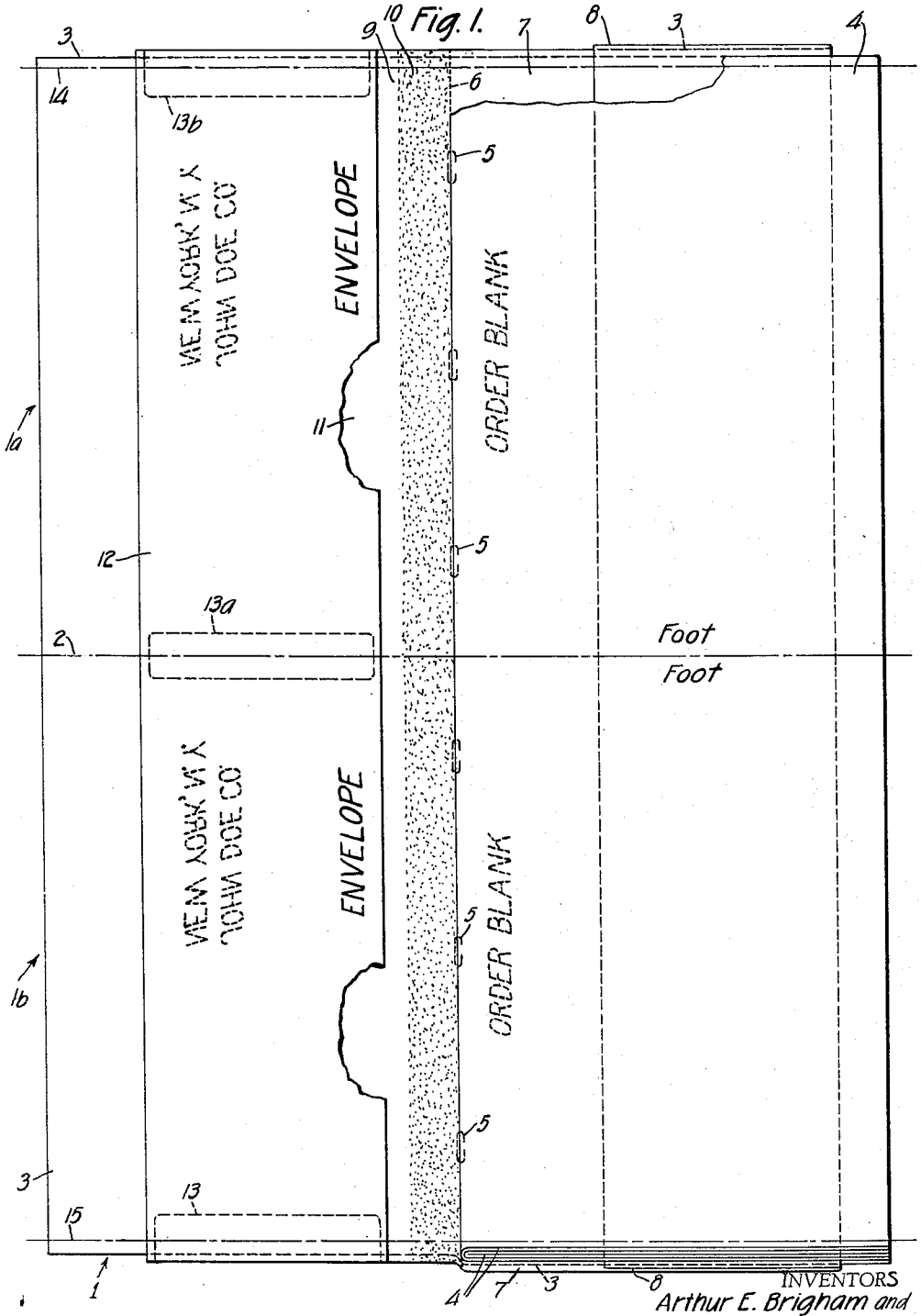
Sept. 9, 1941. V. J. SAWDON ET AL 2,255,087

ENVELOPE UNIT AND PUBLICATION CONTAINING THE SAME

Filed April 19, 1938 2 Sheets-Sheet 1

Fig. 1.



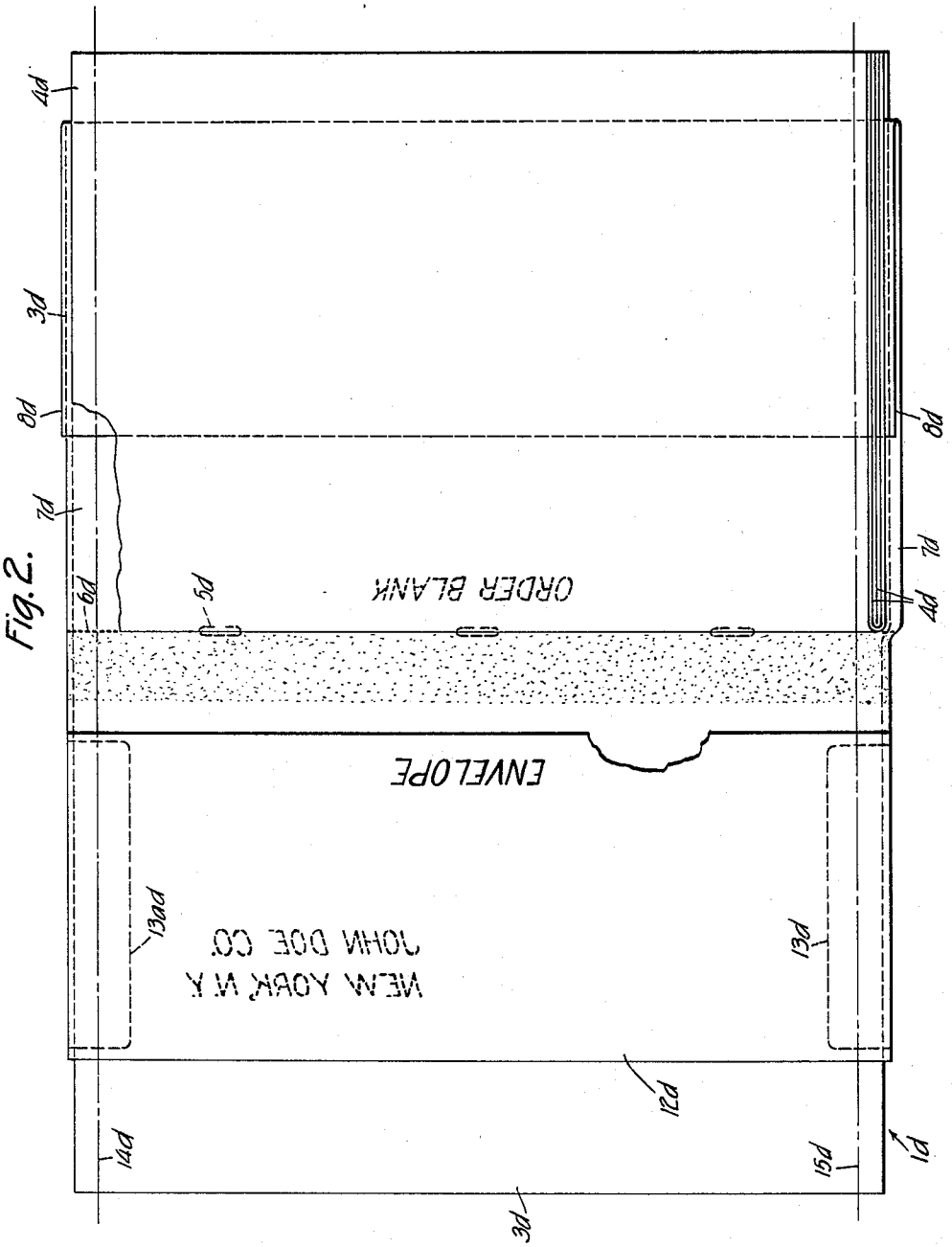
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Fig. 2.



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ENVELOPE UNIT AND PUBLICATION CONTAINING THE SAME

Victor J. Sawdon, Bronxville, N. Y., and Arthur E. Brigham, Worcester, Mass.

Application April 19, 1938, Serial No. 202,822

9 Claims. (Cl. 281—3)

This invention relates to envelope units adapted to be bound into publications such as periodicals and catalogs, to the resulting assembly produced when such a unit is bound into a publication, and to the making of envelope units of the kind referred to. The present invention is in the nature of an improvement upon the invention disclosed and claimed in my pending application Serial No. 119,062, filed January 5, 1937 for Multiform envelopes.

In the application referred to, disclosure is made of a composite order blank and envelope unit, bound into a publication by the same means which binds the leaves of the publication together. The order blank is co-extensive in length with the length or height of the publication, and extends in the direction of the binding fold of the publication beyond the bounds of the associated envelope or envelopes so that the associated envelope or envelopes may be spaced inward from the end boundaries of the publications in positions to assure that they will escape the trimming knives when the publication is trimmed at its ends. In accordance with the disclosure of my prior application referred to, the envelope or envelopes are of the type in which the body panel of the envelope is formed with a bottom flap and with end flaps, all folded over against the inner face of the body panel, and in which the bottom flap is secured to the end flaps by adhesive. It would not be safe to subject an envelope of this type to the risk of being trimmed along one of its end margins because trimming would take off the fold and leave the envelope open on the trimmed end.

It is an object of the present invention to provide an envelope unit or a combined order blank and envelope unit in which the envelope can, if desired, be made co-extensive in length with the height of the publication, and can be trimmed at one or both of its end edges along with the leaves of the publication.

It is a further object of the invention to provide an envelope structure which can be made in an economical and efficient manner and without waste of material.

It is a further object of the invention to provide a multiple envelope unit adapted to be divided into a plurality of complete, identical envelopes by severing. Such a multiple unit may be bound into a multiple unit publication assembly and may be divided into individual envelopes by the severing of the multiple unit publication assembly into a plurality of distinct publication units.

These ends are attained by making the envelope body include a body part and a back part with the end margins of said parts united throughout zones of union which extend inward sufficiently from the end edges to admit of substantial edge trimming without opening the envelope pocket.

Other objects and advantages will hereinafter appear.

In the drawings forming part of this specification, and illustrating certain practical and desirable embodiments of the invention;

Fig. 1 is a perspective view of a two-up publication assembly, opened to expose the envelope structure to view; and

Fig. 2 is a similar view of a one-up publication opened to expose the envelope structure to view.

In Fig. 1, an assembly 1 is shown which is a two-up construction comprising an upper half 1*a*, and a lower half 1*b*, adapted to be severed from one another along the line 2 to provide two substantially identical publications. An envelope and order blank unit is incorporated in this assembly which is of unitary construction, and which is bound into the assembly by the same means which binds the cover 3, and the leaves 4 to one another. As illustrated, the binding means consists of a series of staples 5. The envelope and order blank unit is divided along its middle by a line of perforations 6, which extends from end to end of the unit. The order blank portion 7 is shown at the right hand side of the perforated line 6, and includes a folded over flap 8, the location of the fold being so chosen that it will lie comfortably within the side boundary of the publication.

The envelope portion of the structure is shown to the left of the perforated line 6. This structure comprises a closure or seal flap part 9 having a continuous stripe of seal flap gum 10 applied adjacent to the line 6, a body part 11, and a back part or bottom flap 12. The back part 12 is folded over against the body part 11, and is secured to the body part in directly juxtaposed relation at intervals corresponding to the length of an envelope, by means of gum stripes 13, 13*a* and 13*b*.

In assembling the parts illustrated in Fig. 1 the sheets 4, the cover 3 and the envelope and order blank unit 1 are desirably jogged into substantial registry at one end and stitched to one another. At the jogged end, the registry may be sufficiently accurate to require no trimming. Ordinarily, however, the assembly will be trimmed at the upper end along the line 14 to take

off a narrow margin of the cover, the leaves, and the envelope and order blank unit. The line 14 of the cut passes through the gum stripe 13b but leaves a substantial portion of that stripe still present and interposed between the body 11 and the back flap 12 for holding the margins of these parts to one another.

The assembly is similarly trimmed at the opposite end along the line 15. The upper and lower boundaries of the unit are straight and even, and the end edges of the body and bottom flap parts coincide, so that a very neat result is produced.

The upper and lower sections 1a and 1b are then severed from one another along the line 2, which passes substantially mid-way through the gum stripe 13a. This completes the manufacture of the assembly.

Besides the fact that a large envelope is produced without substantial waste of material, and that the manufacture of the envelope and order blank structure can be effected in an extremely efficient and economical manner, the resulting structure has the advantage that both the envelope and the order blank may extend to the very edge of the publication. If, for purposes of identification, an envelope and order blank unit is made of a distinctive color from the color of the leaves of the publication, the visual location of them in the publication is facilitated by the fact that they can be identified by their color when viewing an edge of the publication.

The structure illustrated in Fig. 2 is the same in all respects as to the mode of manufacture, and also as to the resulting product, as the structure illustrated in Fig. 1, with the sole exception that in this instance the assembly is one publication unit high and hence, the duplex or two-up feature is not resorted to. Corresponding reference numerals have been applied to corresponding parts in Fig. 2 with the subscript "d" added in all instances. The elements of a single publication are assembled in the same manner as the elements of the two-up assembly of Fig. 1, and the assembly is then trimmed top and bottom along the lines 14d and 15d.

As previously pointed out, however, if the jogged edges are aligned with sufficient accuracy, the trimming at one margin, say the upper margin, can be dispensed with. Where it is the plan to dispense with the trimming at one margin, the more conventional side flap and back flap construction of the envelope can be used at that end which is not to be trimmed, if desired, in lieu of the directly juxtaposed arrangement which has been illustrated and described. In all instances, however, the directly juxtaposed arrangement of the body and the back flap is utilized at at least one end of the envelope, and the trim line is caused to pass through the adhesive stripe by which the juxtaposed areas are united.

It is generally more advantageous to provide continuous zones of union between the body and the back at both ends of the envelope, even though one end only is to be trimmed. Such an envelope can be made more economically than any other known form of envelope. Such an envelope can, moreover, be used to extend the full height of the publication, or to extend less than the full height of the publication. In the latter case the envelope can be bound in with its upper edge in coincidence with the upper edges of the publication leaves, or with its lower edge in coincidence with the lower edges of the publication leaves, even though both edges of the publication are to be trimmed.

We have described what we believe to be the best embodiments of our invention. We do not wish, however, to be confined to the embodiments shown, but what we desire to cover by Letters Patent is set forth in the appended claims.

We claim:

1. A publication including the combination with the leaves thereof, of an envelope unit, means binding the leaves in assembled relation and also binding the envelope unit in assembled relation with the leaves, said envelope unit being co-terminous at both ends with the leaves of the publication, and comprising body and bottom flap portions having corresponding end marginal zones adhesively united to one another in directly juxtaposed relation, said marginal zones being of sufficient width to admit of substantial edge trimming without impairing the secure sealing of the ends.

2. A structure as set forth in claim 1 in which the envelope unit includes an envelope portion and an order blank portion located at the opposite sides of the binding means and an easy tear line in alignment with the binding means

3. A structure as set forth in claim 1 in which the envelope unit includes an envelope portion and an order blank portion located at the opposite sides of the binding means, and divided from one another by an easy tear line.

4. A plural publication assembly unit including, in combination with the leaves thereof, a plural envelope unit, means binding the leaves in assembled relation and also binding the envelope unit in assembled relation with the leaves, said envelope unit being co-terminous at both ends with the leaves of the plural publication assembly unit and comprising body and back portions having opposed end marginal zones of substantial width, at each end of the envelope unit, directly juxtaposed and directly united to one another, and having intermediate zones of substantial width directly juxtaposed and directly united to one another.

5. A plural publication assembly as set forth in claim 4 in which the envelope unit includes an envelope portion and an order blank portion located at opposite sides of the binding means, both portions adapted to be divided into units at the division of the assembly into publication units.

6. An envelope unit adapted for incorporation into a publication, comprising an order blank portion, and an envelope portion, said portions being co-terminous at both ends with one another, said envelope portion including body and back parts having corresponding end marginal zones of substantial width, at each end of the envelope unit, directly juxtaposed and directly united to one another, and having intermediate zones of substantial width directly juxtaposed and directly united to one another, said marginal zones being of sufficient width to admit of substantial edge trimming without impairing the secure sealing of the ends.

7. The method of making publication assemblies which include envelope units, said method comprising providing a duplex envelope unit having an order blank portion, and an envelope portion, the latter including body and back parts having corresponding end areas and corresponding areas mid-way between the ends, all of substantial extent, adhesively united in directly juxtaposed relation, assembling the envelope unit

with one of its ends in substantial registry with one end of the leaves of a two-up publication assembly, binding the leaves and the envelope unit to one another, trimming the ends of the assembly so that the trim lines pass through the adhesive areas, and cutting the assembly in half along a line which is parallel to the ends and which passes through the adhesive area located midway between the ends.

8. A two-up publication assembly adapted for severance into identical publication units including, in combination with the leaves thereof, a duplex envelope unit disposed to extend substantially equally above and below the transverse median line of the leaves, means binding the leaves in assembled relation and also binding the envelope unit in assembled relation with the leaves, said envelope unit including front and back pocket forming parts, a closure flap part forming a continuation of one of the pocket forming parts, a binding part forming a continuation of the closure flap part, and means uniting the front and back pocket forming parts to one another in a zone of union which extends a substantial distance in opposite directions from said median line upon which the two-up assembly is to be divided into distinct publication units, whereby each publication unit will be provided upon division with a complete envelope whose pocket is not unsealed by the severance.

9. A publication unit including the combination with the leaves thereof, of an envelope unit, means binding the leaves in assembled relation and also binding the envelope unit in assembled relation with the leaves, said envelope unit being co-terminous along a plurality of its edges with the corresponding edges of the publication leaves and comprising front and back pocket forming parts, a closure flap forming a continuation of one of the pocket forming parts, a binding part forming a continuation of the closure flap part, and means uniting marginal portions of the pocket forming parts to one another throughout zones of union which are adjacent to boundaries of the pocket and which are also adjacent to edge boundaries of the publication leaves, said zones of union extending inward sufficiently from the corresponding edges of the envelope to admit of substantial edge trimming with the publication leaves without impairing the secure sealing of the pocket.

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