July 15, 1952 J. E. TRUE ET AL 2,603,410

MAILING PIECE

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FIG. 1

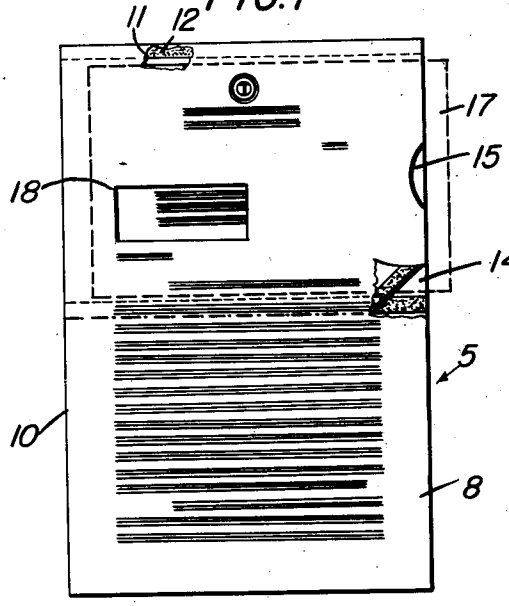


FIG. 2

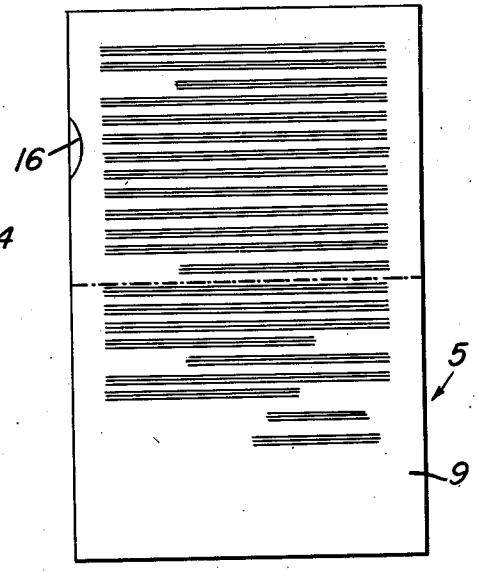
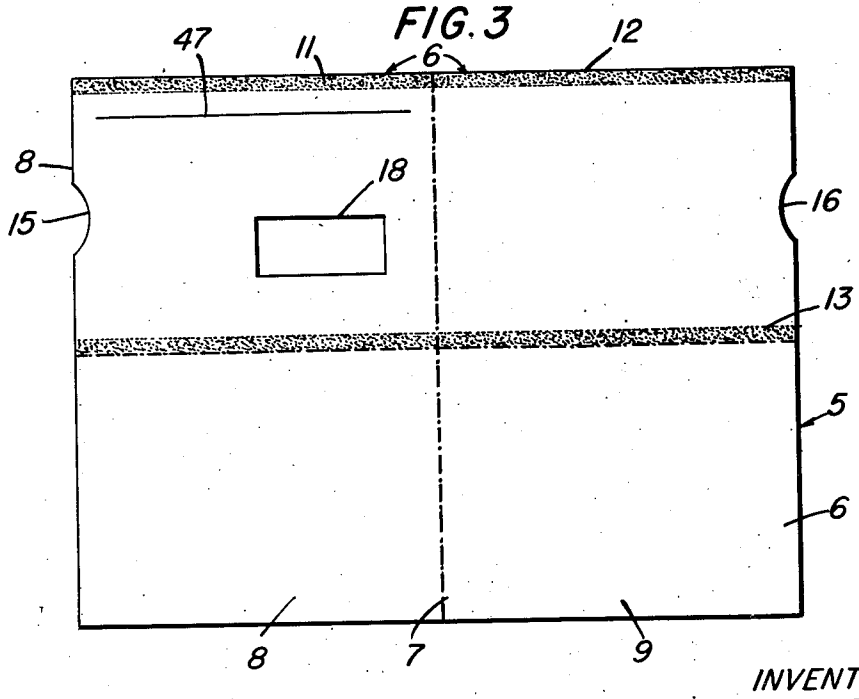


FIG. 3



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FIG. 4

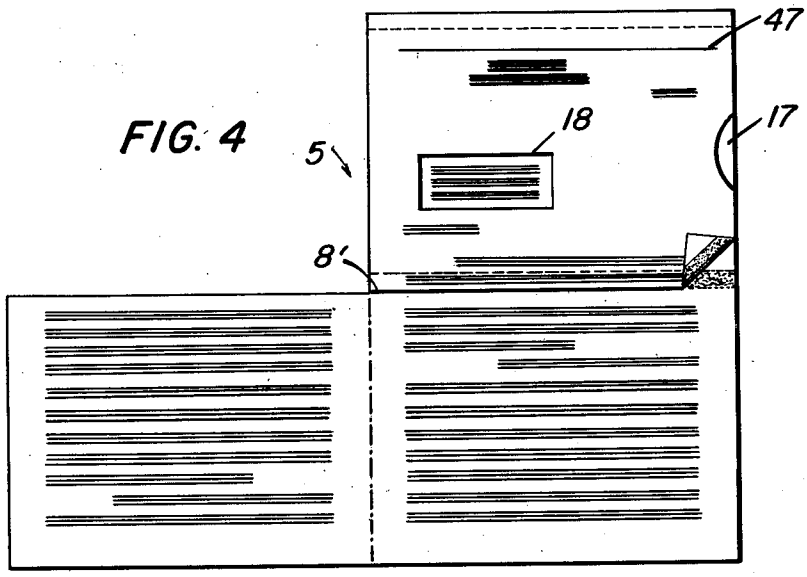


FIG. 5

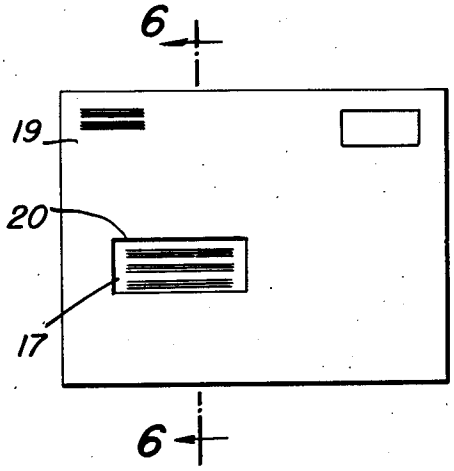
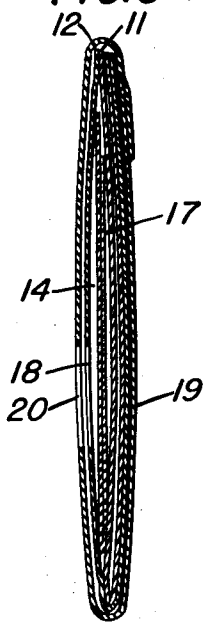


FIG. 6



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FIG. 7

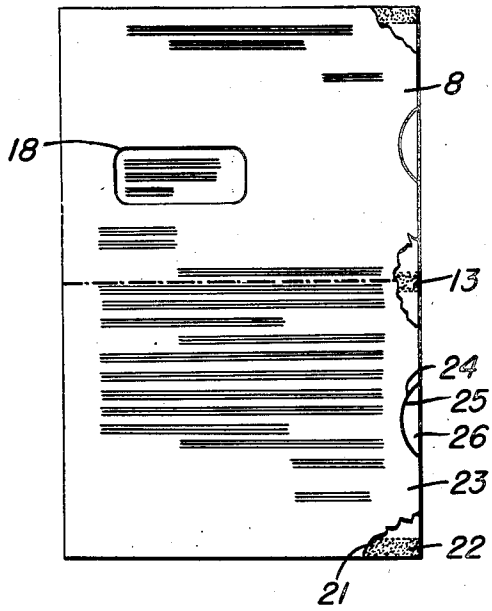


FIG. 9

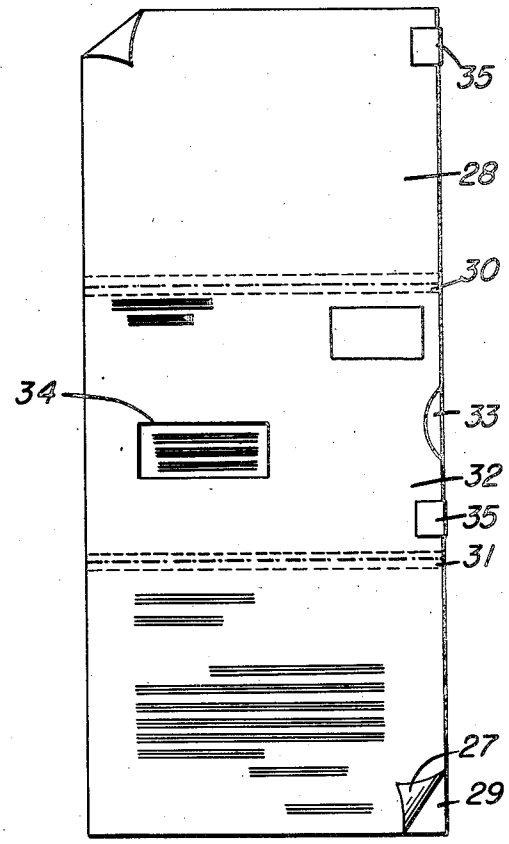
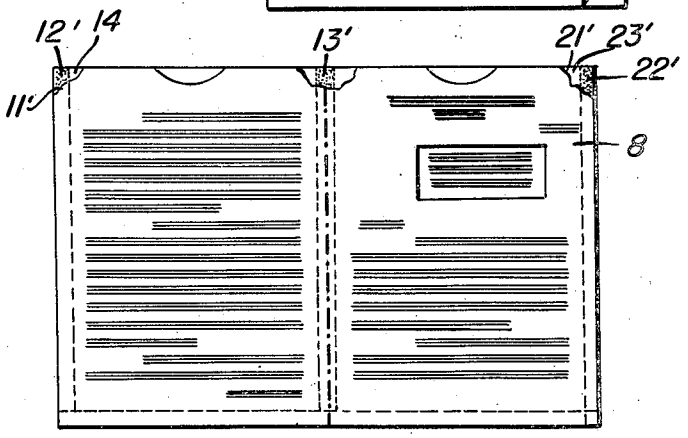


FIG. 8



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MAILING PIECE

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FIG. 10

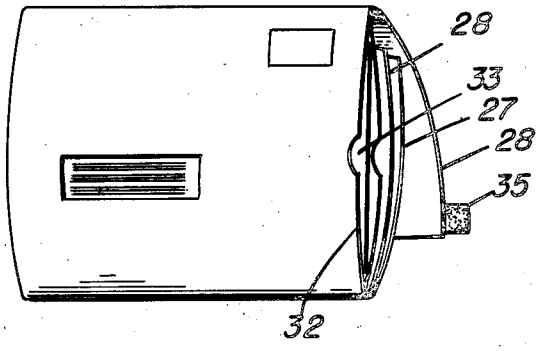


FIG. 12

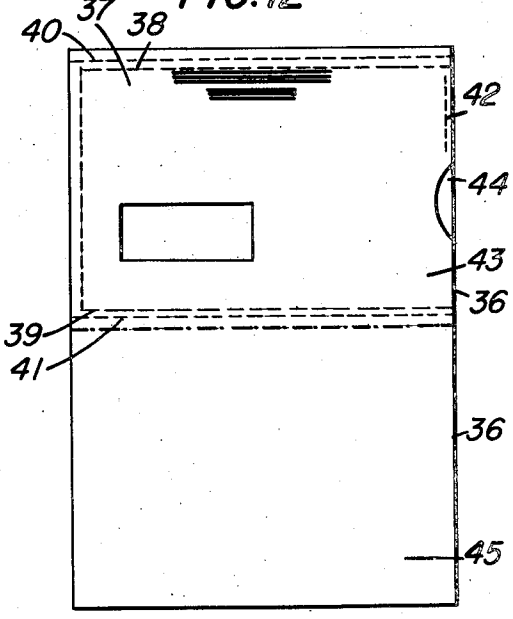
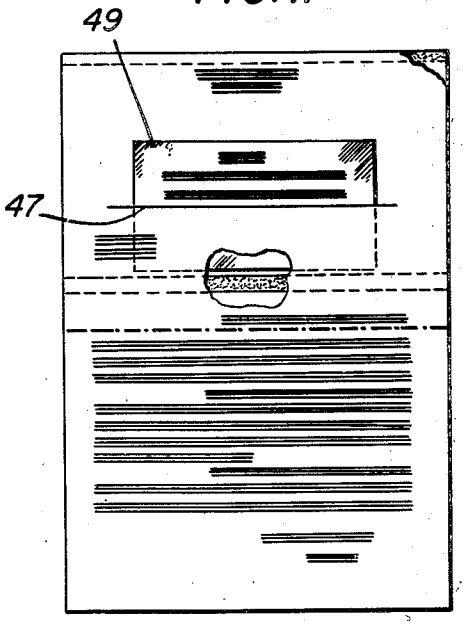


FIG. 11



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UNITED STATES PATENT OFFICE

2,603,410

MAILING PIECE

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Application June 29, 1949, Serial No. 102,004

1 Claim. (Cl. 229—92.1)

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The invention pertains to a mailing piece, preferably a letter, for use with or without an envelope, having one or more pockets for carrying enclosures such as a business reply card, business reply envelope, order form, questionnaire, check, or other material.

The conventional mail order letter which reaches the recipient includes not only a sales letter but usually one or more enclosures which are separate from the letter, such as a business reply card, with or without a separate return envelope, and other material—illustrations of the product, price lists, or the like. When opened, the reply card often gains the attention of the addressee first, without the sales letter first having been perused and the impact of said letter lost, as it and the enclosures may be discarded.

A principal object of the present invention is the provision of a mailing piece having a pocket or a plurality of pockets, for removably keeping the enclosures in a fixed place, making possible an orderly presentation of the sales story, that is, a reading of the letter and sales message first, and an examination of and filling out of the return mail matter second.

An additional object is the provision in a letter or mailing piece having a pocket or a plurality thereof, of a window in one face through which will be shown on an enclosure in the pocket the name and address of the addressee, said name and address serving (1) for postal delivery, (2) personalization of the letter or message, (3) for identification of the answer, order or payment when sent back to the addressor; the "packaged" mailing piece may be prepared for mailing with the minimum of expense.

A still further object comprehends a mailing piece, in one preferred form a letter, for removably carrying enclosures in a fixed, concealed but prominent position—to be used with or without an envelope.

Among other objects we have devised a mailing piece with a pocket or pockets having access thereto not only through an end but through openings in the nature of slits or slots in the said pockets. In this form of our mailing piece, samples of wares, illustrations, sales messages or other materials may be removably held.

Further, we comprehend a mailing piece wherein one or more pockets are formed for detachably receiving samples of wares, illustrations, or other material; and one pocket for a return mailing card, letter, and/or envelope.

Briefly described, the mailing piece, in one preferred form of the invention herein comprises a

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pair of opaque, superposed leaves having a common edge, forming what is known as a four page letter sheet wherein the two opposing inner faces of the folded sheet are transversely joined, or attached together along the top confronting edges and intermediately of the top and bottom transversely in a line or lines parallel to the top.

In the drawings:

Fig. 1 shows a front view of one preferred embodiment of our invention wherein a single pocket is formed. The dash line indicates a return mailing card removed in part from the pocket.

Fig. 2 a rear view of the embodiment illustrated in Fig. 1.

Fig. 3 a pattern of the preferred embodiment depicted in Fig. 1, with a slit added.

Fig. 4 shows a view with the lower part of the first page openable providing more than two pages for the reception of inscriptions.

Fig. 5 is a front view of an envelope containing the mailing piece.

Fig. 6 shows a section taken along lines 6—6 of Fig. 5 through whole mailing piece including envelope.

Fig. 7 is a front view of a mailing piece with two pockets.

Fig. 8 is a modification showing two vertical pockets.

Fig. 9 is a front view illustrating a further modification, not requiring a separate envelope.

Fig. 10 is a view of the modification of the mailing piece shown in Fig. 9, which does not require an envelope.

Fig. 11 depicts a modification showing another mailing piece.

Fig. 12 is a modification provided with one pocket.

In the description herein, the term "inscriptions" includes all forms of matter, whether written, printed, or otherwise transferred to paper by any process.

In the drawings, referring particularly to one preferred embodiment of the invention illustrated in Figs. 1, 2, and 3 the mailing piece 5 comprises opaque sheet 6 folded in half as at 7 forming superposed identically sized leaves 8, 9, having common edge 10, said leaves being transversely joined, as by adhesive, at their inner-upper edges 11, 12, and also transversely and intermediately adhesively joined, as at 13, forming pocket 14 in the upper half of the superposed leaves between said leaves, the pocket defined by the joined upper edges 11, 12; the intermediate juncture line 13; and common edge 10, and open at one side for inserting and re-

moving material. The free edges of the elements 8, 9 medially of the pocket portion 14, may be recessed, as at 15, 16 to provide a finger hold for an insert 17.

Leaf 8 in the preferred form of the invention, is cut out to provide window 18, and when used in conjunction with said window, insert 17 bears on one side adjacent the window 18, the name and address of the recipient of the mailing piece together with other inscriptions, such as an order form, request for information, while the obverse side bears the name and address of the addressor, so that a return mailing may be made with dispatch, and it may have, as indicated in Fig. 6, a portion to be removed before return mailing.

In one specific use of the invention the mailing piece 5 bears the letterhead of the addressor, with the outer sides of leaves 8, 9 affording space for a sales letter, or other written inscriptions, as suggested in Figs. 1 and 2. One capital advantage of the invention is that more than two pages of space may be employed for writing. For example, in Fig. 4, a view is shown with the lower part of the first page openable providing space more than two full pages for inscriptions, leaf 8 being pre-cut midway at 8'.

Insert 17, as previously pointed out, carries on one side adjacent the window, the addressee's name and address, together with any other desired inscriptions, such as a return order form, while the other side bears the addressor's name and address, together with pre-paid mail indications. In a large-scale mailing campaign, for example, the sales message and letter may be, by multigraphing, mimeographing or other process, be reproduced on the outer portions of leaves 8, 9, insert 17 prepared in advance in quantity with all inscriptions reproduced thereon except the addressee's name and address. With the inserts 17 placed within the pocket 14, and then the superposed sheets, and inserts placed within envelopes 19 as shown in Figs. 5, 6 having windows 20 registering with windows 18, one operation, that of inscribing the name and address of the recipient of the mailing piece, serves (1) as the address for postal delivery (2) personalization of the sales letter or message (3) as an identification of the addressee when he sends the return insert 17 back to the addressor in mailing the reply card or enclosure back with the order, request for information, or the like. Stated otherwise, it is a pre-signed return mailing insert. Economy in cost of preparing what may be styled the "packaged" advertising is achieved.

A plurality of pockets may be provided, one example being illustrated in Figs. 7 and 8. In Fig. 7, in addition to joining leaves 8, 9 at their inner, upper edges, and medially at 13, the lower confronting edges 21, 22 are adhesively cemented together, forming a second pocket 23, in the lower portion of the superposed leaves, and said leaves may also be recessed at 24, 25 to give a finger hold for this pocket, for insertion 26 placed therein.

In the vertical pocket modification depicted in Fig. 8, leaves 8, 9 are adhesively, vertically united at 13' and at 21', 22', 11', 12' at opposite vertical edges, common edge 10' serving as the bottom of pockets 14' and 23'.

In the embodiment illustrated in Fig. 9, leaf 27 is formed with extension 28, and leaves 27 and 29 adhesively joined at 30 and 31 to form pocket 32, with insert 33 placed therein. In this modification window 34 is provided in leaf 29, with pocket section 32 serving as an envelope. When ready for mailing the unpocketed section may be folded in back of pocket 32, extension 28 folded in back thereof and a tab 35 employed to close the "package." Fig. 10 admirably depicts this modification ready for mailing.

In Fig. 12, the outer superposed sheet 36 is provided with an extension flap 37 indicated in dotted outline, the outer marginal edges 38 and 39 of which are spaced inwardly from the portions of the inner confronting top and medial portions of the superposed sheets to be glued, indicated by dotted lines 40 and 41. In manufacturing this modification, by way of example, parallel rollers may be caused to apply the adhesive to the inner portions of sheets 36 along lines 40 and 41, the flap 37 folded inwardly, the sheet 36 folded over the sheet therebeneath, and the right hand lateral edge of the ensemble as shown in Fig. 12 severed along dotted lines 42 to form a complete mailing set with the inturned flap 37 pre-positioned within the pocket formed in the top portion. A finger hold 44 may be formed if desired. To have this unit serve as a mailing piece, it would merely be necessary to fold lower portions 45 in back of upper portion 43 and close the folder by a suitable tab.

The invention is susceptible of further modification and we have indicated in Figs. 3 and 11 that an opening in the nature of slit 47 may be formed in sheet 8 which may be utilized to seat illustrations of products, samples of products, or any material therein. Slots may also be used and they may be vertical, horizontal or extend in any desired direction. And, too, the position of the windows may be varied.

Further, as shown in Fig. 11, adhesive line 48, joining the superposed sheets, may be made other than intermediately of the top and bottom of the sheets. And in the embodiment illustrated in Fig. 11 the insert 49 placed within the pocket 50 formed in the upper portion between the leaves, may bear the name and address of the addressee, to register with the window of an envelope, and assume the form of a hotel guest card issued to the addressee, or the like.

And, too, the intermediate juncture of the superposed leaves may be eliminated, and the insert held in the pocket by the medial horizontal fold line of the mailing piece, as suggested in Fig. 6.

While we have described adhesively joining the leaves by application of glue, or cement, we contemplate that the juncture may be accomplished by the application of pressure and heat, by stapling, or other means. Further, the leaves 8, 9 may be other than opaque, if desired to display matter contained within the pockets.

We claim:

In combination, a readily insertable and removable insert-card bearing a name and address on one side face and other inscriptions on its other side face, and a mailing piece comprising front and rear leaves having side edges and uninterrupted upper and lower end edges, said leaves being integrally united along one side edge throughout the length thereof and of an even width throughout the distance between upper and lower ends, there being a straight separation line extending across the leaves throughout the width thereof between side edges thereof and dividing the leaves into upper and lower sections, the upper sections being adheringly secured together by lines of adhesive extending along upper

edges of the leaves and along lower edges of the upper sections directly above and parallel to the separation line, the interconnected upper sections forming front and rear walls of a pocket open along a side opposite the integrally connected side edges of said leaves and through which open side the insert-card is readily insertable and removable, the insert-card when fully inserted in the pocket having a portion of its outer end exposed at the open end of the pocket, the said front wall being formed with a window opening through which the name and address upon the card is adapted to be read, and the lower sections being free from each other along their lower edges and along their side edges opposite from the integrally connected side edges of the leaves, and the lower section of the front leaf being readily separable from the upper section of the said front leaf by tearing along the separation line with the lower edges of the adheringly connected front and rear walls of the pocket serving as a stiff tearing guide, and

when so severed being movable outwardly along its integrally connected side edge to an extended position.

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