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3,026,019

DOUBLE COIN POCKET MAILER

Filed Sept. 15, 1960

2 Sheets-Sheet 1

FIG. 3

FIG. 4: A perspective view of a rectangular container 14 with a lid 13. The lid has a top surface 11 and a bottom surface 10. A label 17 is on the front face 6, with fields for 'name', 'address', and 'city'. A dashed line 19 indicates the lid's edge. A cross-section 20 shows a textured interior 21 and a small circular feature 22. Dimensions 5 and 7 are indicated.

FIG. 5: A perspective view of a rectangular container 14 with a lid 13. The lid has a top surface 11 and a bottom surface 10. A label 17 is on the front face 6, with fields for 'name', 'address', and 'city'. A dashed line 19 indicates the lid's edge. A cross-section 20 shows a textured interior 21 and a small circular feature 22. Dimensions 5 and 7 are indicated.

FIG. 6: A perspective view of a rectangular container 14 with a lid 13. The lid has a top surface 11 and a bottom surface 10. A label 17 is on the front face 6, with fields for 'name', 'address', and 'city'. A dashed line 19 indicates the lid's edge. A cross-section 20 shows a textured interior 21 and a small circular feature 22. Dimensions 5 and 7 are indicated.

FIG. 7: A perspective view of a rectangular container 14 with a lid 13. The lid has a top surface 11 and a bottom surface 10. A label 17 is on the front face 6, with fields for 'name', 'address', and 'city'. A dashed line 19 indicates the lid's edge. A cross-section 20 shows a textured interior 21 and a small circular feature 22. Dimensions 5 and 7 are indicated.

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2 Sheets-Sheet 2

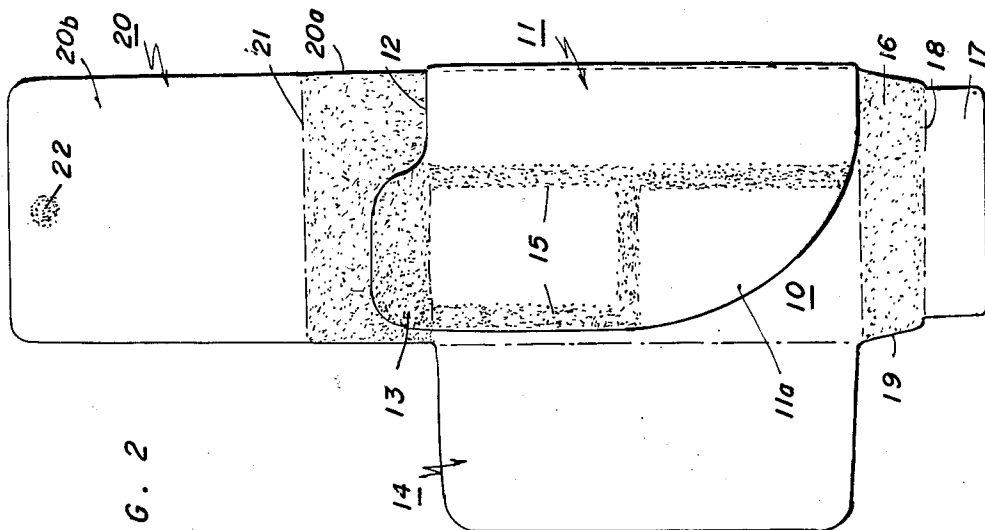


FIG. 2

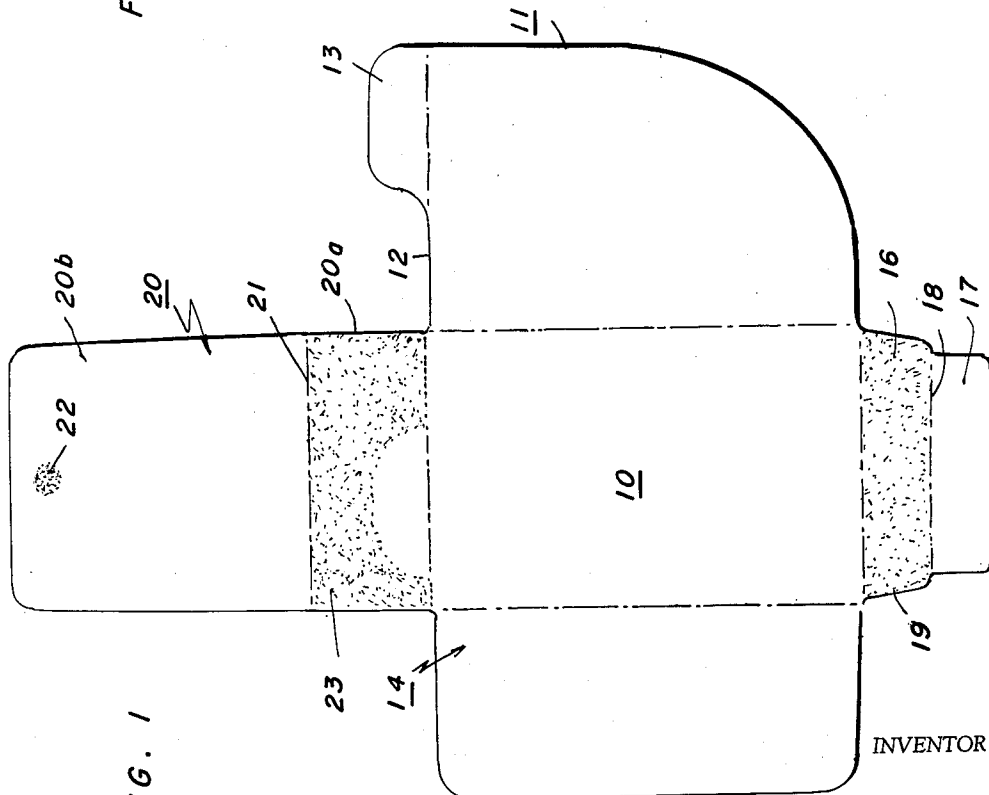


FIG. 1

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DOUBLE COIN POCKET MAILER

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This invention relates to an envelope of the type commonly known as a two-way mailing envelope, to be mailed out to prospective customers under third class mail, and provided with the mailing address and postage to be used to return the envelope by first class mail.

More specifically this invention relates to what may be called a double coin-pocket mailer, providing not only for the forwarding and return addresses but providing separate compartments or pockets for merchandise, and for money to be used when the recipient under the first address wishes to make use of the device. Written messages or special instructions may be inserted in one or other pocket, preferably with merchandise that may be, for instance, photographic film to be processed, printed, etc.

An object of the present invention is to provide such a two-way envelope that is easy to use by the recipient for the intended purpose of forwarding the merchandise to be processed, and to forward to the company using this means of solicitation the money to pay for the processing.

A further object of the invention is to provide such an envelope that is relatively simple and inexpensive to manufacture yet reliable in use.

Other and further objects and advantages will appear from the following specification taken with the accompanying drawings in which like characters of reference refer to similar parts in the several views and in which—

FIGURE 1 shows the shape of a blank from which the envelope of the present invention is made.

FIGURE 2 shows the blank partly folded and the adhesive applied.

FIGURE 3 shows the device with both pockets formed.

FIGURE 4 shows the envelope completely folded and ready to be mailed out to a prospective customer.

FIGURE 5 is a section taken at 5—5 of FIGURE 3.

FIGURE 6 is a section taken at 6—6 of FIGURE 3.

FIGURE 7 is a section taken at 7—7 of FIGURE 3.

In order to understand the device it is well to consider first its use. In FIGURE 4 is seen the device as it is received by a prospective customer. The customer's name and address appear on the outer face of flap 20 with the appropriate postage stamp required to carry it to the customer.

The customer, in order to open the envelope, breaks the small seal 22 (see FIG. 3) between flap 20 and flap 19. The device then appears as seen in FIGURE 3 and in section as seen in FIGURE 7.

Instructions for use and the message of solicitation may appear on the inside of flap 20 that is visible in FIGURE 3, but concealed in FIGURE 4.

If the purpose of the envelope is to solicit, say, the work of developing and printing photographed films, the customer, desiring to take advantage of the offer made in the message found on fly 20^b of flap 20 will place the film to be processed in the large pocket formed by back panel 10, wing flaps 11 and 14 and bottom flap 19; and he will place the funds to pay for processing the film in the small pocket formed between wing flaps 11 and 14. He will then seal closure flap 13 to wing 14 to secure the money, check or money order in the small pocket, and will seal closure flap portion 20^a of flap 20 to wing flaps 11 and 14 after having severed the message, or fly portion 20^b of closure flap 20 from closure flap 20^a at line of weakness 21.

The name, address, and appropriate postal information

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are provided on wing flaps 11 and 14 between bottom flap 19 and the line 21 when it is sealed down, so that all that is required is that the device, with its contents, be deposited in a mail box or post office.

Fly 17 is shown and may be used in many ways, or may be omitted. If it is used it would, of course, be severed from bottom flap 19 prior to mailing the device and contents.

One use, as shown, is to provide for the customer a slip on which he can place his name and address. This slip is then secured to the film placed in the large pocket so that after processing the processor need only to place the finished pictures in a container and paste this fly to it, thus making sure that the pictures are properly addressed for return to their owner.

Other uses, such as a receipt, with a number to be matched with a number on the portion of the device forwarded with the film to be processed for purposes of identification in case of further correspondence, may be made of fly 17.

Fly 17 may also be used to carry any desired message. It may be, for instance, in the form of an order blank to inform the processor as to how many prints to make, the size of the prints desired, and so forth.

The device is made from the blank shaped substantially as seen in FIGURE 1 that comprises: a back panel portion 10, a wing flap 11 provided at its top edge 12 with a closure flap 13 (it will be noted that top edge 12 continues across closure flap 13 as a fold line); a second wing flap 14 opposite wing flap 11 that is of generally rectangular configuration to overlie a portion of wing flap 11 as will appear below, a bottom flap 19 that may have, but need not have, a fly portion 17 severable therefrom by a line of weakness 18; and a two-part closure flap 20 divided by line of weakness 21 into fly portion 20^b and closure portion 20^a, whereby after the entire flap is used in the first instance, the fly portion 20^b may be severed from the portion 20^a that may then be used as the closure flap.

In manufacturing the device the wing flap 11 may be folded over back panel 10 as seen in FIGURE 2 and all of the adhesive used in the device may be applied at one time. This adhesive includes area 15 that seals the wing flaps 11 and 14 together; area 16 that secures bottom flap 19 to the wing flaps, an area that covers closure flap 20^a and 13; and a small spot of adhesive 22 at the end of portion 20^b of flap 20. As seen in FIGURE 1, which is the blank folded flat again after the application of the adhesive, there will be no adhesive on closure flap portion 20^a under closure flap 13, so that in use, when the envelope is received at the processing plant, the money envelope may remain sealed when the larger pocket holding the merchandise is opened.

It will be noted that the adhesive area 15 is in U-shape with the open end of the U at line 12. The wing flap 14 is then folded over wing flap 11 and secured thereto by adhesive 15 which forms a small pocket open to the fold line portion of edge 12 opposite closure flap 13.

Bottom flap 19 is then folded over wing flaps 11 and 14 and adhered thereto by adhesive 16 which does not cross line of weakness 18, so fly 17, if provided, will be free and may be readily severed from flap 19 at 18.

All of the printing on the envelope is preferably put in place before the blank is folded.

The last step is folding flap 20 down to cover wing flaps 11 and 14, and fly 17, all of which carry information that is to be concealed in the first mailing, and adhesive spot 22 is sealed to bottom flap 19. This allows postal inspection, yet holds the customer's name and address in view to assure proper delivery.

The device specifically described above, as shown in the drawings, is an example of one embodiment of the

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invention and the scope of the disclosure is not to be considered as being limited thereto but to include all structures falling within the scope of the following claims.

I claim:

1. An envelope of the character described comprising a back panel, a pair of wing flaps each attached by a fold line to said back panel along opposite edges thereof and of a width to overlap each other for an appreciable distance, said wing flaps being secured together by a U-shaped line of adhesive forming a small pocket therebetween, a small closure flap for said small pocket formed integrally with one of said wing flaps, said wing flaps forming, with said back panel, a large pocket and providing a surface for return postage information, a bottom flap folded from said back panel into overlapping relationship to said wing flaps and adhesively secured thereto closing the bottom of said large pocket, a large closure flap for said large pocket folded from said back panel at its end opposite said bottom flap adapted to overlie said wing flaps and said bottom flap, said large closure flap including a fly portion providing, when in original closing position, the area to receive the postal information required to carry the envelope to a desired first destination, a line of weakness extending across said large closure flap whereby said fly portion may be severed from the remainder of said large closure flap to leave the return postal information exposed, and adhesive on said closure flaps whereby they may be adhesively sealed to said wing flaps prior to mailing, the adhesive on said large closure flap being arranged so as to provide a non-adhering area to be against said small closure flap.

2. An envelope for two-way mailing formed from a blank comprising a back panel, wing flaps extending from opposite sides thereof, a bottom, and a primary closure flap extending respectively from opposite ends thereof, said wing flaps being of an extent to overlap each other an appreciable distance and being secured together by ad-

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hesive to form a large pocket between said wing flaps and said back panel, said adhesive being applied in a U-shaped pattern to provide a small pocket between said wing flaps open toward the end of said back panel adjacent said closure flap, one edge of one of said wing flaps being provided with a small pocket sealing flap portion to form a closure for said small pocket, said bottom flap overlying said wing flaps, adhesive securing said bottom flap to said wing flaps to close one end of said large pocket, said overlapped wing flaps being adapted to receive thereon return mailing postal information, said primary closure flap being of such length and width as to substantially cover said wing flaps, small pocket sealing flap and bottom flap when in closed position, said primary closure flap including a fly portion providing, when in original closing position, an area on its outer surface adapted to receive postal information required to carry the envelope to a desired first destination, a line of weakness extending across said primary closure flap whereby said fly portion may be severed from the remainder of said primary closure flap to leave the return postal information on said wing flaps exposed, and adhesive on said primary closure flap including a small spot of adhesive on said fly portion adapted to be sealed to said bottom flap during transit to said first destination and adhesive on said remainder of said primary closure flap adapted to seal said large pocket during the return of the envelope.

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