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J. E. CONE

2,895,664

MAILING AND RETURN DEVICE

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FROM: <i>John Doe Fargo, Fla.</i>	XYZ FINANCE CO. P.O. BOX 000 ATLANTA 1, GA.
STAMP	

FIG. 4

P.O. BOX 000 ATLANTA 1, GA.	MR. JOHN DOE 73 FRONT STREET FARGO, GA.
STAMP	

FIG. 3

FROM: _____	OPEN HERE
13	10
18	

FIG. 2

FIG. 5

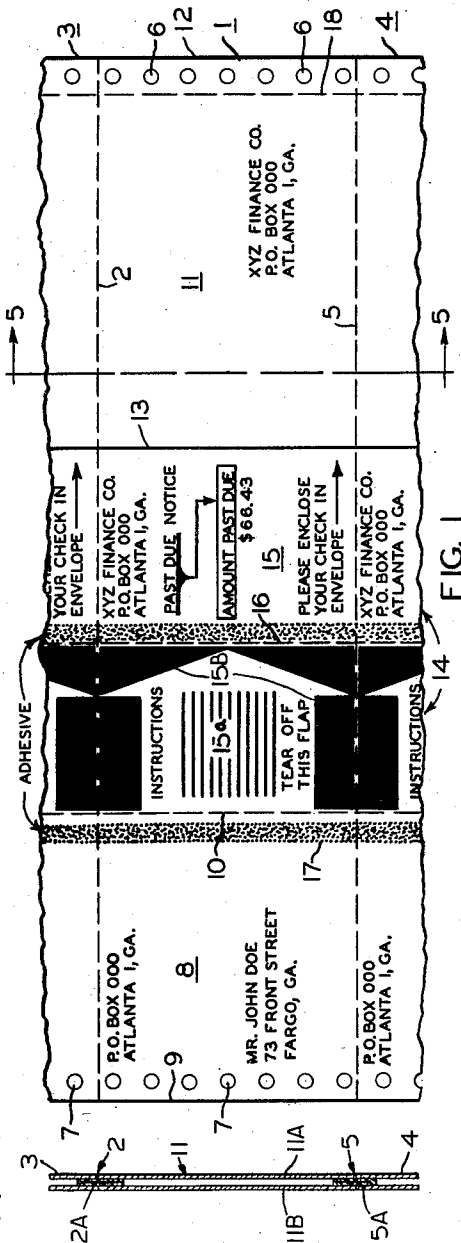


FIG. 1

INVENTOR
James E. Cone
By *Walter M. Rodgers*
HIS ATTORNEY

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MAILING AND RETURN DEVICE

James E. Cone, Atlanta, Ga.

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2 Claims. (Cl. 229—73)

This invention relates to mailing and return devices and to a method of processing such devices and more particularly to such an arrangement which is adapted for use in continuous strip form whereby mass processing is greatly facilitated. The term continuous strip form as here used denotes a strip made up of a plurality of individual mailing devices detachably secured together to form the strip. Of course means are provided for causing the strip to move through a processing machine and may take the form of a row of holes arranged along the strip margins, the holes being engageable by movable machine elements which intermittently engage and disengage the holes and thereby impart operating movement to the strip.

In collecting accounts, in soliciting funds, or in gathering information it is customary in many instances to prepare individual communications by hand or by semi-automatic methods. Such procedures are time-consuming and expensive.

A principal object of this invention is to reduce the time and cost of collecting accounts, of soliciting funds, and of gathering information by mail.

Another object of this invention is to provide a combination mailing and return device which is adapted to be processed on machines of the punch card type commonly used in accounting procedures.

Still another object of this invention is to provide a combination mailing and return device in continuous strip form and to which data may be added on one surface only by automatic or by semi-automatic machine methods.

A further object of the invention is the provision of an efficient mailing and return device which is peculiarly adapted for making a record of the precise data used in each instance where the invention is used in collecting accounts, soliciting funds, or in gathering information.

A still further object of the invention is the provision of an improved method of processing a mailing device whereby a plurality of individual elements in strip form are individually provided with data which may be peculiar to each element as by machine printing using punch cards as data sources, whereby the elements are thereafter folded and sealed for mailing while in strip form, and whereby the elements are thereafter separated one from another to form individual devices each prepared for mailing to its individual addressee.

This invention in one form comprises primary and secondary address panels, a message panel interposed between said panels and connected therewith to form a unitary element adapted to constitute one of a plurality of detachably connected similar elements arranged to form a continuous strip for machine processing. After the data are applied to each element individually as by printing, the elements comprising a strip are folded and then detached each from the adjacent element according to the invention so as to constitute a communication to a primary addressee. Upon receipt by the primary addressee a certain portion of the parcel is detached and

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the remaining portion is rearranged to constitute a return communication.

The invention will be better understood from the following detailed description taken in conjunction with the accompanying drawings in which Fig. 1 is a plan view of a fragment of a continuous strip made up of individual elements detachably connected one to the other and showing one complete element together with portions of the adjacent elements; Fig. 2 is a plan view on a reduced scale of one element as viewed from the opposite side from that depicted in Fig. 1; Fig. 3 is a plan view of an element constructed according to the invention and prepared for mailing to a primary addressee; Fig. 4 is a plan view of an element arranged to be mailed by a primary addressee to the secondary addressee; and in which Fig. 5 is a cross sectional view along the line 5—5 of Fig. 1.

In Fig. 1 the numeral 1 designates generally one element of a continuous strip of similar elements each constituting a combination mailing and return device. Detachably connected with the element 1 by the perforated line 2 is a similar element generally designated by the numeral 3. Likewise a similar element 4 is detachably connected with element 1 by the perforated line 5. It will be understood that the elements 1, 3, and 4 constitute a continuous strip which is adapted to be fed through a machine which is arranged to print individual data on each element. The row of holes 6 along the right-hand margin of the continuous strip together with the row of holes 7 along the left-hand margin of the continuous strip are engaged by rotatable machine elements and are in this manner driven through the machine as is well known in the art. It will furthermore be understood that each element such as 1, 3, and 4 is identical to each other element when fed into the machine and that it is by means of the machine that data peculiar to each primary addressee is added.

Each element such as 1 comprises three principal panels. For example, as shown in Fig. 1 the element 1 comprises a primary address panel 8 which extends from the left-hand edge 9 of the element to the weakened junction in the form of perforated line 10. A secondary address panel 11 extends from the right-hand edge 12 of the element to the fold line 13. These address panels are interconnected by a message panel generally designated by the numeral 14. Each message panel 14 as indicated in Fig. 1 comprises a primary message panel generally designated by the numeral 15 and which extends from the fold line 13 on the right to the perforated tear line 16 on the left and a secondary message panel 15a which extends between the tear lines 10 and 16. Appropriate decorative or other design is represented by the dark configuration indicated by the designation 15B.

While it will be understood that I do not wish to be limited insofar as the details of the particular printed matter are concerned, I have shown by way of example an arrangement in Fig. 1 in which all the material on each element is preprinted except the figures \$66.43 appearing on the main message panel and the name and address of the primary addressee as it appears on the primary address panel, namely; Mr. John Doe, 73 Front Street, Fargo, Georgia. Thus the processing machine need add only the primary addressee's name and address and the amount owed. Of course it will be understood that if the form is used for solicitation of funds as by a charitable organization for example, other but similar data would be added by the machine.

After the individual elements comprising a continuous strip are printed by the machine, these elements in strip form are folded along the line 13 and thereafter the right-hand edge of the elements adjacent the marginal holes 6 is secured to the glued portion of the primary address panel designated by the numeral 17. This glued portion

is sometimes designated herein as fastening means. This operation of course masks the name and address of the secondary addressee, that is the sender, and also the main message panel, leaving each primary address panel exposed. Thereafter the individual elements are detached from each other preferably by known machine operations. After the stamping operation each parcel is ready for mailing to its primary addressee. Each parcel upon completion of the above-described operation appears as is shown in Fig. 3. When folded as indicated in Fig. 3 it will be understood that the perforated tear line 10 coincides with a similar perforated tear line 18 formed in the element 1 adjacent the marginal holes 6. These tear lines are sometimes designated as frangible means herein.

If a record of the operation is desired it is only necessary to employ a record strip and carbon or other duplicating means disposed adjacent the strip of mailing devices and the data applied to each mailing device will be recorded on the record strip for safe-keeping and ready reference.

Upon receipt of the parcel by the primary addressee the parcel is torn along the composite tear line 18—10 which is designated by the words "Open here" and associated arrows in Fig. 3.

Unlike the primary address panel 8 and the message panel 14, the secondary address panel 11 is constructed in two layers 11A and 11B secured along their adjacent edges at 5A and at 2A by glue or other means as shown in Fig. 5 so as to define therein a pocket. For example, the fold line 13 in reality constitutes the edge of a layer superimposed over the area defined by the tear lines 2 and 5 and by the tear line 18 and the fold line 13. Of course the superimposed layer and the underneath layer comprising the pocket of the secondary address panel are fastened together along the edges 2, 5 and 18 but not along edge 13.

The primary addressee notes the amount due as shown on the main message panel 15 and according to the instructions on the supplementary message panel 15a tears the message panel along the perforated line 16 and discards the supplementary message panel 15a. Thereafter the primary addressee inserts his check in the pocket formed in the secondary address panel, folds the main message panel forward along the fold line 13 and by means of the glued surface adjacent the perforated line 16 affixes the main message panel in position along the front face of the secondary address panel so as to mask the main message panel but not the name and address of the secondary addressee. The parcel to be returned by the primary addressee to the secondary addressee then appears as is shown in Fig. 4. Of course it will be understood that the primary addressee is called upon to add his name and return address in the upper left-hand corner of the parcel as is indicated in Fig. 4, since one of the advantages of this invention lies in the fact that all data to be added by the secondary addressee is printed by machine from one side of the strip.

Thus from the description above it will be understood that by this invention I have provided a combination mailing and return device which is particularly adapted to be processed by machine methods and which therefore facilitates the solicitation of funds and the collection of accounts by greatly reducing the time and cost thereof.

While I have shown and described a particular embodiment of the invention I do not wish to be limited thereto and intend in the appended claims to cover all such changes and modifications as fall within the true spirit and scope of the invention.

What I claim as new and desire to secure by Letters Patent of the United States is:

1. A combination mailing and return device comprising a primary address panel having a plurality of marginal holes formed along an edge thereof, a message panel adjoined with said primary address panel by a weakened junction line forming an edge of said primary address panel opposite from said holes, a secondary address panel foldably adjoined with said message panel along a side thereof opposite from said weakened junction line, said secondary address panel having a plurality of marginal holes formed along an edge thereof remote from the fold line between said message panel and said secondary address panel, a tear line formed in said secondary address panel adjacent said marginal holes, said secondary address panel being foldable over said message panel along the fold line therebetween, said tear line registering with said junction line when said secondary address panel is folded over said message panel, and means for securing the edge of said secondary address panel adjacent said holes to the edge of said primary address panel adjacent said junction line.

2. A combination mailing and return device comprising a primary address panel having a plurality of marginal holes formed along an edge thereof, a message panel adjoined with said primary address panel by a weakened junction line forming an edge of said primary address panel opposite from said holes, said message panel being tearable along an intermediate weakened line generally parallel with said weakened junction line, a secondary address panel foldably adjoined with said message panel along a side thereof opposite from said weakened junction line, said secondary address panel having a plurality of marginal holes formed along an edge thereof remote from the fold line between said message panel and said secondary address panel, a tear line formed in said secondary address panel adjacent said marginal holes, said secondary address panel being foldable over said message panel along the fold line therebetween, said tear line registering with said junction line when said secondary address panel is folded over said message panel, means for securing the edge of said secondary address panel adjacent said holes to the edge of said primary address panel adjacent said junction line, and means for securing the portion of said message panel between said intermediate line and said secondary address panel to said secondary address panel upon separation of said message panel along said intermediate weakened line.

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