Feb. 8, 1938. C. K. MILLER 2,107,450

COMBINATION ENVELOPE AND RETURN MAILING DEVICE

Filed June 18, 1936 2 Sheets-Sheet 1

FIG. 1

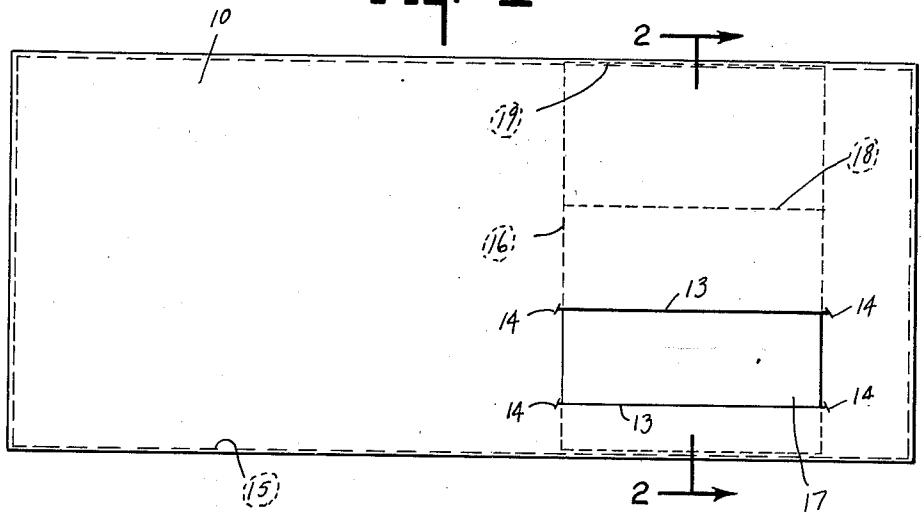


FIG. 2

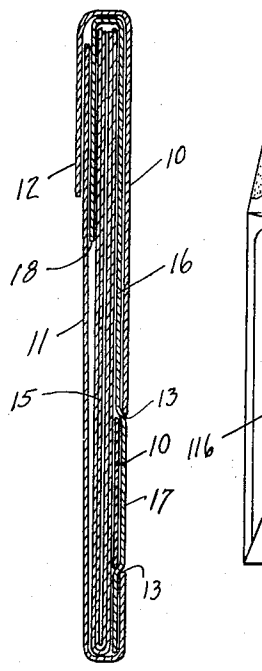


FIG. 3

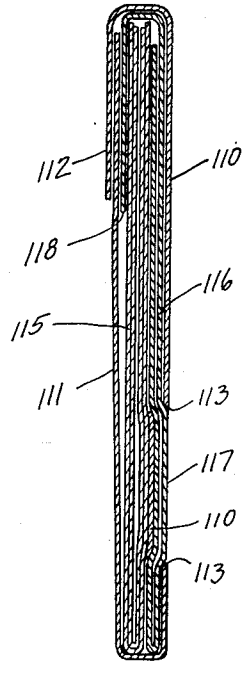
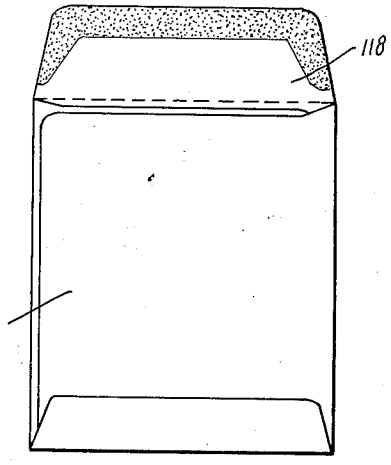


FIG. 4



INVENTOR.
CHAUNCEY K. MILLER.

BY Lockwood Goldsmith & Galt

ATTORNEYS.

Feb. 8, 1938. C. K. MILLER 2,107,450

COMBINATION ENVELOPE AND RETURN MAILING DEVICE

Filed June 18, 1936 2 Sheets-Sheet 2

FIG. 5

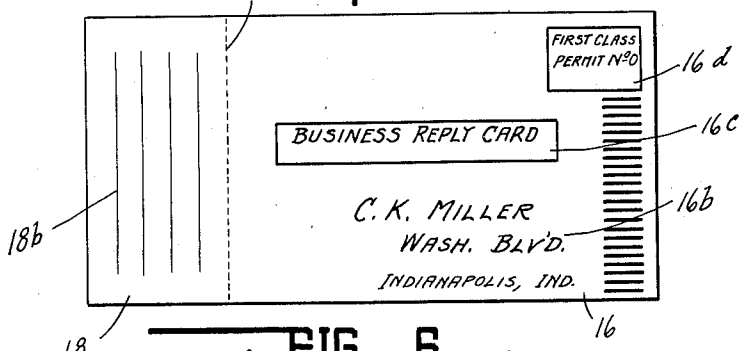


FIG. 6

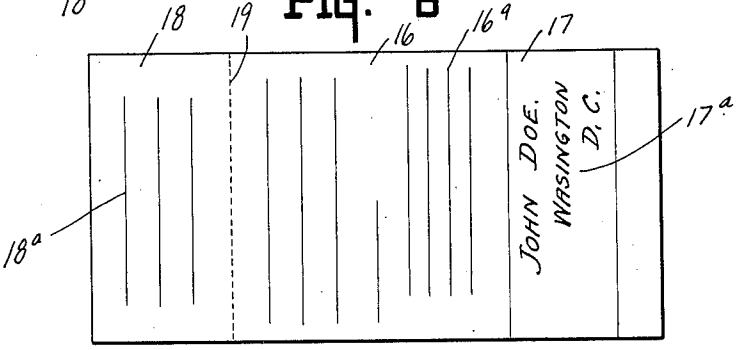


FIG. 7

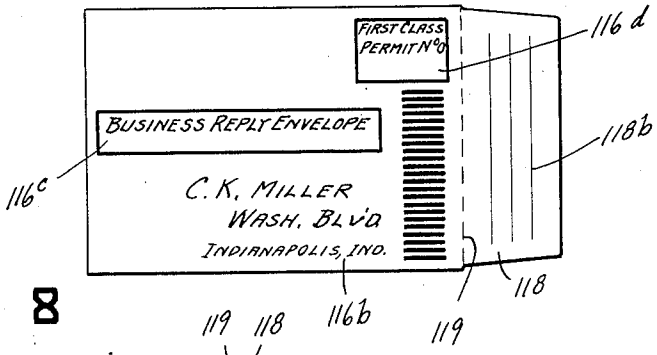
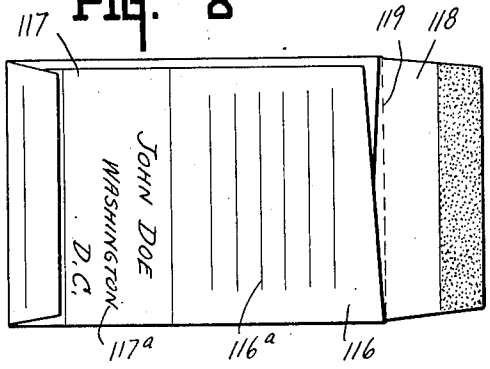


FIG. 8



INVENTOR.
CHAUNCEY K. MILLER.

BY Lockwood Goldsmith & Galt
ATTORNEYS.

Patented Feb. 8, 1938

2,107,450

UNITED STATES PATENT OFFICE

2,107,450

COMBINATION ENVELOPE AND RETURN MAILING DEVICE

Chauncey Kenneth Miller, Indianapolis, Ind.

Application June 18, 1936, Serial No. 86,017

11 Claims. (Cl. 229—73)

This invention relates to a mailing device suitable for direct mail advertising purposes. The present invention seeks to provide a return mailing structure which requires a minimum amount of effort on the part of the recipient of the advertising literature or the like, to insure its return to the original sender of the literature.

Two embodiments of the invention are illustrated herein, and these are representative disclosures. The advertising literature may be a book, a blotter, a letter, or any mailable material.

The chief feature of the invention consists in obtaining window envelope effect without cutting a window in an envelope and associating therewith a reply address structure, such as a card, or another envelope, the first-mentioned envelope enclosing the advertising material of the character before mentioned, and the latter being operatively associated with the reply device, as hereinafter more specifically will be pointed out.

When the reply device is of post card form, it must comply with the postal regulations as to size, weight, and the like.

In many instances of use, the reply card form of the invention requires nothing more on the part of the recipient of the literature than removing the attached tab and depositing the reply card in the mails. In other instances, it may require a marking or checking for selective designation. Only in occasional instances does it require addressing or the signing of the reply device by the recipient and then only in exceptional circumstances necessary to comply with legal requirements.

With the return envelope type of reply device, a checking may or may not be necessary, as hereinafter to be pointed out. No signature or addressing normally will be required. The envelope may contain the money payment in the form of a bill, or the like, or a coin-holder card enclosed in a protective sheet, or the like.

The full nature of the invention will be understood from the accompanying drawings and the following description and claims:

In the drawings, Fig. 1 is a front elevation of a direct mail advertising device embodying the card form of the invention.

Fig. 2 is a transverse sectional view taken on line 2—2 of Fig. 1 and in the direction of the arrows.

Fig. 3 is a view similar to Fig. 2 and of the envelope type of device.

Fig. 4 is a rear view of the reply envelope shown in section in Fig. 3.

Fig. 5 is a front view of the addressed reply card shown in Fig. 2.

Fig. 6 is a rear view of the addressed reply card shown in Fig. 2.

Fig. 7 is a front view of the addressed reply envelope shown in Figs. 3 and 4.

Fig. 8 is a rear view of the addressed reply envelope shown in Figs. 3 and 4.

In Figs. 1 and 2 of the drawings, 10 indicates the face of an envelope of desired size, 11 the back and 12 the sealing flap. The face includes a pair of elongated and parallel slits 13. Slits 13 at their ends terminate in angularly and oppositely directed extensions 14, the extensions at adjacent ends being similarly directed. Such extensions facilitate "stuffing".

Within the envelope is an article 15, such as a letter, blotter, pamphlet or the like mailable material.

An address reply structure 16 has a width slightly less than the effective length of the slits 13—14. This structure is threaded through the slits 14 which exposes portion 17 carrying the address of the recipient of this mailing device. Above the address may be printed matter carrying a message 16*a*, or selections to be checked, see Fig. 6. The reverse side of the reply structure, herein illustrated as of post card character, carries the address 16*b* of the original sender of the device and the usual reply post card payment notice 16*c* and permit number 16*d* or the like.

The post card has a tab portion 18 integral with portion 16 but united thereto by a perforated score 19, whereby the tab may be readily separated from the card prior to mailing. It may contain mailing or selection checking directions 18*a* or 18*b* or other legending.

The card 16 is nested in the envelope as illustrated. Then the article 15 is inserted. The tab 18 is turned back so that article 15 is nested between the card and tab portions. The outer envelope is then sealed.

Movement of the card lengthwise of the envelope is prevented by the ends of the slits. Movement of the card in a direction transverse thereto is prevented by the article. The article, therefore, serves as a locator or positioning device, for the card does not necessarily have to be substantially the full depth of the envelope, although in the drawings it is so illustrated.

The combination, therefore, insures constant registration of the recipient's address 17*a* in exposed relation, and also permits simultaneous removal of the card when the article is removed

from the envelope by the recipient upon its receipt.

In Fig. 3 a modified form of the invention is illustrated. In this form similar numerals of the one hundred series indicate like or similar parts. In this form of the invention, the reply address device consists of an envelope 116, see Fig. 4 and Figs. 7 and 8 having one face exposed as at 117. Such exposed portion carries the recipient's address 117a for delivery of the outer envelope and contents. The recipient's address on the return mailing serves as a return address. The other face of the envelope is of the return reply type with the original sender's address 116b, reply postage notice 116c and meter number 116d thereon as required by postal regulation.

In this instance the flap 118 of the inner envelope is turned opposite to its normal position at 119. The article 115 is nested between the inner envelope proper and its sealing flap 118.

The inner envelope 116 may have different selections 116a printed thereon for checking by the receiver to designate size, color and/or material. The inner envelope when mailed may contain the purchase price.

The operation and use of both forms of the invention, except as pointed out hereinbefore, are substantially the same.

In instances where a saving in postage is to be effected, the outside envelope preferably is of the postal inspection type, that is, one portion of it such as a "tuck-in" end may be readily opened for inspection of the contents of the envelope by the postal authorities.

When saving in postage is not desired the outside envelope may be of the full sealed character. These general types of envelopes being well known in the industry, they are not specifically illustrated or otherwise described herein.

While the invention has been described and illustrated in great detail in the foregoing specification and attached drawings, the same is to be considered as illustrative and not restrictive in character. These modifications as well as others which will readily suggest themselves to persons skilled in this art, are all considered to be within the broad scope of the invention, reference being had to the appended claims.

The invention claimed is:—

1. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end.

2. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the slits being substantially parallel, each end thereof being extended angularly of the main portion, the angular ends of each slit being oppositely directed and the adjacent ends of adjacent slits being similarly directed.

3. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the address structure comprising a reply post card and tab portion connected thereto by a perforated score connection, the tab portion constituting the turned-back end.

4. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned back end, the address structure comprising a reply envelope and the turned back portion comprising the flap thereof.

5. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the turned-back portion being positioned at the top of the envelope whereby article removal simultaneously removes the addressed reply structure from the envelope.

6. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the slits being substantially parallel, the address structure comprising a reply post card and tab portion connected thereto by a perforated score connection, the tab portion constituting the turned-back end.

7. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the slits being substantially

parallel, each end thereof being extended angularly of the main portion, the address structure comprising a reply post card and tab portion connected thereto by a perforated score connection, the tab portion constituting the turned-back end.

8. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the slits being substantially parallel, each end thereof being extended angularly of the main portion, the angular ends of each slit being oppositely directed and the adjacent ends of adjacent slits being similarly directed, the address structure comprising a reply post card and tab portion connected thereto by a perforated score connection, the tab portion constituting the turned-back end.

9. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the slits being substantially parallel, each end thereof being extended angularly of the main portion, the angular ends of each slit being oppositely directed and the adjacent ends of adjacent slits being similarly directed, the address structure comprising a reply envelope and the turned-back portion comprising the flap thereof.

10. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the slits being substantially parallel, each end thereof being extended angularly of the main portion, the angular ends of each slit being oppositely directed and the adjacent ends of adjacent slits being similarly directed, the turned-back portion being positioned at the top of the envelope whereby article removal simultaneously removes the addressed reply structure from the envelope.

11. In combination an envelope including a pair of adjacent slits, an article loosely mounted therein of substantially the same outline as and of slightly lesser area than the envelope, and an addressed reply structure in the envelope and threaded through the slits for exposure of an address portion between the slits, the effective length of the slits being slightly greater than the width of the exposed structure, one end of the structure being turned back upon the same, the article being nested between the structure and its turned-back end, the length of the address structure, less the turned-back portion being slightly less than the width of the envelope measured transverse to the slits.

CHAUNCEY KENNETH MILLER.