Feb. 23, 1965 S. NIRENSTEIN 3,170,620

ENVELOPE UNIT CONTAINED IN A PUBLICATION

Filed May 23, 1963

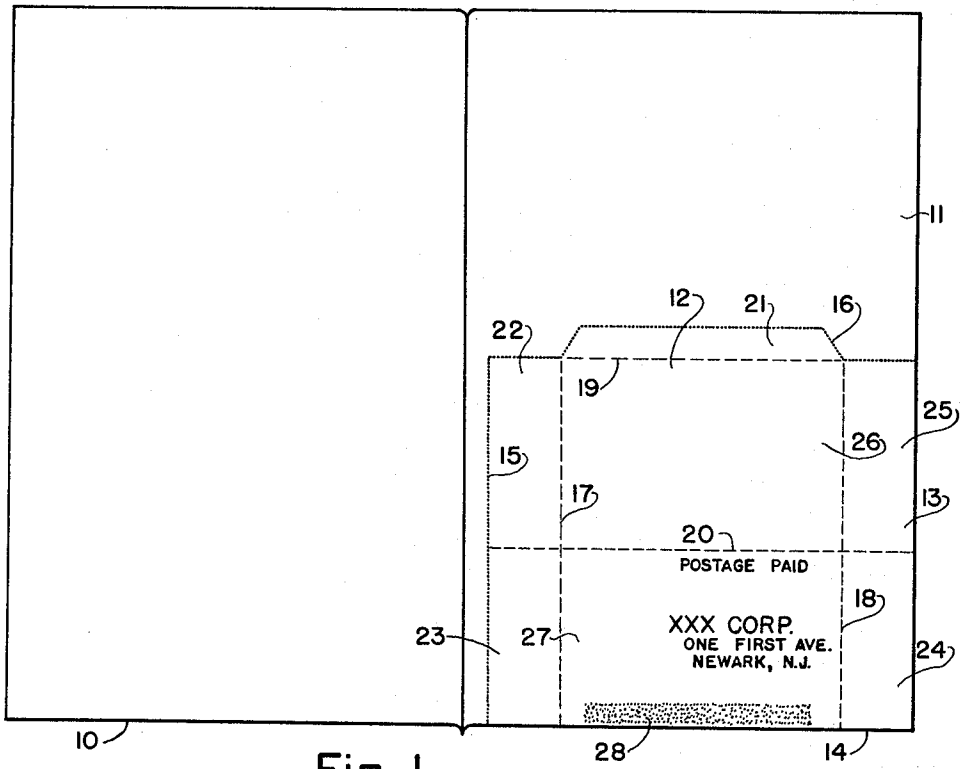


Fig. 1

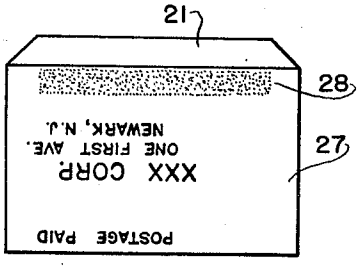


Fig. 2

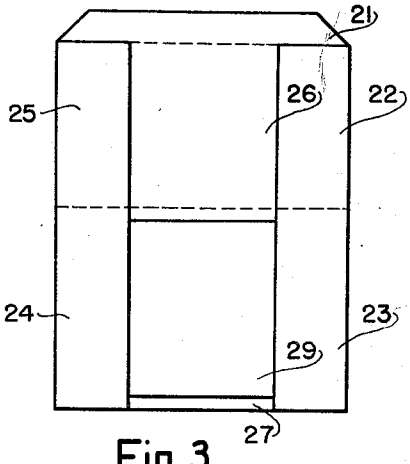


Fig. 3

INVENTOR.
Samuel Nirenstein

BY *Peter L. Tailer*

ATTORNEY

United States Patent Office

3,170,620
Patented Feb. 23, 1965

3,170,620

ENVELOPE UNIT CONTAINED IN A PUBLICATION

Samuel Nirenstein, 29 E. 64th St., New York, N.Y.

Filed May 23, 1963, Ser. No. 282,629
1 Claim. (Cl. 229—68)

This invention relates in general to envelope units or blanks and, more particularly, to envelope blanks which may be formed from the printed pages of a publication.

An object of this invention is to provide a page of a printed publication, one side of said page having tear lines, fold lines and glue printed thereon forming an envelope unit or blank so that the envelope blank may be torn or cut from the publication and folded into an envelope to be sealed to mail a check or money to an address printed on said envelope blank.

Another object of this invention is to provide a simple means whereby an advertiser in a publication may both advertise a product and provide an envelope with which a prospective purchaser may mail a check or the like to the advertiser and seller of a product.

A further object of this invention is to provide an envelope blank printed and glued entirely on one side so that an advertiser need only take one side of a page to provide an envelope for a prospective customer.

Many other objects, advantages and features of invention will become apparent from the construction, arrangement and combination of parts involved in the embodiment of the invention and its practice otherwise as will be understood from the following description and accompanying drawing wherein:

FIGURE 1 is a plan view of a publication having a page on one side of which there is printed an addressed envelope blank having tear lines, fold lines and a glued portion thereon;

FIGURE 2 is a plan view of an envelope folded from the envelope blank of FIGURE 1 prior to its being sealed; and

FIGURE 3 is a plan view of the envelope blank shown in FIGURE 1 torn or cut from the publication and folded about a check with the envelope blank in the open position.

Referring to the drawing in detail, a publication **10**, which may be a book, a magazine, a leaflet, or a simple folder, has a page **11** on which there is printed an envelope blank **12**. The envelope blank **12** is defined by the side edge **13** of page **11**, the bottom edge **14** of page **11**, a vertical perforated line **15**, and an upper perforated line **16**. The envelope blank **12** has printed on it the vertical fold lines **17** and **18** and the horizontal fold lines **19** and **20**. The fold lines may be printed as broken lines in the manner shown or in any other way. Fold line **19** defines the envelope flap **21**. The fold lines **17**, **18** and **20** delineate the side portions **22**, **23**, **24**, and **25**. Between the side portions **22** and **25** is an envelope back portion **26** and between the side portions **23** and **24** is the envelope front portion **27**.

When publication **10** is printed, page **11** may have advertising copy disposed above envelope blank **12** and printed on the envelope blank itself except for the front portion **27** which may carry a post office permit and the return address of an advertiser. On the bottom edge of the front panel **27** there is printed or otherwise applied the glue **28** which remains dry and unsticky.

Referring now to FIGURE 3, a reader of the publication **10** who wishes to send a check or money order or the like in the envelope blank **12** may tear or cut the envelope blank **12** from page **11**. This envelope blank will then be turned over and the side portions **22**, **23**, **24** and **25** will be folded upward and inward. A check, money, or the like, designated by the numeral **29**, may then be placed within the envelope blank under a pair of the side portions.

As shown in FIGURE 2, the lower front portion **27** containing the check or money order **29** may be folded upward beneath the flap **21**. The letter may then be sealed by moistening the flap **21** and pressing it downward against the glue **28**.

The envelope blank of this invention, which is formed within a publication, enjoys many advantages. An advertiser who merely wishes to take one side of a page **11** need not form the page **11** with the perforations **15** and **16**. He may merely indicate that the envelope blank is to be cut out along the lines **15** and **16**. Since the advertising matter, the envelope blank, any instructions for cutting out and folding the envelope blank, and the glue are all on one side of a page **11**, the other side of the page **11** may be sold to another advertiser or used for other printed matter.

If the envelope blank **12** is printed on the rear cover of a pamphlet or the like where the perforations forming the lines **15** and **16** will not interfere with another advertiser or other uses of the back of a page **11**, the lines **15** and **16** are best formed with perforations to facilitate the removal of the envelope blank **12**.

While I have disclosed my invention in the best form known to me, it will nevertheless be understood that this is exemplary and that modifications may be made without departing from the spirit of the invention except as it may be more limited in the appended claims wherein I claim:

A page of a publication, one side of said page having lines thereon defining an envelope blank on said page, said blank having four sides and being generally rectangular with a flap portion extending from a central portion of one of said sides, two of said sides of said blank coinciding with two edges of said page forming a corner of said page, a first fold line parallel to said flap across the center of said envelope blank, second and third fold lines at right angles to said first fold line intersecting said first fold line and extending across said envelope blank, said second and third fold lines defining side portions of said envelope blank and said first fold line dividing said envelope blank into front and back portions, at least one of which has an address printed thereon, and a glue on said envelope blank adjacent to the side of said envelope blank opposite said flap portion, said glue being on the same side of said page as said lines defining said envelope blank.

References Cited by the Examiner

UNITED STATES PATENTS

1,221,931	4/17	Wessel	229—92.1
2,874,892	2/59	Howard	229—92.1

FOREIGN PATENTS

806,056	4/44	France.

FRANKLIN T. GARRETT, *Primary Examiner.*