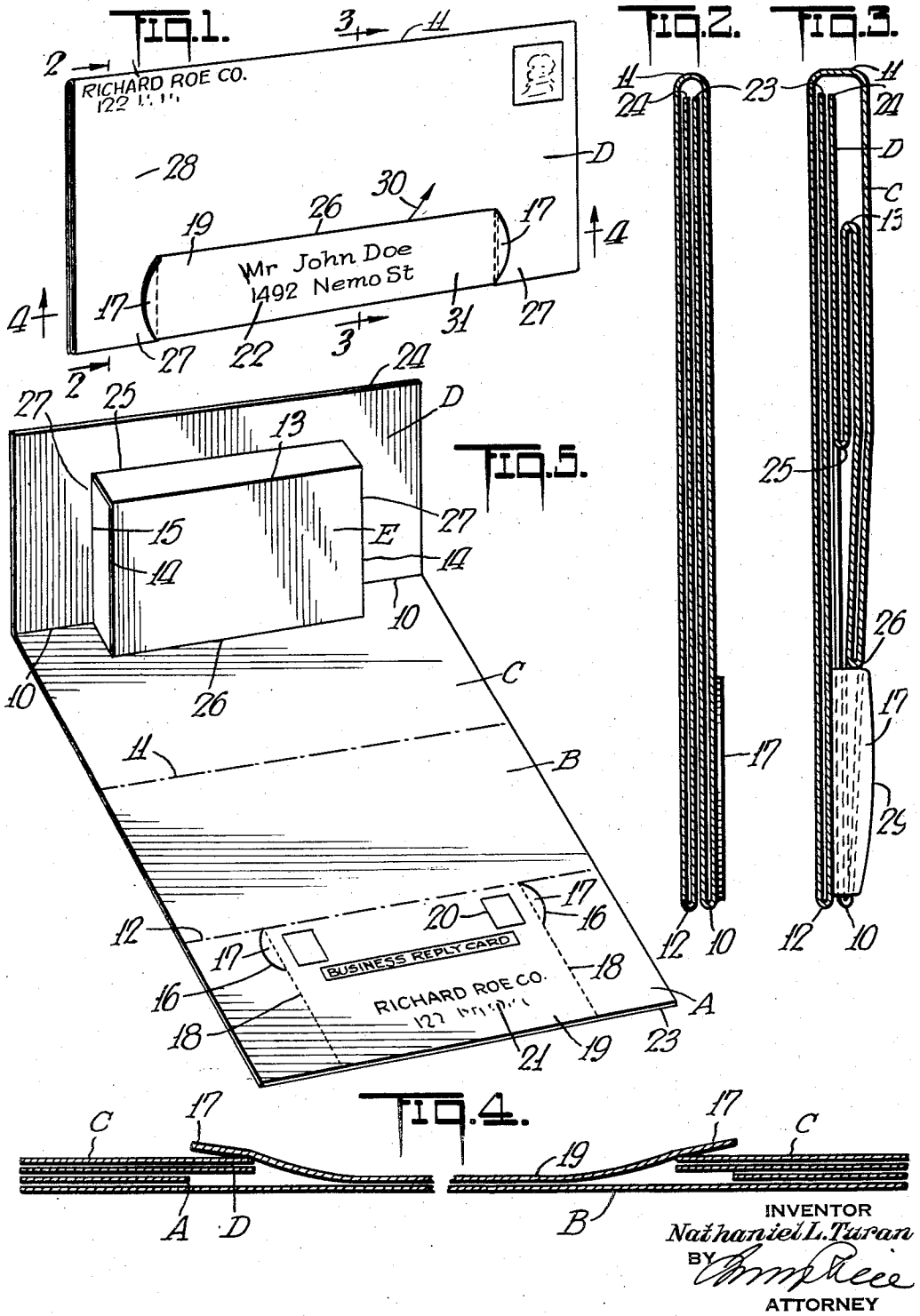
April 28, 1959 N. L. TURAN 2,884,184

THREE DIMENSIONAL RETURN POST CARD FOLDER

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THREE DIMENSIONAL RETURN POST CARD FOLDER

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FIG. 6.

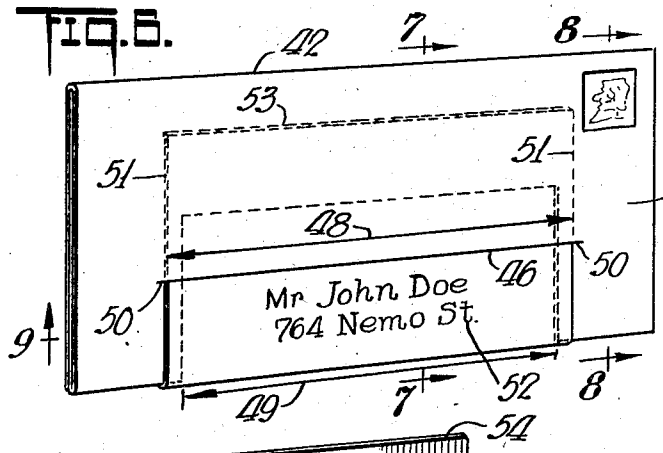


FIG. 7.

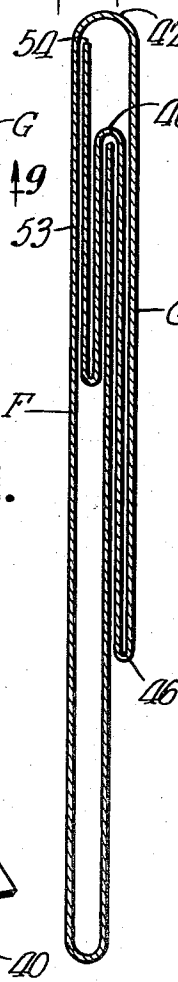
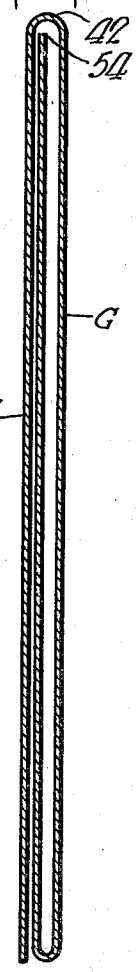


FIG. 8.



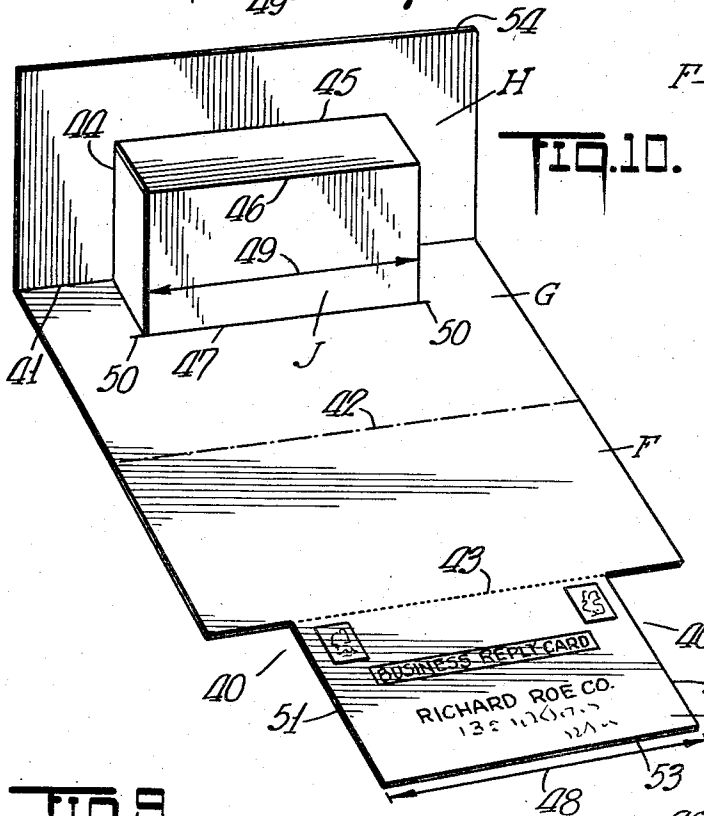
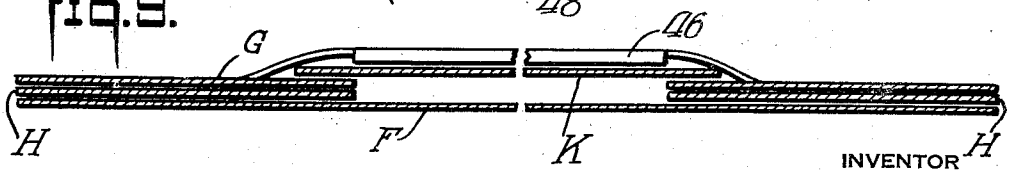


FIG. 10.

FIG. 9.



INVENTOR
Nathaniel L. Turan
BY
ATTORNEY

April 28, 1959 N. L. TURAN 2,884,184

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Fig. 11.

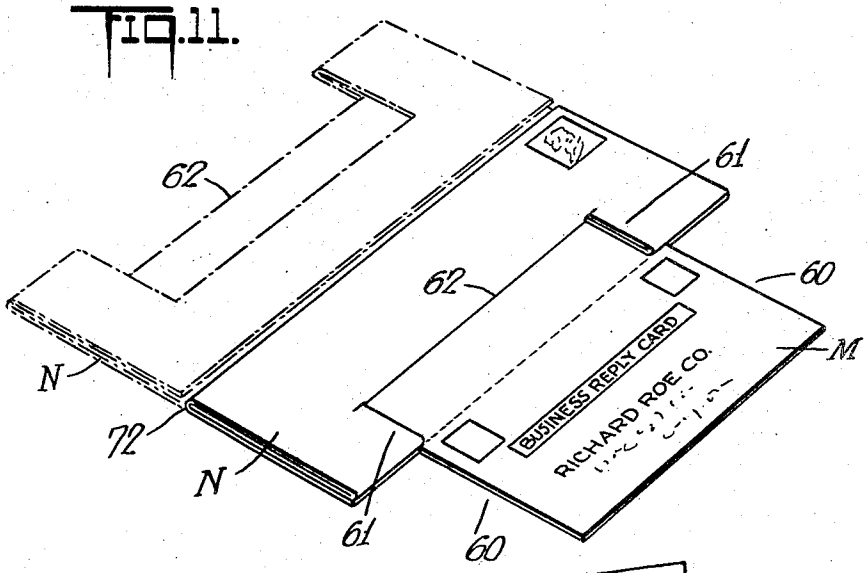


Fig. 12.

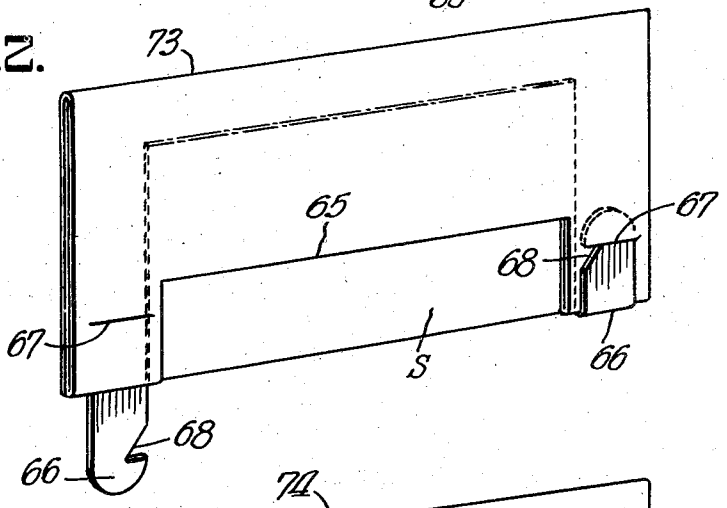
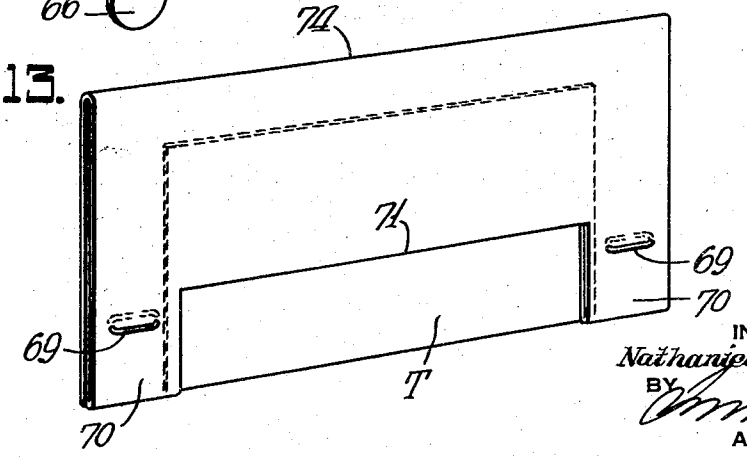


Fig. 13.



INVENTOR
Nathaniel L. Turan
BY
ATTORNEY

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THREE DIMENSIONAL RETURN POST CARD FOLDER

Nathaniel L. Turan, New York, N.Y.

Application May 20, 1953, Serial No. 356,274

2 Claims. (Cl. 229—92.1)

The present invention relates to a three dimensional return post card folder, and it particularly relates to a combination mailing piece which may be conveniently forwarded by advertisers and other persons distributing mail to customers and prospective customers or to people from whom a return message is desired.

It is among the objects of the present invention to provide a return post card folder which may be mailed in folded condition by the advertiser to persons from whom a reply is desired, or to customers and prospective customers, which when unfolded will give a three dimensional display which will attract attention to the return mailing piece associated with the return post card folder.

Another object is to provide a novel return post card folder which may be conveniently forwarded by an advertiser to customers and prospective customers and which may be folded together without the use of stickers or binders, and which may be readily unfolded by the recipient who will have immediately available for detachment and return the return mailing piece.

Another object is to provide a folded return post card folder of such a size and shape as to enable it to be readily forwarded through the mail by advertisers to their customers and prospective customers, and which at the same time may be readily unfolded by the recipient, who upon unfolding will receive a three dimensional advertising message.

Still further objects and advantages will appear in the more detailed description set forth below, it being understood, however, that this more detailed description is given by way of illustration and explanation only and not by way of limitation, since various changes therein may be made by those skilled in the art without departing from the scope and spirit of the present invention.

In accomplishing the above objects it has been found most suitable, according to one embodiment of the present invention, to form a return post card folder of three or four or even more sections which are integrally connected together by four lines, and in which the lowermost fold will constitute a return mailing piece.

In the preferred form two of the folds are provided with a reversely folded section which will pop out or stand up when the folder is received and unfolded by the recipient.

The signature on the return post card or return mailing piece desirably constitutes the address of the complete outgoing folder as mailed out by the advertiser or original addressor.

With the foregoing and other objects in view, the invention consists of the novel construction, combination and arrangement of parts as hereinafter more specifically described, and illustrated in the accompanying drawings, wherein is shown an embodiment of the invention, but it is to be understood that changes, variations and modifications can be resorted to which fall within the scope of the claims hereunto appended.

In the drawings wherein like reference characters denote corresponding parts throughout the several views:

Fig. 1 is a front perspective view of one form of folded mailing piece according to the present invention.

Fig. 2 is a transverse sectional view upon the line 2—2 of Fig. 1, upon an enlarged scale as compared to Fig. 1.

Fig. 3 is a transverse sectional view upon the line 3—3 of Fig. 1 upon an enlarged scale as compared to Fig. 1.

Fig. 4 is a transverse horizontal sectional view upon the line 4—4 of Fig. 1 upon an enlarged scale as compared to Fig. 1.

Fig. 5 is a perspective view of the folder of Figs. 1 to 4 as it is unfolded by the recipient.

Fig. 6 is a front perspective view of the folded return post card folder showing an alternative construction.

Fig. 7 is a transverse sectional view upon the line 7—7 of Fig. 6 upon an enlarged scale as compared to Fig. 6.

Fig. 8 is a transverse sectional view upon the line 8—8 of Fig. 6 upon an enlarged scale as compared to Fig. 6.

Fig. 9 is a transverse horizontal sectional view upon the line 9—9 of Fig. 6 upon an enlarged scale as compared to Fig. 6.

Fig. 10 is a perspective view of the return post card folder in Figs. 6 to 9 as it appears when it is folded outwardly for mailing purposes.

Fig. 11 is a top alternative view of an alternative form of return post card folder in partly unfolded condition.

Fig. 12 is a front perspective view of still another alternative embodiment showing the method of assembly.

Fig. 13 is a front perspective view of still another alternative embodiment showing an alternative assembly arrangement.

Referring to Figs. 1 to 5 the return post card folder consists of the detachable return mailing piece fold A and the associated folds B, C and D which carry the advertising message. There is also the pop out or third dimensional fold E which is so arranged that it will pop out or stand up upon unfolding of the return post card folder as shown in Fig. 5.

Referring to Fig. 5 the sections A, B, C and D may be cut out of a single rectangular blank and they are provided with the main fold lines **10**, **11** and **12**. The section E is provided with a reverse fold line **13**, and the sides **14** are formed by longitudinally and part way slitting the folds D and C as indicated at **15** across the fold line **10**.

The return post card section A has the curved slits **16** which form the holding ears or tabs **17**, and it has the score line **18** which enable detachment of the return mailing card **19** which forms the center of section A.

The return post card **19** may have the suitable prepaid stamp or other indicia at its upper right hand corner as indicated at **20** in Fig. 3, and it may carry the address **21** of the advertiser or original mailer of the folders of Figs. 1 to 4.

On its reverse side, as best shown in Fig. 1, it carries the address **22** of the recipient, customer or prospective customer who will detach the post card **19** and return it to the original mailer or advertiser with the message.

It will be noted that the customer's name at **22** serves both as the address of the folder of Figs. 1 to 5, and it also serves as the signature to the return post card when detached.

When the folder of Fig. 5 is folded together the middle fold line **11** will be uppermost with the fold lines **10** and **12** being lowermost. In this case the lower and upper edges **23** and **24** will be folded so as to be just inside of the fold line or fold edge **11**.

In such case the fold line **13** will be between the sections C and D as will also the fold lines **25** and **26** which form the pop up or third dimensional element E.

The fold **26** will be directly above the return post card folder **19** in the folded position as shown in Fig. 1, with

the ears 17 projecting outwardly and engaging the side portions 27 of the fold D.

The face 28 of the fold D serves as the face of the outgoing mailing piece, with the lower portion of the opposite side of the return mailing card 19, as shown in Fig. 5, being exposed at 29 below the fold 26. The overlapping portion or ear 17 is indicated in Fig. 3 as projecting from below the double fold 26 to out beyond the double fold 26.

In the section of Fig. 2 the end of the ear 17 is shown.

The folder is originally die cut out and printed in flat position as shown in Fig. 5, with the advertising message being on the sides of the folds B, C and D as faces the observer in Fig. 5.

The pop up or stand up fold E is particularly valuable in that it strikes the eye of the observer most forcefully. To assemble the post card folder the folds D and C are folded together and then A and B are folded together so that the edges 24 and 23 will be adjacent to each other and to the fold 11. Then the two double folded sections A and B and C and D are folded together on the fold line 11.

At this point the side folds 10 will project below the fold 26 and will cover the ear 17. Then the ear 17 may be caused to engage the projecting folded portions 10 to form the complete post card folder as indicated in Figs. 1, 2, 3 and 4.

The completed folder as indicated in Figs. 1, 2, 3 and 4 may be conveniently sent through the mail without any stapling or adhesive attachments. When it is received the recipient may readily unfold it by lifting up as indicated by the line and arrow 30 while holding down on the portion 31 with the other fingers. This will cause disengagement of the ears 17 which will cause release of the folder into the position shown in Fig. 5.

In the embodiment shown in Figs. 6 to 9 the folds F, G, H and J will be of the same construction as illustrated in connection with Figs. 1 to 5, but the return post card fold K will be of reduced width and will have the cut out portions 40 as shown best in Fig. 10.

In this structure the sections H, G, F and K are joined together by the folds 41, 42 and 43 and by means of the cuts 44 the pop up section J is provided having the fold lines 45, 46 and 47.

The width of the post card as indicated by the dimension line 48 will be wider than the width of the pop up fold J as indicated by the dimension 49. The fold 47 will have the short slits as indicated at 50 continuing into the section G to receive the side edges 51 of the return post card fold K.

In this instance the post card folder is die cut and printed in the position shown in Fig. 10 with the message being upon the pop up fold J and upon the sides of the folds F, G and H as face the observer in Fig. 10. The side of the post card K which faces the observer in Fig. 10 will have the return address.

The other side of the post card folder K will have the customer's address as indicated at 52 in Fig. 6. The end edge 53 of the post card folder section K will project upwardly to adjacent the fold 42 and it will terminate inside the fold 46 as is best shown in Fig. 7. The other end 54 will terminate closely inside the fold 42 in the folded unit as shown in Figs. 7 and 8.

In assembly sections G and H are folded together and F and K are folded together. Then these folded sections are folded together upon the fold line 42. Then the post card folder section K is pulled out and inserted through the slots 50 and below the fold 46 so that it is positioned below the section G and above the section F.

As shown in Fig. 9 the return post card section K will fit below the fold 46.

In the embodiment of Fig. 11 is shown an alternative arrangement in which the attachment ears L are positioned at the upper portion of the return post card M which has the same side cut outs at 60 as indicated in Fig. 10.

These ears L will overlie the side edges 61 of the fold section N which has the reverse fold 62 as indicated. The dot and dash lines show the section N before it is folded over and before the return post card folder M is folded back and inserted under the reverse fold 62. Otherwise, the structure shown in Fig. 11 may be the same as that shown in Figs. 1 to 10.

In the embodiment of Fig. 12 the post card S may be inserted under the reverse fold 65 and the assemblage may then be locked together by insertion of the locking tabs 66 to the slots 67. The slots 67 will engage the recesses 68 as indicated at the left of Fig. 12 and hold the folded mailing folder in position.

In the embodiment of Fig. 13 the post card folder may be held together by the staples 69 which are inserted through the side legs 70 with the post card element T being inserted under the reverse fold 71.

The main folds 72 in Fig. 11, 73 in Fig. 12, and 74 in Fig. 13 may be formed in the same way as the main folds 11 in Figs. 1 to 5 and the main fold 42 in Figs. 6 to 10.

The return post card folder as shown in the present invention is particularly suitable for mass production and it may be readily cut out with minimum waste of material and utilized on standard addressing machinery or filming machinery.

It is readily opened by the recipient. Upon being unfolded by the recipient the pop up or stand up section E in Fig. 5, or J in Fig. 10, which is also included in the embodiments of Figs. 11, 12 and 13, will most forcefully strike the eye and convey the advertising message.

As many changes could be made in the above three dimensional return post card folder, and many widely different embodiments of this invention could be made without departing from the scope of the claims, it is intended that all matter contained in the above description shall be interpreted as illustrative and not in a limiting sense.

Having now particularly described and ascertained the nature of the invention, and in what manner the same is to be performed, what is claimed is:

1. A die cut printed mailing device consisting of an elongated paper blank and provided with a detachable return mailing piece and carrying the name and address of both the addressee and addressor, comprising an elongated paper blank having a plurality of folded sections therein, said paper blank having a plurality of equispaced fold lines defining said sections, and enabling folding thereof to standard dimension of an outgoing mailing piece and a relatively narrow folded die cut section positioned across and attached to two adjacent sections so that it will stand up away from the plane of the unfolded blank after received and when unfolded by the addressee, said die cut section having side die cut edges extending transversely across the fold line of the folded sections at the end of the paper blank remote from the return mailing piece and having an intermediate fold line out of line with the last mentioned fold line and parallel to said fold line, said return mailing piece having outwardly projecting side ears the base of said ears being spaced apart and substantially in alignment with the respective side die cut edges and said folded sections being folded against said ears to enable said ears to engage the cut edges formed by said die cut section.

2. A die cut printed mailing device consisting of an elongated paper blank and provided with a detachable return mailing piece and carrying the name and address of both the addressee and addressor, comprising an elongated paper blank having a plurality of folded sections therein, said paper blank having a plurality of equispaced fold lines defining said sections, and enabling folding thereof to standard dimension of an outgoing mailing piece and a relatively narrow folded die cut

section positioned across and attached to two adjacent sections so that it will stand up away from the plane of the unfolded blank after received and when unfolded by the addressee, said die cut section having side die cut edges extending transversely across the fold line of the folded sections at the end of the paper blank remote from the return mailing piece and having an intermediate fold line out of line with the last mentioned fold line and parallel to said fold line, said mailing piece being of a length slightly greater than the distance between said side die cut edges, a pair of slots in alignment with and extending from each end of the fold line connecting the base of said die cut section to one of said folded sections

and said mailing piece being folded against said die cut section so that said slots will be in position to receive the side edges of said return mailing piece.

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