated during transit through the mails, since the panel **21** is inserted within the envelope, and since the panel **21** and **23** are adhesively secured together by the glue area **27**, entering in the gap or indentation in the rear of the envelope.

In addition, by virtue of the present construction, the parts of the stationery herein disclosed will be extremely economical to produce, and their assemblage may be accomplished swiftly and with a minimum consumption of time of the personnel involved in the preparation of the stationery for mailing.

It will be obvious to those skilled in the art that various changes may be made without departing from the spirit of the invention and therefore the invention is not limited to what is shown in the drawings and described in the specification but only as indicated in the appended claims.

What is claimed is:

Send and return stationery comprising an envelope and a sheet, said envelope having a front wall having the sender's address thereon, a rear wall in juxtaposition with said front wall and a continuous flap connected to the upper margin of the front wall and lying beside said front wall, the central part of said rear wall extending upwardly from the bottom edge of the envelope a height of the front wall providing an indentation in the rear wall of the envelope, said sheet having a first panel having a message thereon and inserted into said envelope between the front and rear walls thereof, a second panel of said sheet adjacent said first panel extending on the outer side of the front wall of said envelope, said second panel substantially covering the front wall of the envelope and having the addressee's address thereon, and a third panel of said sheet adjacent said second panel extending on the outer side of the rear wall thereof and of height substantially equal to the height of the second panel, and means securing the third panel to the first panel through the indentation in the envelope rear wall.

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