Dec. 13, 1960 E. L. KING 2,963,806

MAILING DEVICE

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FIG. 1

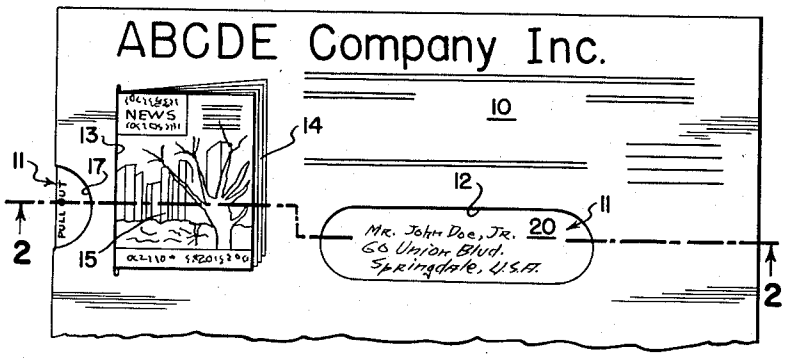


FIG. 2

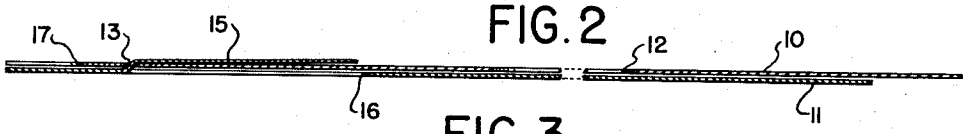


FIG. 3

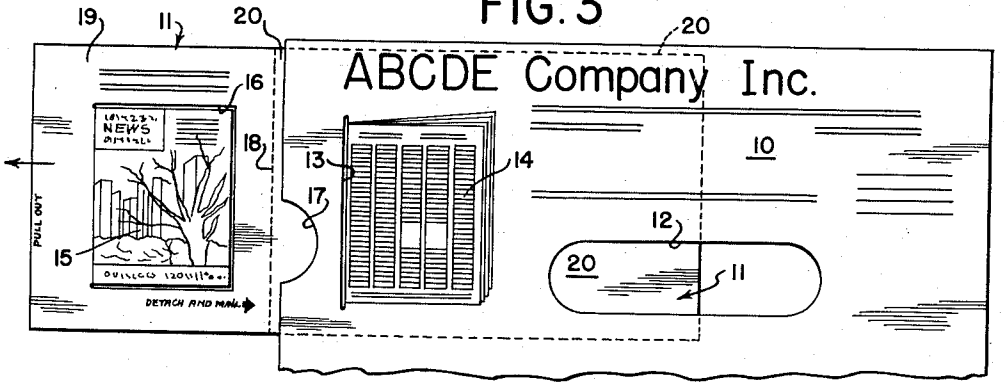
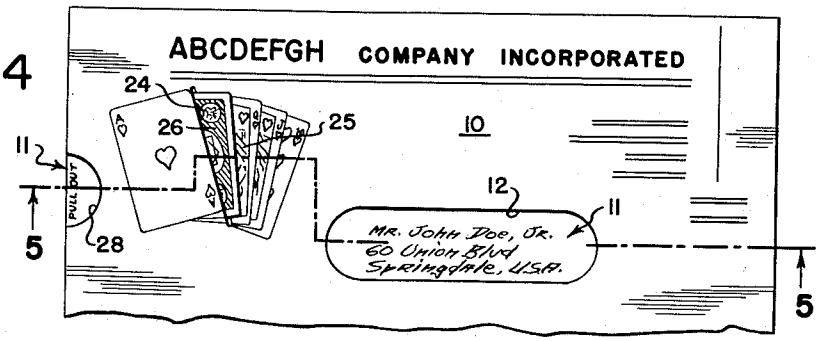


FIG. 4



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FIG. 5

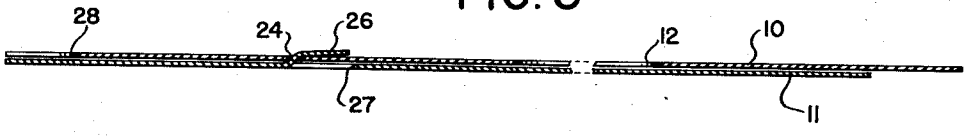


FIG. 6

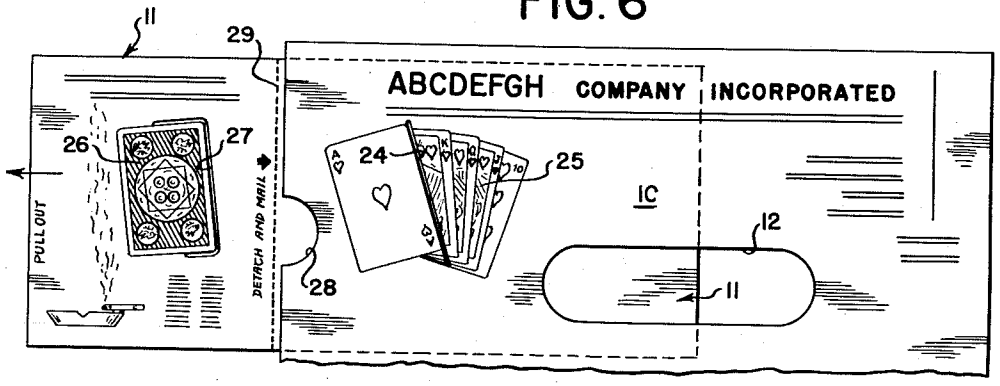


FIG. 7

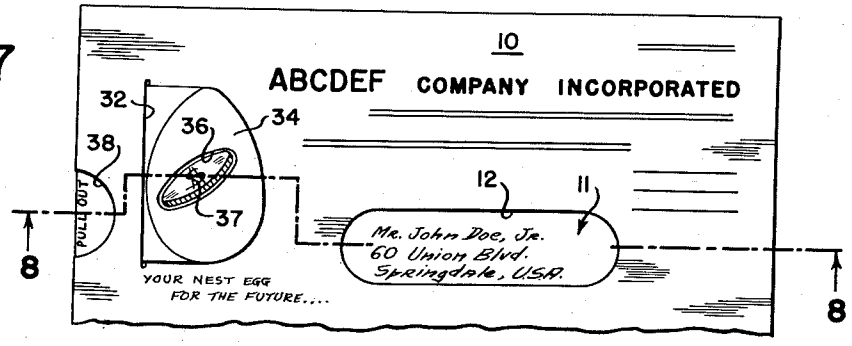
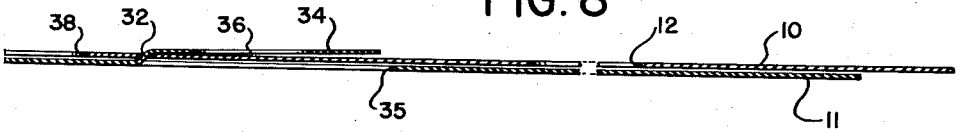


FIG. 8



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FIG. 9

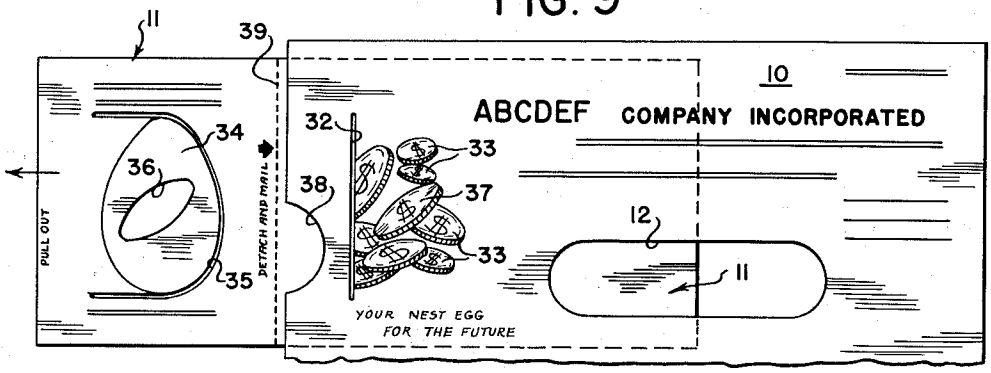


FIG. 10

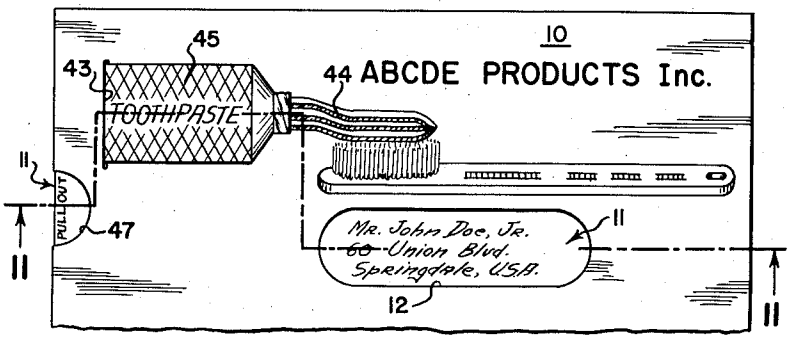


FIG. 11

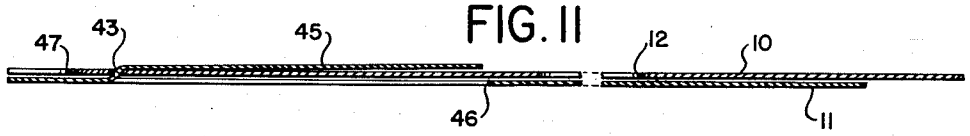
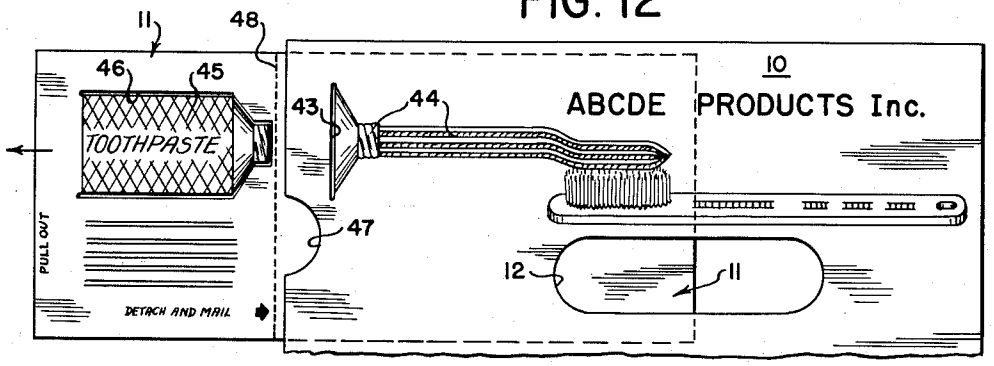


FIG. 12



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FIG. 14

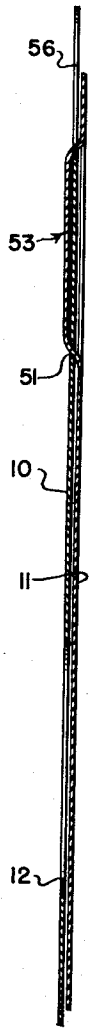


FIG. 13

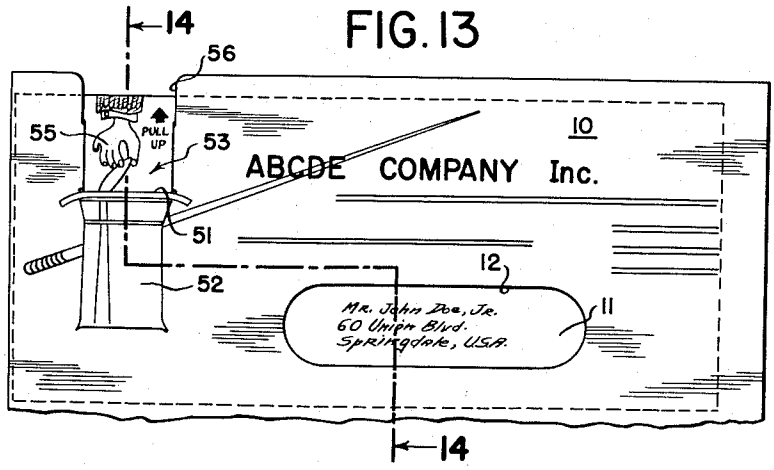
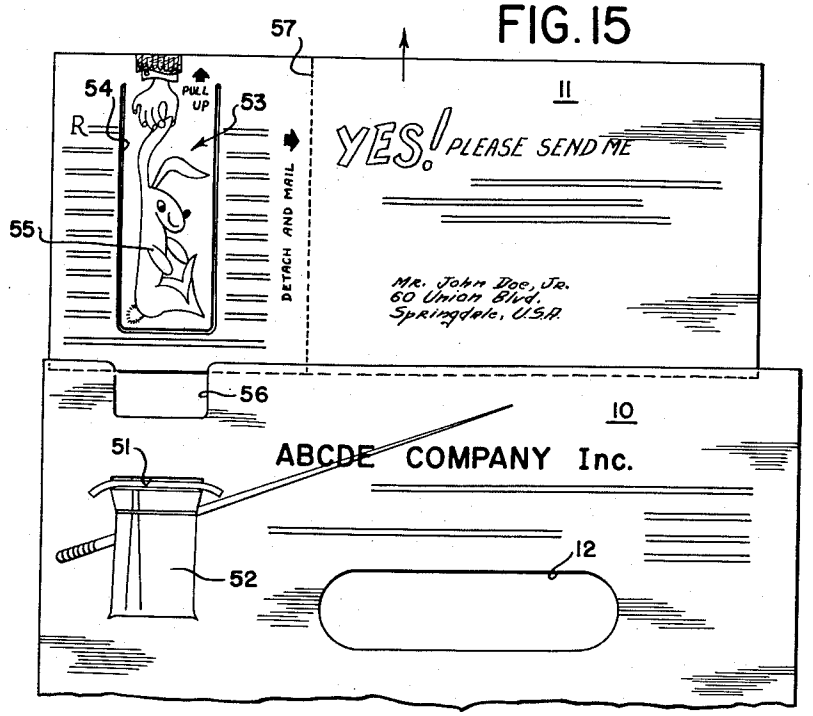


FIG. 15



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2,963,806

MAILING DEVICE

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Filed Apr. 15, 1958, Ser. No. 728,640

2 Claims. (Cl. 40—65)

This invention relates to mailing devices and more particularly to such devices in which a letterhead or the like is modified to provide an ingenious structure appropriate for use in mail promotions.

Promotional mailings have become a common practice in carrying on many businesses. Such mailings provide an inexpensive avenue carrying the business man's message to the public. Commonly promotional mailings include a letter eulogizing the sender's product or service, and also a return mailer addressed to the sender, such as a prepaid, self-addressed post card. Mailings of this character have, in fact, become so common that those who receive them may simply discard them, having too little time or interest to concern themselves with their contents.

In such a background it becomes abundantly clear that here is a place where ingenuity can have large reward, for if one can arrest the attention of the receiver of the promotional mailing he has done much to increase the efficiency of this form of promotion and advertising. This is precisely the primary object of this invention. I have devised a novel promotional mailing structure calculated to arrest the attention of its receiver. In carrying out this object I modify the construction of what may be a letterhead, and also a return card, so that these two components interact to permit unusual visual effects. As received by an addressee, the letterhead and return card are in an assembled inter-engaged condition. Simple means operable by the addressee are provided for disengagement, and in the course of disengagement the effect of depth, movement of related symbols, or surprising disclosure may be obtained. Moreover, when a letterhead and card are united in the manner taught by my invention, upon removal from an envelope by an addressee, the component parts are both necessarily presented to the addressee, for the card cannot fall out and be lost.

Another object of this invention is to provide uniquely related components to give a novel mailing piece, while the expense of the mailing is not appreciably increased over costs where an ordinary unmodified letterhead and return card are employed. Furthermore, my novel mailing structure may be handled by the very same mass mailing techniques now employed with ordinary mailings, so that increased cost on this account is not incurred.

How these and many other objects of this invention are to be implemented will become clear through a consideration of the accompanying drawings wherein:

Fig. 1 is an assembled view of a first embodiment of my invention;

Fig. 2 is a section at 2—2 of Fig. 1;

Fig. 3 is a view of the same embodiment as Fig. 1 with the engageable portions disengaged;

Fig. 4 is an assembled view of a second embodiment of my invention;

Fig. 5 is a section at 5—5 of Fig. 4;

Fig. 6 is a view of the embodiment seen in Fig. 4 with the engageable portions disengaged;

Fig. 7 is an assembled view of a third embodiment of my invention;

Fig. 8 is a section at 8—8 of Fig. 7;

Fig. 9 is a view of the embodiment seen in Fig. 7 with the engageable portions disengaged;

Fig. 10 is a view of a fourth embodiment of my invention showing an assembled view;

Fig. 11 is a section at 11—11 of Fig. 10;

Fig. 12 is a view of the embodiment of Fig. 10 in which engageable elements have been disengaged;

Fig. 13 is a view of a fifth embodiment of my invention shown in an assembled condition;

Fig. 14 is a view at 14—14 of Fig. 13, and

Fig. 15 is a view of the fifth embodiment in which the engageable elements have been disengaged.

In all of the drawings numeral 10 indicates a primary sheet in the nature of a letterhead, and 11 is a secondary sheet contemplated to be in the nature of a return post card. Each primary sheet has a window 12 therein through which the name and address of the addressee, imprinted on the secondary sheet, is visible. In turn the entire assembly could be mailed in an envelope of conventional construction, and therefore not shown, having a further window through which the name and address of the addressee would be visible for purposes of delivery. In the embodiment of Figs. 1–3 the primary sheet has a slit 13 therein. Adjacent this slit is a design 14 imprinted upon the primary sheet, which design 14 in Fig. 3 is seen to represent a book with its first page exposed. The secondary sheet 11 has a flap 15 which is created when the secondary sheet is die-cut along the line 16. As seen in Figs. 1 and 3, the flap 15 is imprinted with a design representing the cover of a book. The flap 15 is situated in the secondary sheet 11 at such a position that the flap may be passed through slit 13 while the remainder of the secondary sheet lies entirely behind the primary sheet 10, the secondary sheet when so engaged not being visible. When assembled into this condition as represented in Fig. 1, flap 15 is superposed over the design 14, just registering with such design so that it appears that the representation of an uncovered book on the primary sheet 10 has a cover. The primary sheet is notched at 17 to provide a finger hold whereby the secondary sheet 11 may be withdrawn in the direction of the arrow seen in Fig. 3 from engagement with the primary sheet 10. The effect of pulling the secondary sheet in such direction is to give the appearance of removing the cover of the book, since flap 15 is withdrawn through slit 13. The secondary sheet 11 may be scored or perforated along line 18 so that portion 19 of the secondary sheet 11 in which flap 15 appears may be separated from the balance 20 of the secondary sheet. The balance 20 may be appropriately imprinted on its reverse side so that this part of the secondary sheet 11 may serve as a return post card.

In the embodiment seen in Figs. 4–6 the primary sheet 10 is provided with a slit 24 which is inclinedly disposed in the primary sheet. A design 25 is imprinted on the primary sheet, in this case representing a plurality of playing cards face up. It will be seen that the design is imprinted on both sides of the slit 24, such slit appearing at a place in the design where it is least noticeable, that is, it blends in with the design. The secondary sheet 11 has a flap 26 therein formed upon die-cutting secondary sheet 11 along line 27. Imprinted upon such flap is a representation of the back of a playing card. The secondary sheet 11 may be engaged with primary sheet 10 by passing flap 26 through slit 24, to give the condition indicated in Fig. 4, such flap 26 just registering with one of the otherwise face up appearing playing cards on primary sheet 10, whereupon it will appear that one

of such cards is face down. Primary sheet **10** is notched at **28** to provide a fingerhold whereby the secondary sheet **11** may be withdrawn from engagement with the primary sheet, which means that flap **26** will be withdrawn through slit **24** to uncover the design imprinted on primary sheet **10**. Again the secondary sheet is scored or perforated along line **29** to permit easy separation of secondary sheet **11** into two parts, one of which may be appropriately imprinted to serve as a return post card.

The embodiment seen in Figs. 7–9, primary sheet **10** has a slit **32** and a design **33** imprinted thereon adjacent to said slit. The secondary sheet has a flap **34** formed when secondary sheet **11** is die-cut along line **35**, and flap **34** also is die-cut to provide fenestration **36**. The primary and secondary sheets **10** and **11** respectively may be interengaged by passing flap **34** through slit **32** whereupon flap **34**, which is also imprinted, will lie just in registry with design **33**. In addition, within the whole design **33** there is a subsidiary design **37** visible through fenestration **36** with which it just registers. Again, the primary sheet is notched at **38** to permit disengagement of secondary sheet **11** from the primary sheet, a pull on such secondary sheet resulting in the withdrawal of flap **34** through slit **32**, to completely reveal design **33**, and to permit secondary sheet **11** to provide a return mailing card when secondary sheet **11** is torn along score or perforation lines **39**.

In the embodiment seen in Figs. 10–12 the primary sheet **10** has a slit **43** with a design imprinted adjacent thereto, such design representing a squirt of toothpaste from a tube, such design on primary sheet **10** being indicated by the numeral **44**. The secondary sheet **11** has a flap **45** die cut along line **46** in appropriate shape to represent a toothpaste tube, such flap being appropriately imprinted. The primary and secondary sheets may be interengaged in the manner shown in Fig. 10 whereupon a comparatively short portion of the squirt of tooth paste will appear to have been emitted from the tooth paste tube, it being clear that the flap **45** is in registry with design **44**. The primary sheet is notched at **47** to provide a finger hold by means of which secondary sheet **11** may be disengaged from primary sheet **10** by exerting a force in the direction of the arrow seen in Fig. 12, whereupon the flap **45** will be withdrawn through slit **43**. As the flap **45** is progressively withdrawn through slit **43** from the initial condition of Fig. 10, to the disengaged condition of Fig. 12, more and more of the design **44** will be exposed, to give the visual effect of increasing emission of tooth paste from the tube.

In the embodiment of Figs. 13–15, a horizontal slit **51** is present in primary sheet **10** and a design **52** is imprinted on primary sheet **10** adjacent to such slit **51**. In this case, the design is in the form of an inverted hat. A flap **53** is present in secondary sheet **11**, formed by die cutting along line **54**. A design **55** complementary to that appearing on the primary sheet **10** is imprinted on flap **53**. A notch **56** is disposed above slit **51** in the upper edge of primary sheet **10**. The primary and secondary sheets **10** and **11**, respectively, may be interengaged by passing flap **53** through slit **51** in such manner that flap **53** lies predominantly behind primary sheet **10** when the two sheets are in the assembled condition as is indicated in Fig. 13. Because of the presence of notch **56**, the secondary sheet may be disengaged from the primary sheet by grasping the secondary sheet and pulling it upwardly in the direction indicated by the arrow seen in Fig. 15, whereupon flap **53** will be withdrawn from engagement with slit **51**. In this case, the visual effect will be of a rabbit being withdrawn from a hat. The secondary sheet **11** is perforated or scored along line **57** to permit division of the secondary sheet **11** into two portions, one of which may serve as a return post card.

Where I have above referred to scored or perforated lines in connection with the various embodiments above described, it will be understood that both such kinds of line as well as equivalent aids in separating a card or the like into a plurality of parts may be used. The generic term "impressed separation line" will be used to embrace such structural expedients.

While I have described and illustrated a variety of embodiments of my invention, it is apparent that changes and modifications may be made in such disclosure, and even though such changes and modifications occur, the ambit of my invention will extend thereto.

I claim:

1. A mailing device comprising a front and back sheet, said back sheet constituting a unitary business reply card, a slot in said front sheet adjacent to an edge of said sheet, a flap cut out of said back sheet and being secured to said sheet along one side of said flap, said flap extending through said slot in said front sheet and overlying and engaging said front sheet, the edge of said back sheet adjacent to the flap being substantially flush with the edge of the front sheet when the two sheets are fully engaged, and said line of securement of said flap being in alignment with said slot, said back sheet being movable to disengage and separate the two sheets, the measure of movement of said back sheet being equal to the amount of movement of said flap from overlying engagement with said front sheet.

2. A mailing device as defined in claim 1, said slot in said front sheet being adjacent a vertical side edge of said sheet.

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