

[54] COMBINED POSTCARD AND MAILER

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[22] Filed: May 20, 1971

[21] Appl. No.: 145,208

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[52] **U.S. Cl.**..... **229/92.8, 229/86**

[51] Int. Cl. B65d 15/00

[58] **Field of Search**..... 229/86, 92.8

[56] **References Cited**

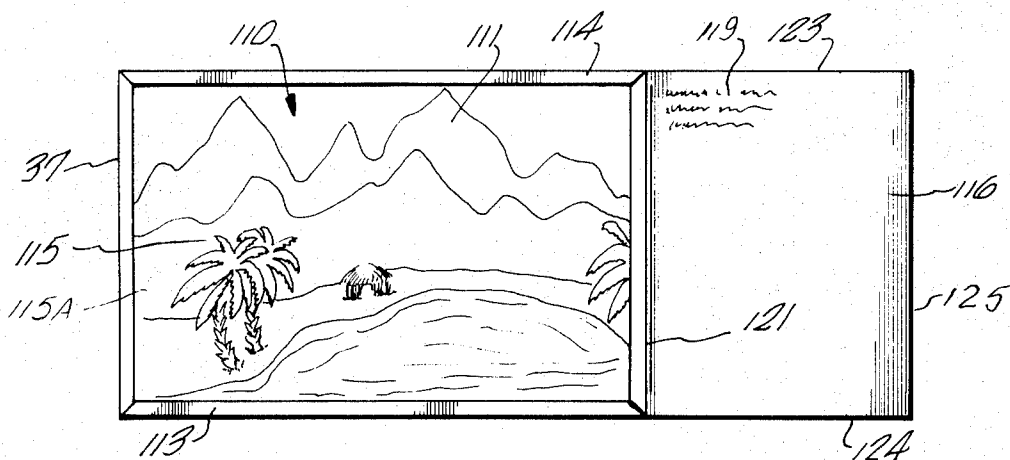
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[57] ABSTRACT

Two cards are joined at their edges to make a pocket between the cards to receive flat mailable items. One card exterior has a pictorial area for a scene, illustration, or greeting, and a message and address and stamp area is on the opposite card exterior. A flap at an opening in the face or end of the mailer cooperates with sealing means, such as a tab or adhesive, to close the opening. A tear tab, seam perforations, a thread, or a tab grip at the start of double parallel perforations may alternatively be used to reopen the pocket to remove the item mailed in the pocket.

6 Claims, 18 Drawing Figures



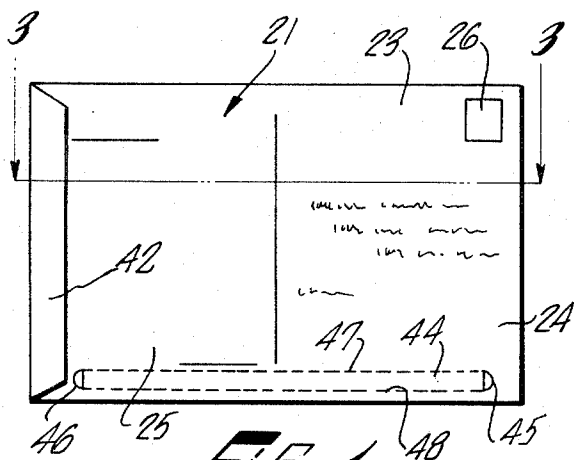


FIG. 1

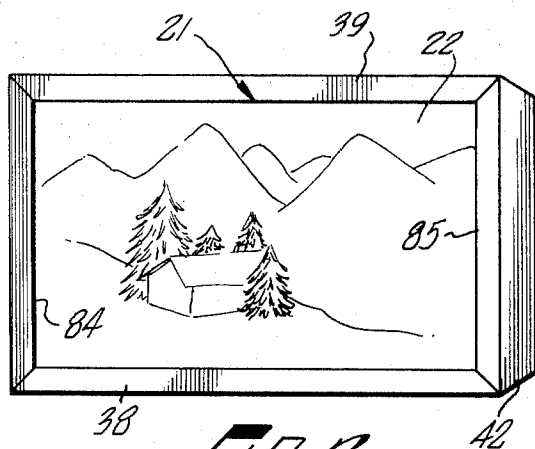


FIG. 2

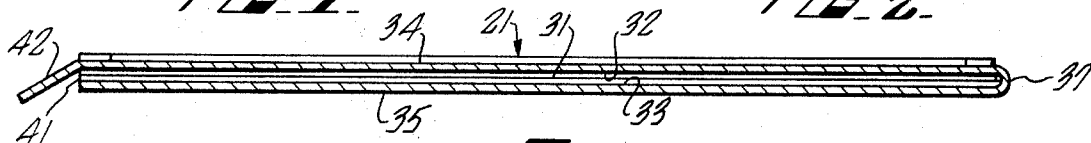


FIG. 3

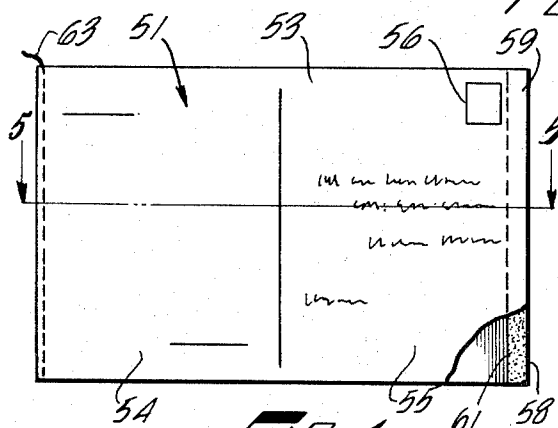


FIG. 4

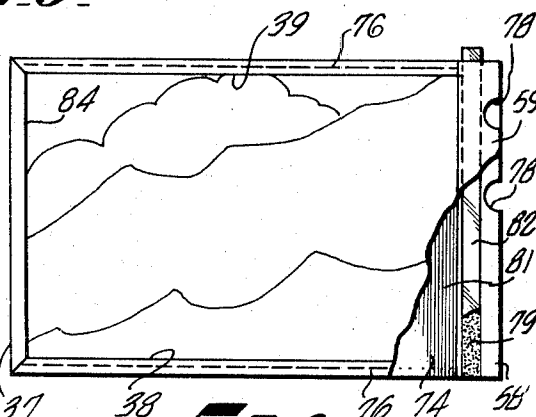


FIG. 5

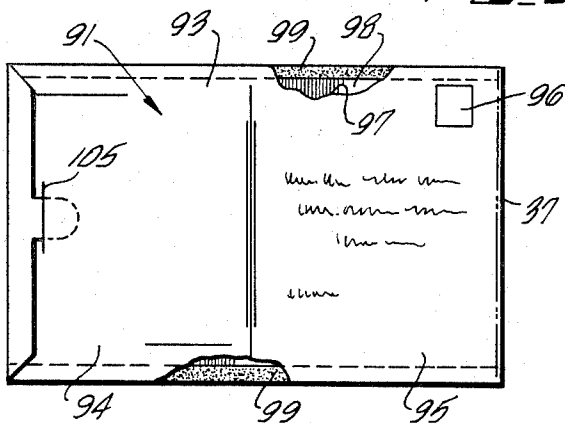


FIG. 6

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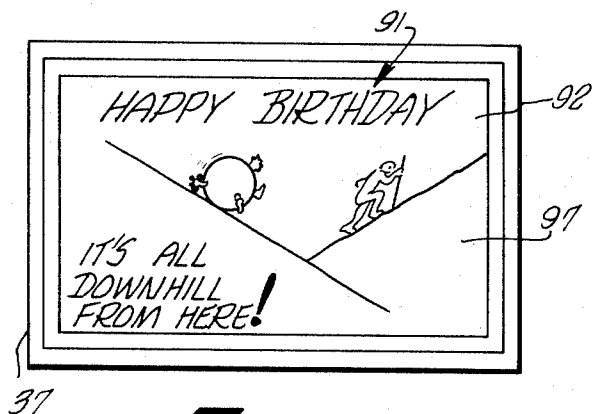


FIG. 8

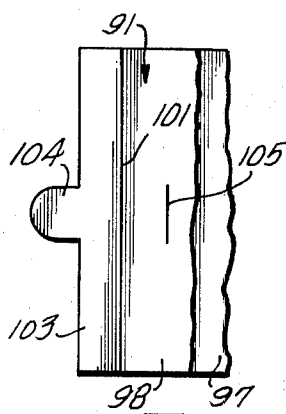


FIG. 9

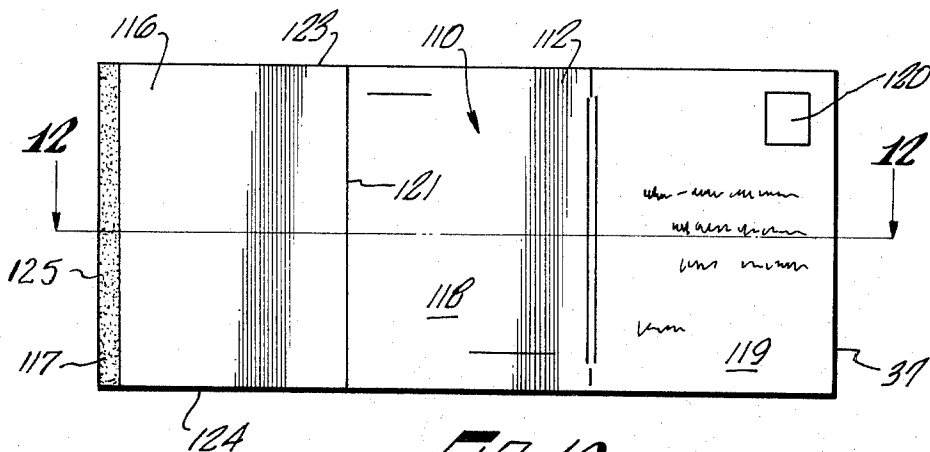


FIG. 10

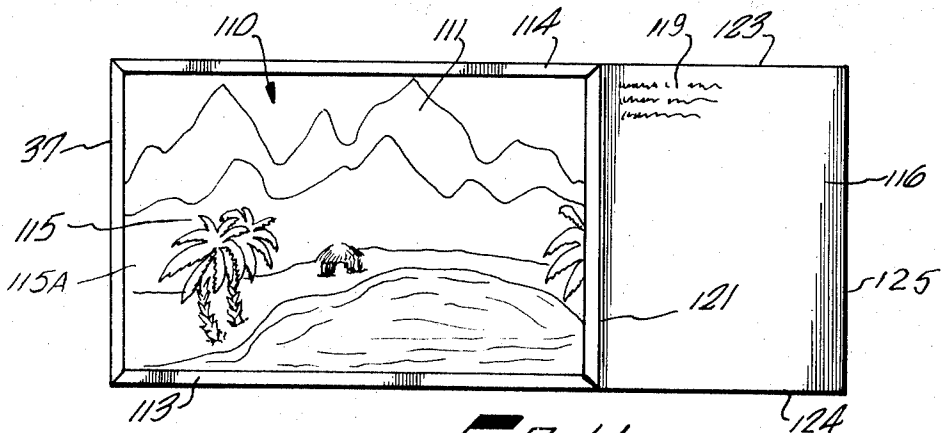


FIG. 11

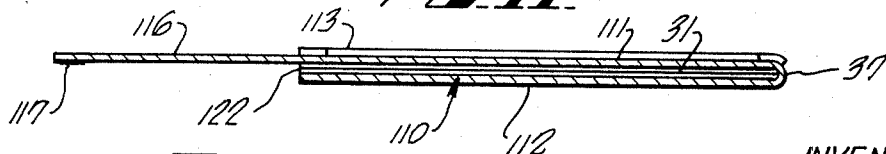
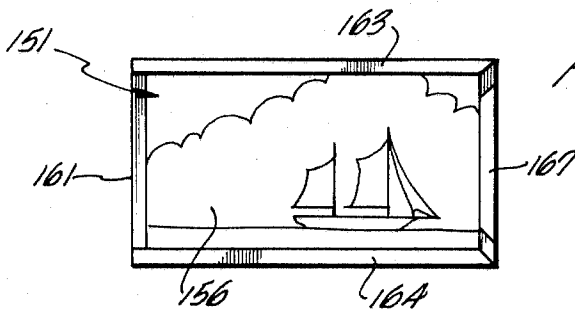
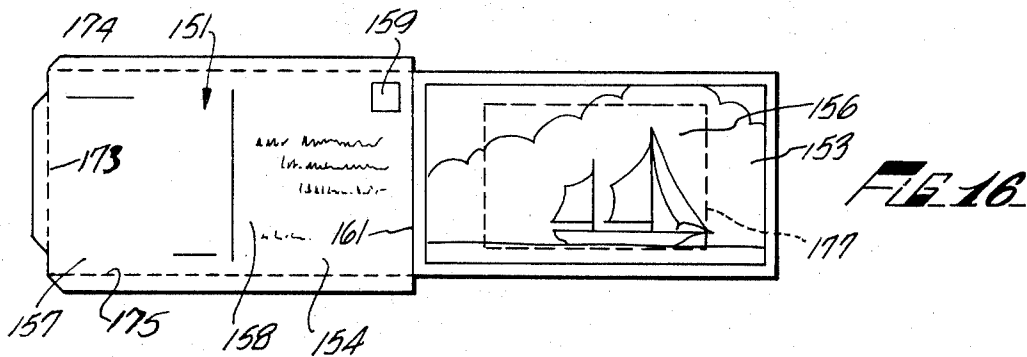
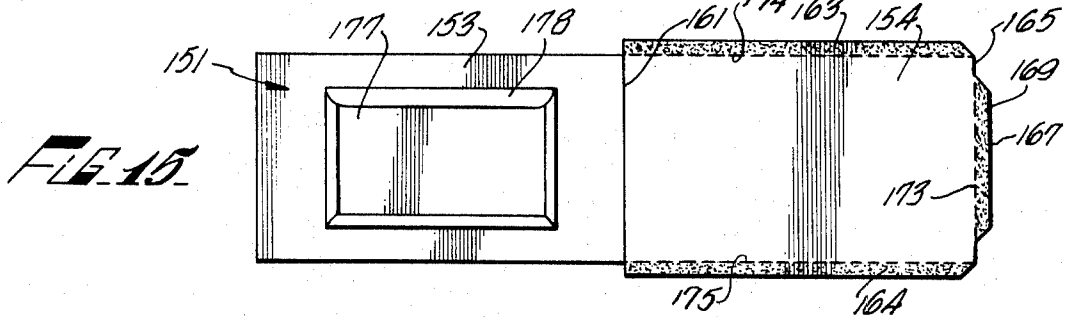
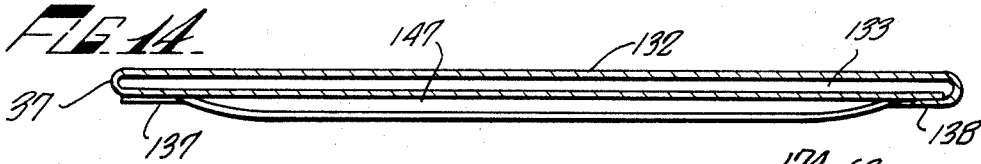
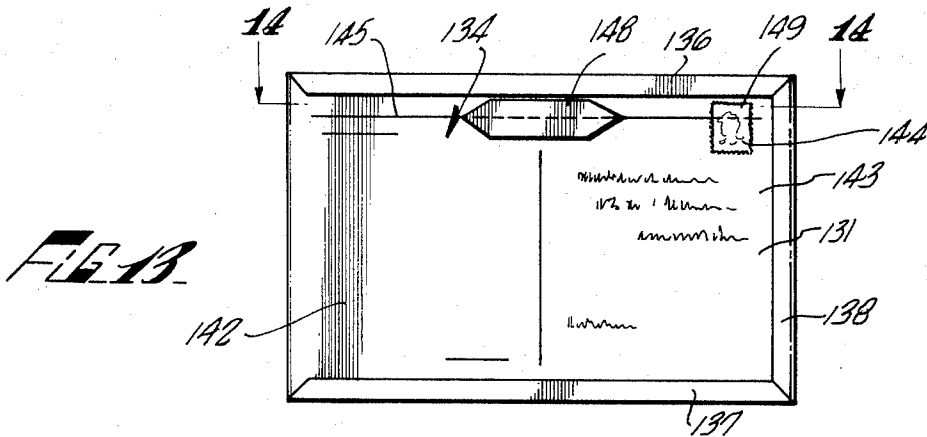


FIG. 12

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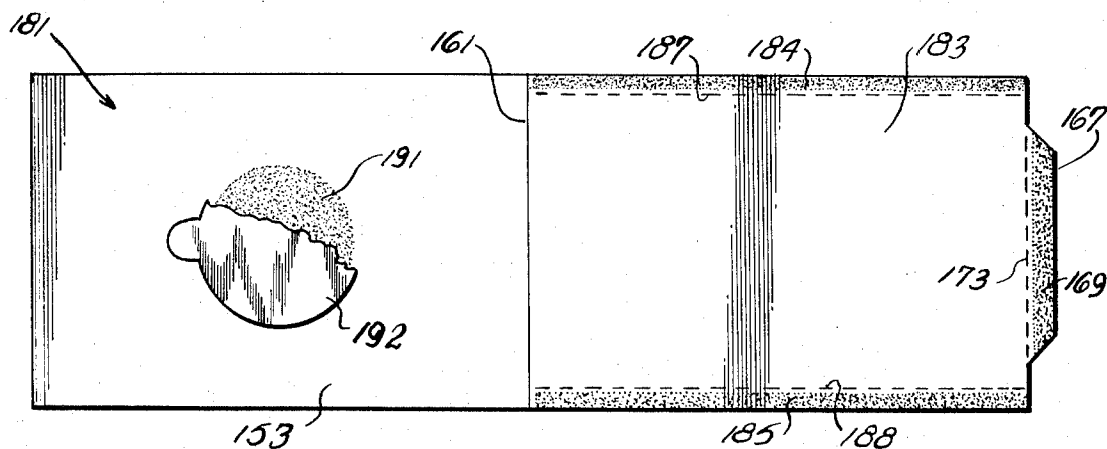


FIG. 18.

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COMBINED POSTCARD AND MAILER**BACKGROUND OF THE INVENTION**

The invention relates to mailers, and more particularly to post cards which perform the function of envelope and postcard. The field of the invention is exemplified generally by U.S. Pat. No. 3,266,714 issued Aug. 16, 1906 to S.J. Heuberger and entitled "Postcard Construction."

Even with all the facilities at their disposal, people today generally do not wish to spend the time necessary for a long hand-written or typed communication. On the other hand, there is still a great desire to keep in contact with friends and relatives and to send mementos or remembrances from time to time to such people. It would therefore fulfill a need in our society if the short message and greeting of a postcard could be combined with a receptacle to transmit objects such as pictures, checks, etc. with the short message on the postcard.

Previous attempts to provide such a communication device have resulted in devices either too complicated and expensive to manufacture or which failed to provide adequate message and transmitting facilities combined with ease of preparation and opening.

I have invented a combined postcard and mailer which is simple to prepare, economical to manufacture and easy to open when received.

SUMMARY OF THE INVENTION

The invention contemplates a postal mailer which comprises a first wall and a second wall with pictorial area on the exterior face of one wall and a message area and an address area on the exterior face of a wall. The walls are joined so that their respective inner faces are adjoining to define a pocket between the walls. Means affording access into the pocket space between the walls and means for closing the access are also provided, along with exterior means for reopening the pocket after the access means has been once closed.

In one form of the invention, one exterior face of the mailer has a printed pictorial scene or greeting and the other side of the mailer has areas for stamp, address and message. The closure means may be a flap which may be wide enough to cover the message area for message privacy.

Various means for opening the closed mailer may be tear tabs, perforated strips, or adhered closure edges with thumb notches to grip the edges to separate them. The mailer may be made from common sheet stock such as card, manila, mylar or polyethylene, among others.

These and other advantages of the invention are apparent from the following detailed description and drawing.

BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a side view of a combined postcard and mailing envelope in accordance with the invention;

FIG. 2 is a side view of the obverse of the embodiment of FIG. 1;

FIG. 3 is a sectional view taken along line 3—3 of FIG. 1;

FIG. 4 is a side view of an alternate embodiment of the invention having a tear thread;

FIG. 5 is a sectional elevation taken along line 5—5 of FIG. 4;

FIG. 6 is a side view, partly broken away, of a further alternate embodiment of the invention;

FIG. 7 is a side view of a further alternate embodiment of the invention;

FIG. 8 is a side view of the obverse of the embodiment of FIG. 7;

FIG. 9 is a fragmentary side view of the embodiment of FIG. 7 showing the access means open;

FIG. 10 is a side view of a further alternate embodiment of the invention having an elongate flap as a closing means for the access opening;

FIG. 11 is an obverse side view of the embodiment of FIG. 10;

FIG. 12 is a sectional view taken along line 12—12 of FIG. 10;

FIG. 13 is a side view of the obverse face of a further alternate embodiment of the invention having a slot for access to the pocket between the two walls;

FIG. 14 is a sectional view taken along line 14—14 of FIG. 13;

FIG. 15 is a view of a blank for a still further alternate embodiment of the invention having an internal pouch;

FIG. 16 is a view of the obverse face of the blank;

FIG. 17 is a flat view of the assembled blank of FIG. 15; and

FIG. 18 is a flat view of a further alternate embodiment.

In the various Figures the like parts are given like reference characters.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

A combined postcard and mailer 21 is shown in FIGS. 1-3, with an obverse face 22 being shown in FIG. 2 and a reverse face 23 being shown in FIG. 1. The reverse face is divided into an address area 24 and a message area 25. An area 26 provides space to affix the conventional postage stamp. Alternatively, the mailer may have a preprinted stamp thereon.

As can be seen from FIGS. 2 and 3, a mailing pocket 31 is defined by the inner faces 32, 33 of the obverse card wall 34 and reverse card wall 35, respectively. Preferably, the combined postcard and mailer 21 is made from a single sheet of card stock, such as that conventionally used for postcards, approximately 8 to 12 point stock. As can be seen from FIG. 3, the card blank is folded at 37 and flaps 38, 39 contiguous with the reverse wall 35 are overlapped on obverse face 22 and affixed thereto by suitable adhesives or staples, etc. The pocket 31 is thus closed at three edges but open along edge 41. The edge 41 thus defines an access to the pocket 31.

Since it is desired to contain an object within the pocket through the mail system, a closure flap 42 is provided which is integral with obverse wall 34 and adapted to overlap and seal against reverse face 23 to enclose the object to be mailed.

While the closure flap and the edge sealing flaps 38, 39 have been shown overlapping opposite sides of the postcard and mailer, the flap arrangement is not critical to the invention. However, to expedite passage of the combined postcard and mailer through the Post Office cancelling machines, it is preferred that all sealing flaps overlap the obverse side so as not to interfere with cancellation of the stamp by the added thickness of the overlying flaps, particularly if the mailer is of card stock.

It can be seen from FIGS. 1-3 that the mailer of the invention provides a pictorial scene related to the source of the mailing and areas for address and message and postage stamp in addition to the object, such as a flat curio or other object, sealably contained within the mailer.

On arrival at its destination, easy access to the interior is desirable. Therefore, the embodiment of FIG. 1 is provided with a tear strip 44 which is defined by arcuately cut ends 45, 46 and parallel elongate perforation lines 47, 48. The cut ends and perforations are preferably applied prior to folding of the blank from which the combined postcard and mailer is fabricated.

FIG. 4 illustrates an alternate embodiment of the invention wherein a combined postcard and mailer 51 has an obverse face with a pictorial or greeting printed thereon (not shown) and a reverse face 53 divided into message, address and postage stamp areas 54, 55, 56, respectively. The reverse face has edge flaps extending therefrom like the flap 57, which, when the card blank is folded or bent to overlie the obverse face, can be attached thereto. The obverse and reverse card walls are joined in a bend 37 and each terminates at the ends opposite the bend in parallel tabs 58, 59, respectively. Flap 58 has an inner layer 61 of moisture sensitive adhesive by which the access opening 62 between walls 52 and 53 may be sealed when the two flaps 58, 59 are joined after moistening.

A tear thread 63 fixed at the bend 37 and extending beyond the periphery of the mailer provides means for opening the sealed postcard and mailer when it arrives at its destination.

The alternate embodiment of FIG. 6 is a mailer 71 which has an obverse wall 72 which contains a pictorial printing upon an exterior face 73 which combines with reverse wall 74 to define a mailing pocket closed at one end by a bend 37 and at two edges by flaps 38, 39. The flaps may be extensions of wall 74 and be held in overlapping position by stitching 76.

Like the previously described embodiment, the embodiment of FIG. 6 has parallel end flaps 58, 59, each of which has a finger notch 78. A strip of pressure sensitive adhesive 79 along flap 58 affords means for sealing the access opening 81 at the juncture of the flaps when a protective strip 82 is removed.

A reverse side (not shown), like the previously described embodiments, contains areas for message, address and stamp. The mailer 71 may be opened when at its destination by separating the flaps 58, 59 against the sealing bond of the adhesive by means of the finger notches 78.

Like the embodiment of FIG. 1, the pictorial area may be defined by the edges of the flaps 38, 39 and correlated printed lines 84, 85 to give a framed appearance to the picture area. The printed border effect may also be used on the combined card and mailer 91 of FIGS. 7-9. The mailer 91 has an obverse face 92 with a birthday greeting imprinted thereon and a reverse face 93 having a message, address and stamp areas 94, 95, 96, respectively. The obverse and reverse walls 97, 98, respectively, are joined at a fold line 37 and sealed at their horizontal meeting edges by adhesive strips 99. An access opening 101 shown in FIG. 9 may be closed by a flap 103 having a tab 104 which, as shown in FIG. 7, fits into a wall slot 105 to seal the opening 101.

The embodiment of FIG. 6 therefore provides a combined greeting card and mailer having a pocket with an

access opening 101 into which a memento may be placed for the recipient and sealed against loss by the flap 103 and securing tab 104.

In the embodiment of FIGS. 10-12, a combined postcard and mailer 110 has a mailing pocket 31 (FIG. 12) defined by an obverse wall 111 and a reverse wall 112.

The pocket edges are defined by a fold 37 connecting the obverse and reverse walls and edge flaps 113, 114 which overlap the obverse wall outer face and form part of the frame for the pictorial printing 115 on outer face 115A. The obverse wall 111 extends in a sealing and concealing flap 116 which has an adhesive strip 117, which may be either moisture or pressure sensitive, along its edge.

Reverse face 112 has message, address and stamp areas 118, 119, 120, respectively, as shown in FIG. 10. The extent of flap 116 from a fold line 121 is such that the flap, when closed, not only seals access 122 to pocket 31, but also conceals the written message in area 118. The flap may also have a return address area 119. The combined postcard and mailer of FIG. 10 may be opened by inserting a long flat object between the flap 116 and reverse wall 112 and overcoming the adhesive bond of adhesive strip 117 to the reverse wall face.

The opposed margins 122, 123 of flap 111 may be tapered outwardly from the fold line 117 to form an easel mount. However, if the edges are left straight, as shown in FIG. 10, the flap may still form an easel back to support the pictorial obverse wall 103 for display. Although an adhesive strip 112 has been shown for use on the embodiment of FIG. 10, the invention does not preclude tapering of edges 122 and 123 such that the outer edge 125 of the flap may be tucked into a slot in center area of the reverse wall. With either mode of flap sealing, the embodiment of FIG. 10 affords secure transit of the article deposited in pocket 31 and privacy for the message inscribed in area 118. If the previously mentioned wall materials such as Mylar and polyethylene are used, then the article enclosed may be viewed from the outside and substitute for the exteriorly applied pictorial area.

The embodiment of FIGS. 13 and 14 comprises a reverse wall 131 and an obverse wall 132 which define a receptacle pocket 133 in a postal mailer 134, which may be of strong, thin manila stock. Obverse face 132 may be imprinted exteriorly with a greeting or a pictorial scene. Two of the long edges and one short edge of the obverse wall have flaps 136, 137, 138 which overlie and are adhered to the exterior edges of reverse wall 131. The flaps combine with the fold 37 which joins the obverse and reverse walls to seal pocket 133.

Wall 131 has a message area 142 and an address area 143 and an area 144 for a postage stamp.

Access to the pocket 133 is provided by a horizontal slit 145 which extends across the reverse face near flap 136. The slit provides an opening 147 (FIG. 14) which, after a mailing has been placed in pocket 133, is sealed by an adhesive coated lozenge 148. A postage stamp 149 may also be used to seal one corner of slit 145.

In FIG. 14 slit 145 is open to receive the mailing and in FIG. 13 the slit is closed by the lozenge seal 148 and the stamp.

FIGS. 15, 16 and 17 illustrate a postal mailer 151 which comprises a further alternate embodiment of the invention. FIG. 15 shows the mailer blank and the interior faces of an obverse wall 153 and a reverse wall

154. In FIG. 16 the obverse and reverse walls are shown to have a pictorial representation 156 and message areas 157 and address area 158, respectively. The reverse wall also has an area 159 for a postage stamp.

The obverse and reverse walls are divided by a fold line 161. Reverse wall 154 has gummed parallel flaps 163, 164 which, as shown in FIG. 17, are folded over and affixed to the exterior face of obverse wall 153. An edge 165 of the reverse wall opposite fold line 161 has an extending sealing flap 167 bearing an adhesive strip 169 adapted to seal across edge 171 of the obverse face to close the access opening defined by the edges 165, 171 when the two walls are folded together and the flaps 163, 164 sealed. A perforate line 173 extends across sealing flap 167 at its root and perforate lines 174, 175 extend along flaps 163, 164 so that the flaps may be separated from the reverse wall upon arrival at its destination to give access to the interior space between walls 153 and 154.

It is sometimes desired to mail metallic discs or coins or other similar heavier flat wafers which might break through the card stock or manila paper of which the postal mailer is preferably made. The embodiment of FIG. 15 is therefore provided with a smaller inner envelope 177 to minimize the motion and thus the possible impact of a disc enclosure upon the sealed edges of the mailer. The inner envelope may be of conventional construction with a closing flap 178 which would be held in position by the proximity of the walls 153, 154 when the mailer 151 is closed by gummed flaps 163, 164, glued in sealing relationship to the obverse wall 153.

The embodiment of FIG. 15 is particularly adapted to the mailing of heavier materials, but its use is not restricted thereto. The object mailed is not only securely held within the mailer but is easily accessible because of the perforation lines along the sealing flaps. While a pictorial representation has been shown at 156 on the obverse wall, the printed matter could as well be a birthday or other anniversary greeting.

FIG. 18 illustrates the inner faces of a mailer 181 shown in blank, the exterior faces not shown being similar to the like faces of the embodiment of FIG. 16, having pictorial and message, address and stamp areas. Reverse wall 183 had no flaps, but has gummed areas 184, 185 along its parallel edges in addition to the adhesive strip 169 of sealing flap 167. Perforation lines 187, 188 separate each gummed area from the rest of reverse wall 183. A bend line 161 separates the obverse and reverse walls when the mailer is unfolded.

While intended for similar usage to the mailer 151 of FIG. 15, the mailer 181 does not employ an inner envelope. Instead, an adhesive retainer patch 191 covered before use by a peelable shield 192 occupies the center of wall 153. A flat object to be mailed is attached to the wall by means of the adhesive patch, the obverse and reverse walls are brought together and sealed along

areas 184, 195 and by flap 167 and the mailer is posted. It may be opened by rupturing the perforations 173, 187, 188 upon arrival.

In each of the embodiments illustrative of the invention described above, the disclosed combination has provided means for combining a picture postcard or greeting with a mailing recess in a mailer having simple closure and access means at delivery. All of the combinations of the various access openings and sealing and opening means have not been shown but can be comprehended from the disclosure herein. Other variations than those shown within the scope of the invention will occur to those skilled in this particular art. It is therefore desired that the scope of the invention be measured by the appended claims rather than by the illustrative embodiments disclosed herein.

I claim:

1. A postal mailer for mailing an article and comprising an obverse wall, a reverse wall, an address area on a first face of a wall, a message area on a first face of a wall, a pictorial area on a first face of a wall, means joining the walls so that their respective second faces are adjoining to define a pocket therebetween, access means into the pocket space between the walls, a flap foldable across the access means and means on said flap for securing said flap across the access means for closing the access means, and means exteriorly operable for opening the pocket after the access means has been once closed, said securing means being adapted to fix the said flap to the first face of a wall such that said flap covers said message area.

2. A postal mailer in accordance with claim 1 wherein the message area and the address area are on the same face of a wall.

3. A postal mailer in accordance with claim 1 wherein the means joining the walls is a fold.

4. A postal mailer in accordance with claim 1 wherein the means for securing the flap comprises an extending tab on the flap, and a slot in the card wall which the flap overlies when in closed position adapted to receive the extending tab.

5. A postal mailer in accordance with claim 1 wherein wherein the means for securing the flap comprises a second flap coextensive with the first flap extending from the edge of the other wall, an adhesive area on one of the flaps, and the opening means comprises a digit notch in the edge of each flap such that a user's digit may bear against one flap at one notch and the other flap at the other notch.

6. A postal mailer in accordance with claim 1 further comprising a tab on an edge of the flap opposed to the access means, and a slit in the wall adapted to receive the tab, the mutually opposed side edges of said flap being unfixed with respect to the wall, said tab, slit and unfixed edges defining means exteriorly operable for opening the pocket.

* * * * *