Jan. 23, 1934. S. L. UNGER 1,944,853

MAILING NOVELTY

Filed Feb. 28, 1933

Fig. 1

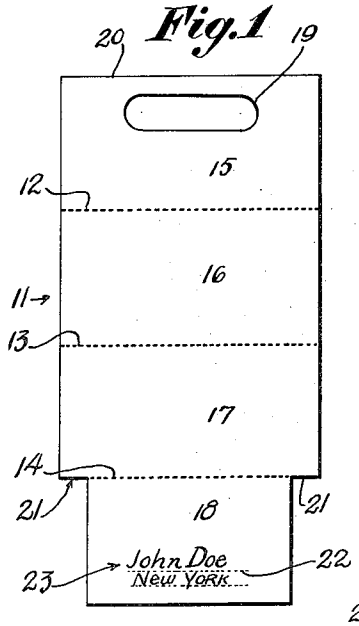


Fig. 2

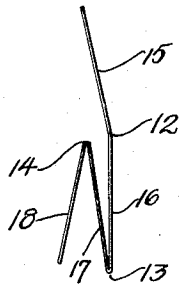


Fig. 3

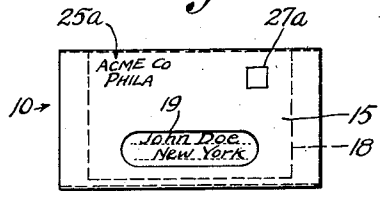


Fig. 4

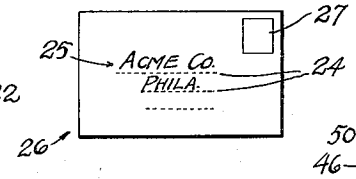


Fig. 7

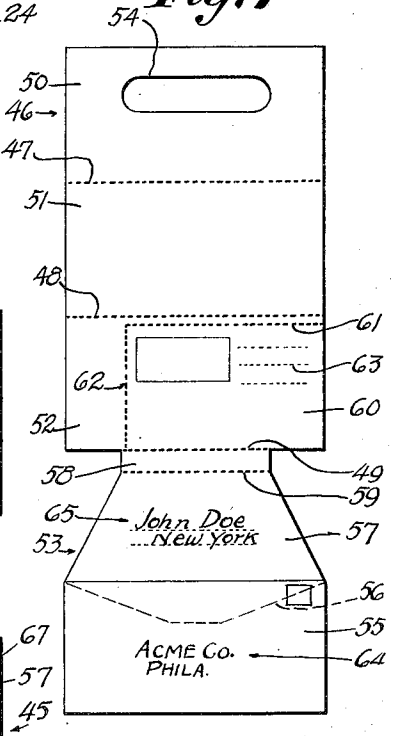


Fig. 5

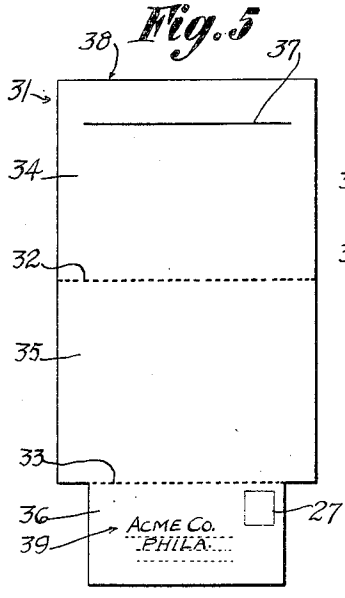


Fig. 6

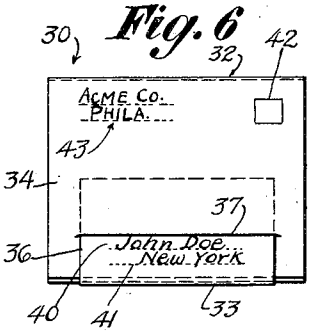


Fig. 8

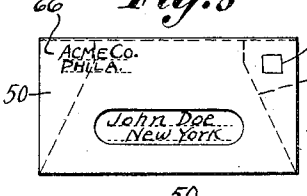
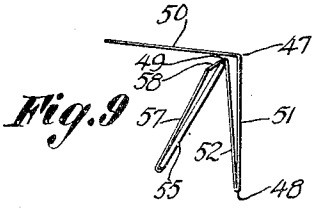


Fig. 9



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UNITED STATES PATENT OFFICE

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MAILING NOVELTY

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4 Claims. (Cl. 229—92.1)

This invention relates to mailing novelties.

One object of this invention is to provide an improved device of this character having a detachable portion with a plurality of addresses thereon one of which constitutes the mailing address of the device and also the return address for the detached portion, whereby the person receiving the device is not required to place his name and address on said portion.

I have found that, in advertising or soliciting by mail, the person to whom a letter or circular is mailed frequently discards the same, and I have perceived that this can often be prevented if a return envelope or inquiry card were incorporated into the device with the name and address not only of the original sender but also of the person whose letter or inquiry is solicited. In this manner, such person is saved the trouble of placing his name and address on such letter or card, and need merely mail the same, whereby returns from such solicitation or advertising are greatly increased. I have further noted that the letter or circular referred to must be cheap and inexpensive to construct and assemble for mailing, and that preferably a duplication of addresses is to be avoided so that the cost of thus communicating on a large scale with different people can be kept down to a minimum.

Accordingly, I have devised various improvements in mailing devices as hereinafter described for overcoming the above mentioned drawbacks. Among these improvements, may be mentioned that the mailing device may be constructed of a single piece of paper suitably arranged and folded for use in a convenient and expeditious manner.

Generally described, the invention may include an elongated strip of any suitable material such as paper having one or more fold or perforated lines dividing said strip into a plurality of sections. Of different sections, such as end sections of the strip, one may be a detachable mailing card or envelope, and the other may have an opening or other means for association with the mailing portion as may be desired. Thus the latter section may have a cutaway or an opening, which may be in the nature of a window or a slit. One face of the detachable mailing portion may have on one part or face the address of the sender of the device, and on another part or face the address of the person to whom the device is sent. In the folded position of the device, the address of the person to whom the device is sent is suitably visible and may be exposed, for example, by said window. The exposed face of the part having the window may have a stamp or other mark relative to the mailing of the device. When the device is received, the detachable mailing portion is removed from the strip and need merely be mailed, without requiring the writing of any addresses thereon. It will be noted that the face of said portion having the address of the original sender now becomes the front mailing face, and may have a stamp or other post office mark associated therewith. Where a slit instead of a window is used, the detachable mailing portion may be interlocked with the slot, and exposed at one side of the slit to show the desired address. If the detachable mailing portion be an envelope, the same may be connected to the other sections of the strip in any suitable manner, as at the flap of the envelope, and if desired, an intermediate perforated narrow band portion may detachably extend along the flap so that the flap and band may constitute a section of uniform length with the other sections. It will be noted that the detachable mailing portion may be of smaller size or width transversely of the strip to facilitate detachment thereof, and to permit the remaining sections to be made as large as may be necessary for holding all the required advertising or solicitation material. In certain cases, one of the sections may have a perforated part to afford a detachable statement portion which can be removed, filled out, and enclosed in the envelope to be returned to the original sender.

Other objects and advantages of the invention will become apparent as the specification proceeds.

With the aforesaid objects in view the invention consists in the novel combinations and arrangements of parts hereinafter described in their preferred embodiments, pointed out in the subjoined claims, and illustrated on the annexing drawing, wherein like parts are designated by the same reference characters throughout the several views.

In the drawing:

Figure 1 is a plan view of a blank embodying the invention.

Fig. 2 is a side view thereof in partially folded position.

Fig. 3 is a plan view of the device in completely folded position.

Fig. 4 is a plan view of the detached mailing card.

Fig. 5 is a plan view of a blank showing a modification of the invention.

Fig. 6 is a plan view of the same in folded position for mailing.

Fig. 7 is a plan view of a modification of the invention showing the same in open unfolded position.

Fig. 8 is a plan view of the same in folded position for mailing.

Fig. 9 is an edge view showing the same in course of being folded.

The advantages of the invention as here outlined are best realized when all of its features and instrumentalities are combining in one and the same structure, but, useful devices may be produced embodying less than the whole.

It will be obvious to those skilled in the art to which this invention appertains, that the same may be incorporated in several different constructions. The accompanying drawing, therefore, is submitted merely as showing the preferred exemplification of the invention.

Referring in detail to the drawing 10 denotes a mailing novelty or device embodying the invention and which may be formed from a blank 11. The latter consists of an elongated strip of pliable material such as paper, and having a plurality of spaced transverse fold lines 12, 13, and 14, dividing the blank into sections 15, 16, 17, and 18. Said fold lines may also consist of perforations. The end section 15 may be provided with any suitable cut out or window opening 19 disposed in any desired position thereon and preferably in relative proximity to an adjacent end edge 20 of the blank. The section 18 may be formed in part by undercutting as at 21 so that the width of said section transversely of the blank is reduced relative to the width of the other sections. At one face of the section 18 may be provided ruled lines or other indicia 22 for receiving the address 23 of a person to whom the device is mailed. Another portion or the opposite face of the section 18 may be provided with ruled lines or other indicia 24 for receiving the name and address 25 of the person or concern to whom the section 18 is to be mailed after being detached from the blank along the line 14 so as to constitute a mailing card 26. Associated with the indicia 24 there may be provided a stamp or a mailing permit indicia 27. On the same side of the blank as that upon which the indicia 24 are provided, the section 15 may carry indicia 27*a* similar to that shown at 27 and also a return address 25*a* similar to that shown at 25. The intermediate sections 16 and 17 may carry any desired letter or advertising matter.

To complete the mailing device, the various addresses may be placed thereon, it being understood that the addresses at 25 and 25*a* may be placed on the device by printing, while the address 23 may be written or typewritten. The sections 16 and 17 may then be folded against each other about the line 13 as shown in Fig. 2, and then the section 18 may be folded downward on the line 14 so as to lie against the section 17. Finally the section 15 is folded downward about the line 12 so as to overlie the section 18. When so folded the address 23 is exposed by the window 19 and the device is ready for mailing. It will be understood that the spacing of the lines 12, 13 and 14 together with the sizes of the various sections are such that a simple and compact folded device is produced which is neat in appearance and entirely flat and uniform so that it can be readily handled. If desired, the device may be maintained closed by any suitable fastening means such as adhesive, or the like, which being conventional, is not shown herein.

In practice, the person who reads the device reads the letter or advertising carried thereby, and if interested, detaches the section 18 so as to produce a regular mailing card 26 and then directly deposits the same in the mailing box of the post office. The card 26 will then be forwarded to the addressee 25, the address 23 now constituting a return address so that the addressee may know from whom the inquiry has come. In this way it is unnecessary for the person whose inquiry or business is solicited to write his name and address on the mailing card, whereby a response is assured in much greater volume than could otherwise be obtained.

At 30 is shown a device embodying a modification of the invention and which may consist of a blank 31 which may be in the nature of an elongated strip having a plurality of fold lines 32, 33 extending transversely of the strip to provide sections 34, 35, and 36 of required size. It will be noted that this blank is of generally similar shape to that shown at 11, except that there is one such section, and, furthermore, the opening 19 is replaced by a slit 37 disposed parallelly to and in relative proximity to an end edge 38 of the blank. In this device the section 36 which is of lesser transverse width than the other portions of the blank, constitutes a tongue which is adapted to be inserted into the slit 37 when the various sections are folded about the lines 32 and 33 to produce the device 30 which forms the complete mailing unit. As compared with the addresses on the section 18, those on section 36 are reversely arranged and the address 39 of the sender being disposed on one face of said section, and the address 40 of the person to whom the device is mailed being positioned on a reverse face thereof, together with suitable indicia 41 for receiving the address 40. The address 40 is disposed at that portion of the section 36 which is in relative proximity to the fold line 33 so that when the section is inserted through the slit 37, the address 40 is visible below the slit. The upper part of the section above the address 40 may carry any desired message, the same being covered by the section 34. The latter may have a post mark 42 and the return address of the sender at 43 disposed above the slit and so as to coact with the address 40 to provide the complete mailing face for the device.

In practice, the person receiving the mailing novelty 30 removes the tongue section 36 from the slit 37 and if interested in the message or advertising carried by the device as upon sections 34 and 35 thereof, detaches the section 36 along the line 33 which then constitutes a complete mailing card similar to that shown at 26, the address 40 then becoming the return address, while the address 39 assures that the mailing card will be returned to the sender of the device 30, and he will then know according to the address 40, from whom the inquiry has been received.

In Figs. 7 to 9 is shown a modification of the invention including a mailing novelty 45 which may be made of a blank or strip 46. The latter may be divided by a plurality of spaced transverse fold lines 47, 48 and 49 into sections 50, 51, 52 and 53. Of these the section 50 may have a window opening 54 similar to that shown at 19. The section 53 may be in the nature of an envelope 55 having an opening 56, and a flap 57, the end whereof is integrally centrally connected to an adjacent end of the section 52 as by means of a narrow strip or band 58 defined by a transverse fold line 59 parallelly spaced with respect

to the fold line 49. It will be noted that the flap 57 and strip 58 are spaced inward from the side edges of the blank 46. The section 52 may be further characterized in having a detachable portion 60 formed by lines of perforations 61 and 62, said portion 60 being especially adapted to carry a statement that is to be filled out by the person receiving the device 45, and carrying suitable indicia such as 63 for that purpose. The front face of the envelope may carry the address 64 of the sender and the return address 65 of the person to whom the device 45 is sent and which address 65 also constitutes the return address for the envelope 55. The outer face of the section 50 of the completely folded device 45 may carry the return address of the sender at 66 of the device 45 and any suitable post mark 67.

For folding the device for mailing, a fold may be first produced along the line 48, bringing sections 51 and 52 together, then the flap 57 together with strip 58 may be folded to lie flatwise against the body of the envelope and a downward fold may be made along the line 49 so that the envelope is brought against the section 52. Finally the section 50 is folded downward along line 47 so as to overlie the flap 57 whereby the address 65 is visible through the window 54.

In practise, the person receiving the device 45 may read whatever message or advertisement is carried by the sections 50, 51, and 52, and then detach the envelope along the line 59, and finally detach the statement 60 along the lines 61, 62 and 49. The statement may then be filled out and placed in the envelope which is sealed and remailed to the sender according to the address 64. It will be noted that for certain purposes the section 50 may be wholly eliminated, and the device including sections 51, 52, and 53 inserted into a secondary envelope and then mailed, the secondary envelope into which the device is thus inserted carrying a separate address corresponding to that shown at 65. Thereafter the device may be removed from said secondary envelope, the statement 60 detached and filled out, the envelope 55 removed, and the statement inserted into the envelope 55 to be mailed to the sender, the secondary envelope being discarded.

It will be understood that any fold lines herein shown may also be perforated if desired.

It will be appreciated that various changes and modifications may be made in the device as shown in the drawing, and that the same is submitted in an illustrative and not in a limiting sense, the scope of the invention being defined in the following claims.

I claim:

1. A mailing device including an elongated strip having an envelope attached thereto, said strip having a plurality of spaced fold lines to afford sections so that the strip can be folded up to enclose the envelope, one end section having an opening, the envelope having an address on the flap thereof arranged to be visible through said opening, and the envelope having on its front face the name and address of the sender, said envelope being detachable from said strip.

2. A mailing device including an elongated strip having a plurality of transverse spaced fold lines dividing the strip into a plurality of sections, one end section having an opening and the opposite end section being in envelope form and detachable, carrying addresses of the sender and person to whom the device is mailed, the address of the latter being located as a return address for the envelope, another of said sections having a perforated portion constituting a statement to be detached and enclosed in said envelope, and said strip being folded up so that the latter address is visible at said opening with the end sections being in side by side contact relation, so that said latter address constitutes the mailing address of said device.

3. A mailing device including an envelope having addresses on the front face and flap thereof, and a foldable strip detachably connected to said flap and having an opening to form a window opposite the address on said flap when the envelope and strip are in folded position.

4. A mailing device comprising an elongated strip divided by transverse fold lines into sections, one end section having a window opening, the next section providing space for advertising indicia, the next section providing a card identified to bear a return message, the next section providing an envelope flap bearing the address of the addressee of the device, said address arranged to be visible through said window opening when the device is folded, said sections being of substantially equal width, and the other end section constituting an envelope bearing the address of the sender of the device.

SAMUEL L. UNGER.