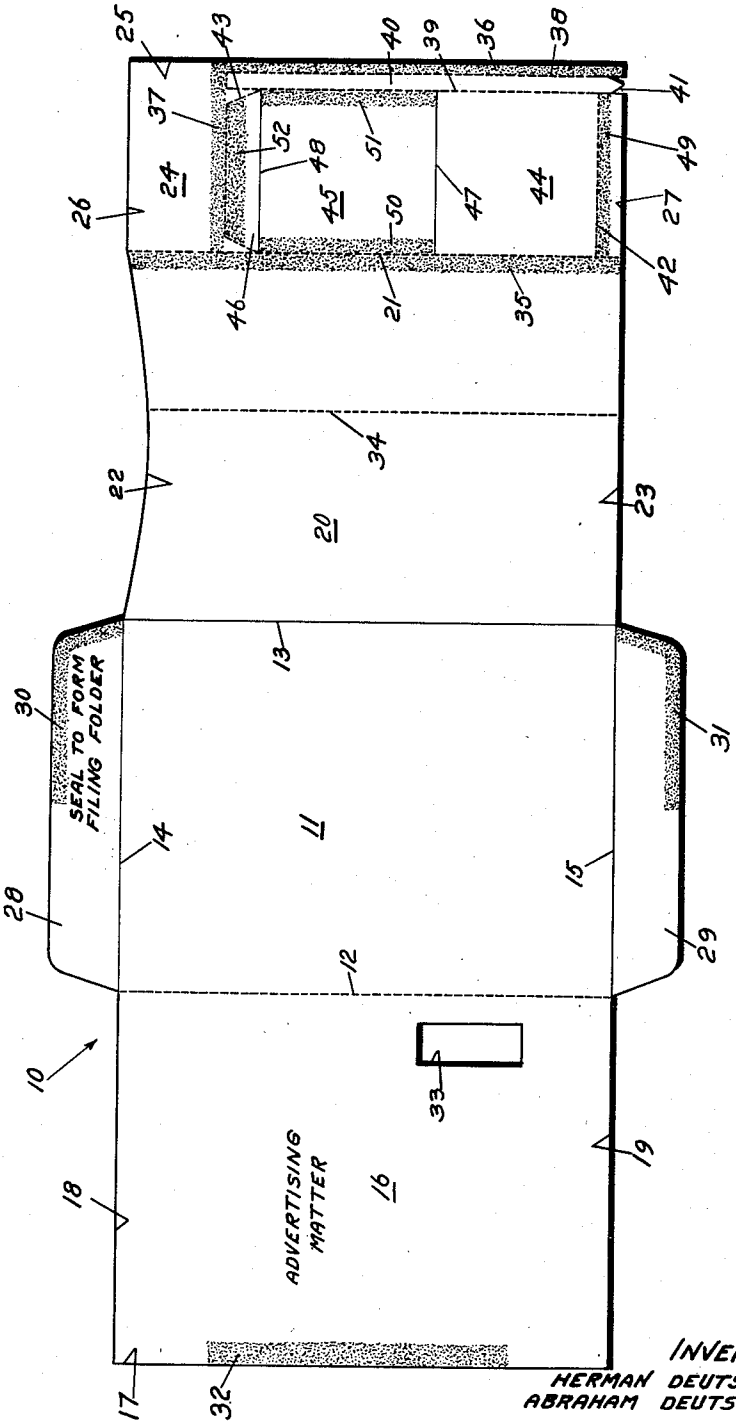
June 14, 1955 H. DEUTSCHMEISTER ET AL 2,710,716

TWO-WAY MAILING DEVICE

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FIG 1



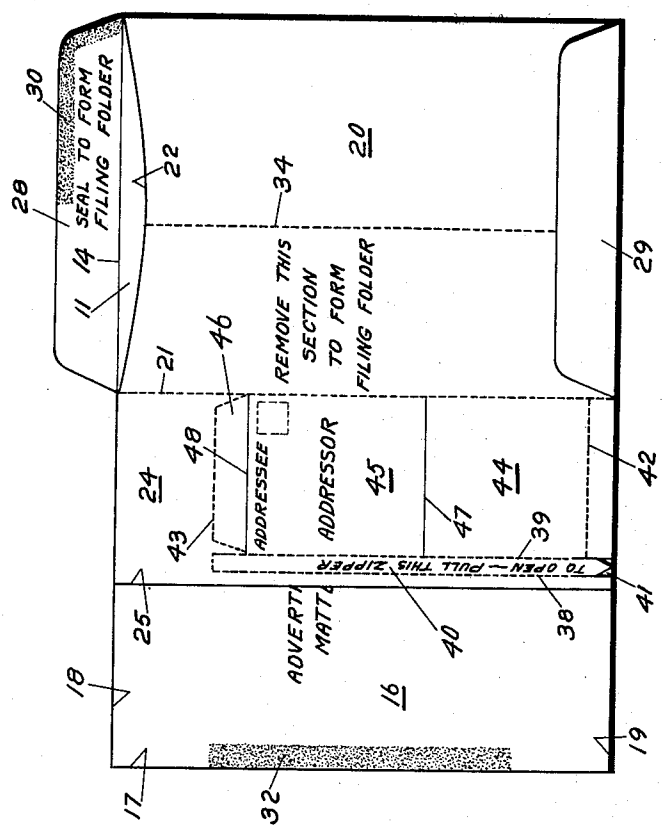
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TWO-WAY MAILING DEVICE

Filed Jan. 10, 1950 5 Sheets-Sheet 2

FIG. 2



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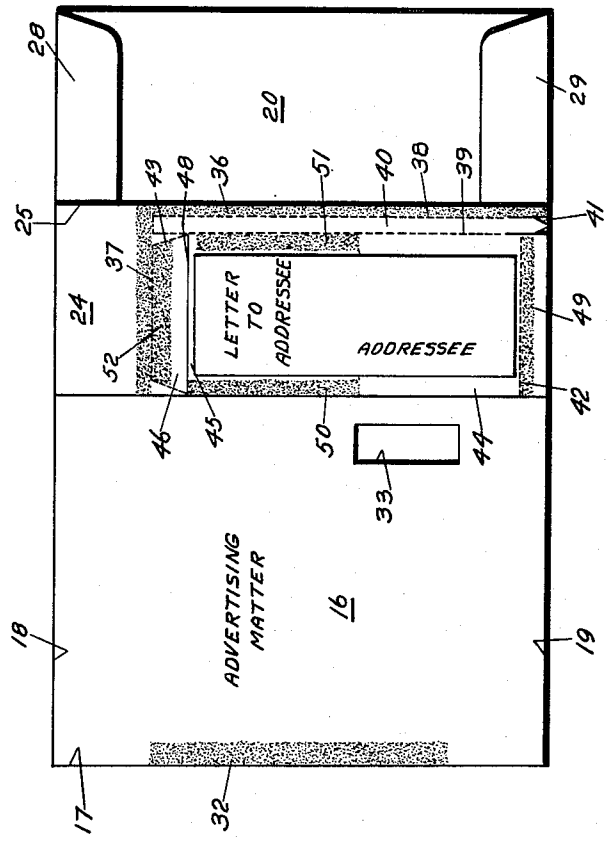
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TWO-WAY MAILING DEVICE

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FIG. 3



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TWO-WAY MAILING DEVICE

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FIG. 5

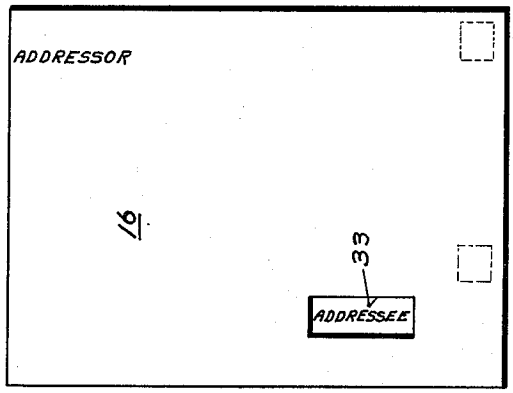
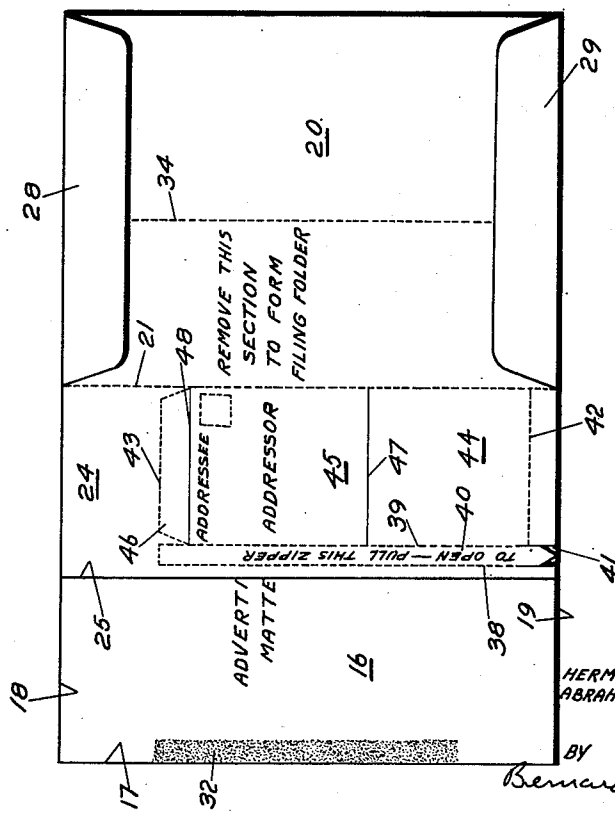


FIG. 4



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TWO-WAY MAILING DEVICE

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FIG. 7

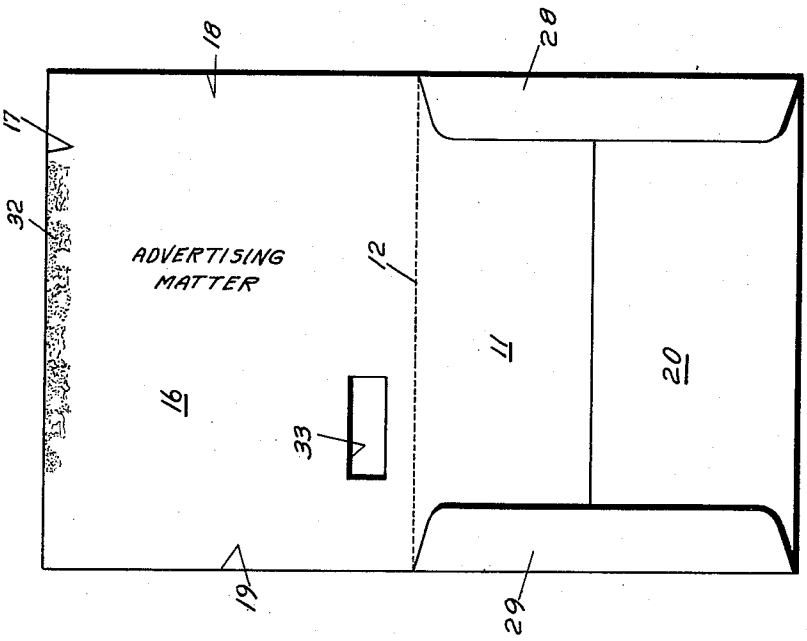
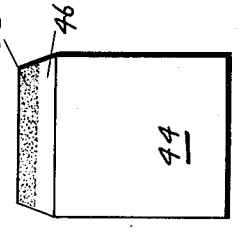


FIG. 6



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United States Patent Office 2,710,716 Patented June 14, 1955

2,710,716

TWO-WAY MAILING DEVICE

Herman Deutschmeister and Abraham Deutschmeister, New York, N. Y.

Application January 10, 1950, Serial No. 137,724

2 Claims. (Cl. 229—73)

This invention relates to mailing devices, and more particularly, to mailing devices for use in two-way mailing.

While not limited thereto, the present invention is especially useful for a combination of first and third or fourth class postage in one direction, and first class in the return direction.

It is among the objects of the present invention to provide a mailing device adapted to carry a booklet or merchandise to a prospective customer, together with a letter, the device also including one or more pages of advertising matter, and being so designed as to enable its being opened by the initial addressee without being destroyed, and providing an envelope or post card for return to the initial addressor, and a folder useful to the initial addressee for filing purposes.

These, and other objects of the present invention, will become more apparent as the detailed description hereinafter set forth progresses.

In the accompanying specification there shall be described, and in the annexed drawings shown, an illustrative embodiment of the mailing device of the present invention. It is, however, to be clearly understood that the present invention is not to be limited to the details of construction herein shown and described for purposes of illustration only in as much as changes therein may be made without the exercise of invention and within the true spirit and scope of the claims hereto appended.

In said drawings,

Fig. 1 is a plan view of a blank from which the aforesaid illustrative embodiment of the present invention may be formed;

Fig. 2 illustrates the device preparatory to receiving a booklet or merchandise;

Fig. 3 illustrates the device preparatory to its being sealed to include a letter;

Fig. 4 shows the device just prior to final sealing;

Fig. 5 shows the device ready for mailing on its initial trip;

Figs. 6 and 7 show, respectively, a return envelope and a filing folder available to the initial addressee after the device has been opened by him.

Referring now more in detail to the illustrative embodiment of the present invention shown in Figs. 1 to 7, inclusive, of the drawings, with particular reference to the blank shown in Fig. 1, the numeral **10** generally designates a sheet of paper including a first rectangular section **11** defined by a side edge perforated line **12**, a side edge fold line **13** and end edge fold lines **14** and **15**.

Extending from the side edge of the section **11** defined by the perforated line **12**, is a second rectangular section **16**, of similar length and width as the section **11**, and being defined, in addition to the perforated line **12**, by a straight side edge **17** and straight end edges **18** and **19**.

Extending from the side edge of the section **11** defined by the fold line **13**, is a third rectangular section **20**, also of similar length and width as the section **11**, and being defined, in addition to the fold line **13**, by a side edge

perforated line **21**, an inwardly directed arcuate end edge **22** and a straight end edge **23**.

Extending from the side edge of the section **20** defined by the perforated line **21**, is a fourth rectangular section **24**, of similar length as, but half the width of, the section **20**, and being defined, in addition to the perforated line **21**, by a straight side edge **25** and straight end edges **26** and **27**.

The section **11** is provided with end flaps **28** and **29** extending from the end edges defined, respectively, by the fold lines **14** and **15**, approximately half of the marginal regions adjacent the outer edges of the flaps **28** and **29** being provided, respectively, with gummed portions **30** and **31**.

The central portion of the marginal region adjacent the side edge **17** of the section **16** is also gummed, as at **32**, and said section **16** is provided with a window **33** near the fold line **12** and end edge **19**.

Somewhat to the right of the longitudinal center of the section **20**, on the side thereof adjacent the perforated line **21**, said section **20** is provided with a longitudinal perforated line **34**, and immediately adjacent the perforated line **21**, said section **20** is further provided with a gummed portion **35**.

The section **24** is provided, adjacent the side edge **25**, with a longitudinal gummed portion **36** of a length somewhat in excess of the width of a standard letter size sheet of paper, and between this gummed portion **36** and the perforated line **21**, the section **24** is provided with a further, transverse gummed portion **37**. In addition, the section **24** is provided, adjacent the gummed portion **36** and extending from the end edge **27** to the gummed portion **37**, with a pair of spaced perforated lines **38** and **39** defining therebetween a strip **40**. The outer end of the strip **40** is cut away, as at **41**, to facilitate gripping the same for a purpose later to be described. Between the perforated lines **21** and **39**, and somewhat inwardly from the edge **27**, the section **24** is provided with a transverse perforated line **42**, and this line, together with the lines **21** and **39**, and a trapezoidal-shaped perforated line **43**, define a region including three sub-sections **44**, **45** and **46** adapted, when removed from the section **24** as hereinafter described, to provide an envelope for first class mailing from the initial addressee to the initial addressor. The sub-sections **44** and **45** are separated from each other by a fold line **47**, and the sub-sections **45** and **46** are separated from each other by a fold line **48**. The section **24** is provided, between the perforated line **42** and the end edge **27**, with a gummed portion **49**. The sub-section **45** is provided with longitudinal marginal gummed portions **50** and **51**, and the sub-section **46** is provided with a transverse marginal gummed portion **52**.

Instead of providing the section **24** with a plurality of sub-sections adapted to define a return envelope, as above described, it may, if desired, be provided instead with a single sub-section adapted to define a post card.

This completes the description of the blank from which the embodiment of the present invention under consideration may be made, and the formation of this blank into a two-way mailing device, and its use for this purpose, will now be described.

The section **20** is folded along the line **13** to overlie the section **11** and is fastened in place by means of the gummed portion **35**. The flap **29** is folded along the line **15** to overlie the section **20** and is fastened in place by means of the gummed portion **31**. The device manipulated thus far is best seen in Fig. 2 of the drawings. It will be noted that the major sections **20** and **11** of the blank **10**, together with the flap **29**, provide a pocket, unsealed at one end, and partially sealed at the other, which may be receptive of a booklet or merchandise which can

be sent to a prospective customer by third or fourth class mail.

The flap 28 is then folded along the line 14 to overlie the section 20 and thus close the pocket formed as above, but this flap is left unsealed for a purpose later to be described. The section 24 is folded along the line 21 to partially overlie the pocket, as best shown in Fig. 3 of the drawings, and a letter, addressed to the addressee where indicated in this figure, is laid upon the sheet 24 within the area longitudinally defined by the gummed portions 50 and 51 and transversely defined by the perforated line 42 and the fold line 48.

The section 24 is then folded along the line 21 to partially overlie the section 16, as best seen in Fig. 4 of the drawings, and is fastened to the latter section by means of the gummed portions 36, 37 and 49, thus forming a completely sealed pocket containing a letter and constituting first class mail.

The major section 16, which may bear advertising matter, together with the subsidiary section 24 which is gummed thereto, are then folded, respectively, along the lines 12 and 21 to overlie the section 20, as best seen in Fig. 5 of the drawings. The section 16 is fastened to the section 20 by means of the gummed portion 32, with the name and address of the addressee, which is borne by the letter in the first class pocket, showing through the window 33. First and third or fourth class postage may be applied to the device and it is ready for mailing.

Upon receipt by the addressee the device is opened along the edge 17 bearing the sealing gum 32, and the sections 16 and 24 are folded open as shown in Fig. 4. The strip 40, which is in the nature of a so-called zipper, is grasped at the cut-away 41 and torn out along the lines 38 and 39. This unseals the pocket formed by the sections 16 and 24 and enables access to the letter enclosed in said pocket. Also, by raising the flap 28, as shown in Fig. 2, access may be had to the contents of the pocket formed by the sections 11 and 20.

The section 24 may then be torn along the perforated lines 42, 21 and 43 to obtain a blank including the sub-sections 44, 45 and 46. From this blank a return envelope, shown in Fig. 6 of the drawings, may be formed by folding the sub-section 44 along the line 47 to overlie the sub-section 45 and fastening these two sub-sections together by means of the gummed portions 50 and 51. A reply from the addressee to the original addressor may be placed in this envelope and the latter sealed for first class mail by folding the sub-section 46 along the line 48 and sealing by means of the gummed portion 52.

Finally, by reason of the partial sealing of the flap 29 to the section 20, the free end of the latter section may be separated from the rest of the device by tearing along the perforated line 34, and the flap 28 may be sealed to the section 20 by means of the gummed portion 30 to form a filing folder such as is shown in Fig. 7 of the drawings. The section 16 may, if desired, be separated from this folder by tearing along the line 12.

It will be noted from all of the foregoing that there has been devised two-way mailing devices enabling a combination of first and third or fourth class mailing in one direction, and first class in the return direction. Such devices provide means for carrying a booklet or merchandise to a prospective customer, together with a letter, and include one or more pages for the display of advertising matter, and are so designed as to enable their being opened without destruction whereby a return mailing piece may be obtained therefrom and a useful folder for filing purposes may likewise be obtained therefrom.

Other objects and advantages of the present invention will readily occur to those skilled in the art to which the present invention relates.

What is claimed is:

1. A blank for a self-contained two-way mailing device comprising: a substantially rectangular sheet of material having score and perforated lines dividing the same into three major sections; the central section having flaps, provided with gummed marginal portions, extending from the end edges thereof, and the outer sections having gummed side edges; and a subsidiary section, of similar length as, but approximately half the width of, one of said major sections, extending from the free side edge of said one of said major sections; said subsidiary section having perforated lines defining a removable sub-section, and being gummed adjacent three sides of said removable sub-section.

2. A blank for a self-contained two-way mailing device comprising: a substantially rectangular sheet of material having score and perforated lines dividing the same into three major sections; the central section having flaps, provided with gummed marginal portions, extending from the end edges thereof, and the outer sections having gummed side edges; and a subsidiary section, of similar length as, but approximately half the width of, one of said major sections, extending from the free side edge of said one of said major sections; said subsidiary section having perforated lines defining a removable sub-section, and being gummed adjacent three sides of said removable sub-section; said removable sub-section having score lines dividing the same into further sub-sections, and being gummed along one end edge thereof and along the side edges thereof.

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