Dec. 1, 1964 W. L. HIERSTEINER 3,159,329

NOVELTY PAGE HAVING MAILER PORTION

Filed July 5, 1963 3 Sheets-Sheet 1

Fig. 1.

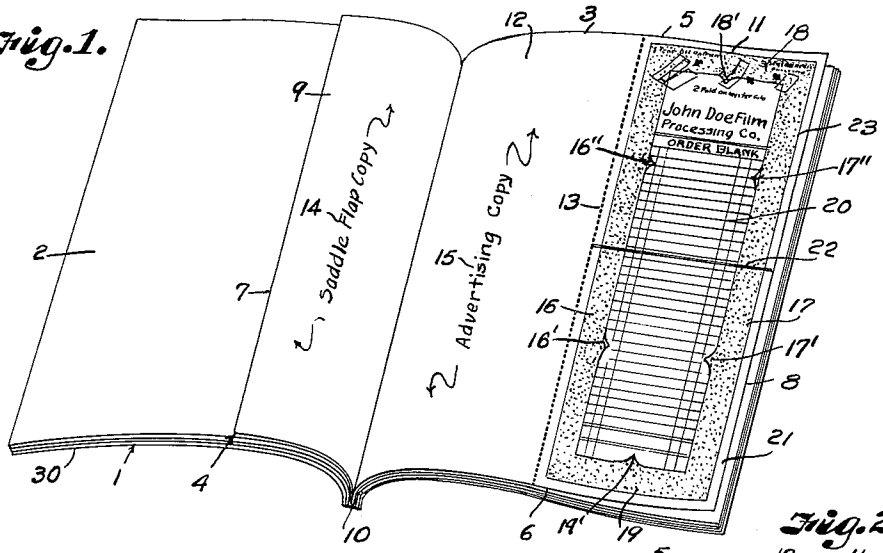


Fig. 2.

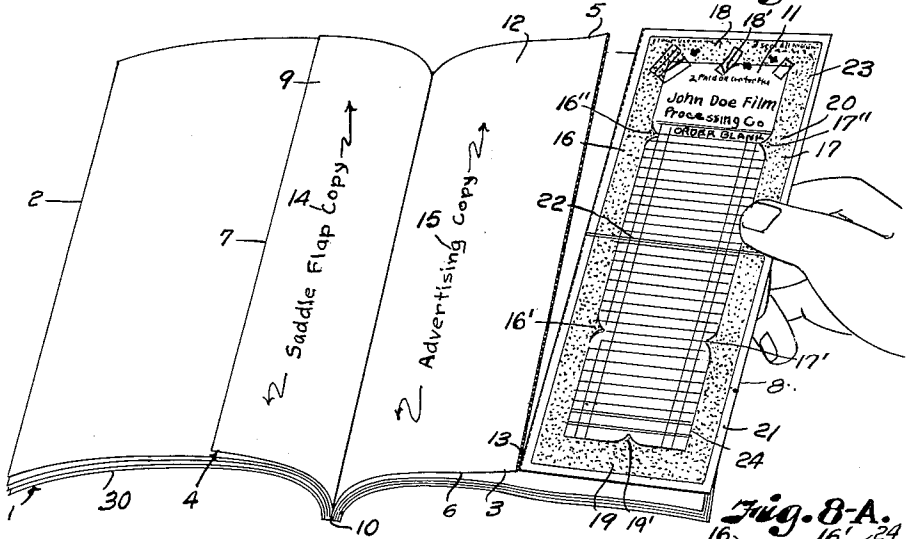


Fig. 3.

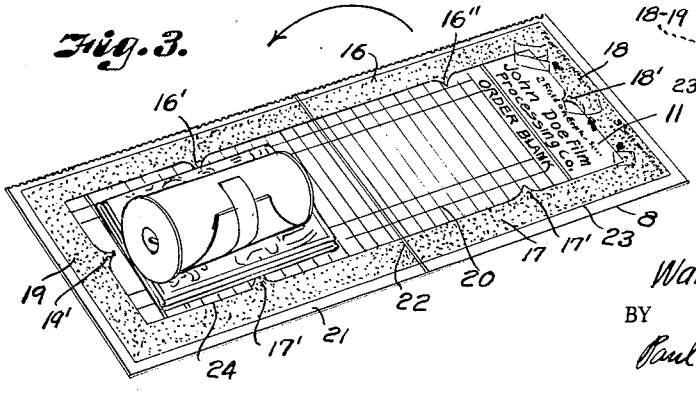
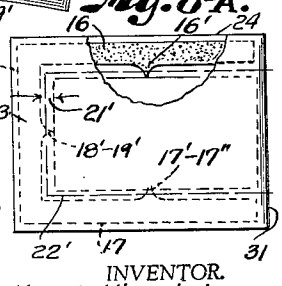


Fig. 8-A.



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Fig. 4.

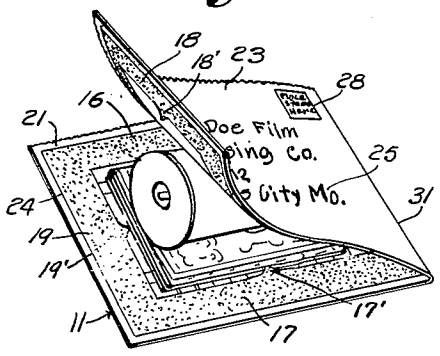


Fig. 5.

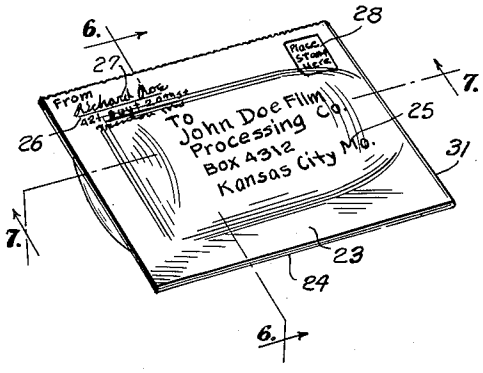


Fig. 6.

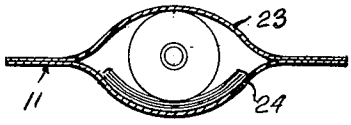


Fig. 7.

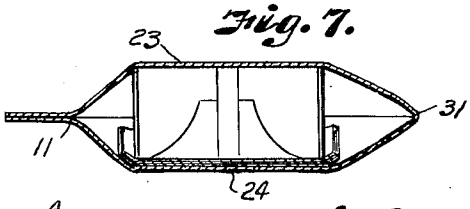


Fig. 8.

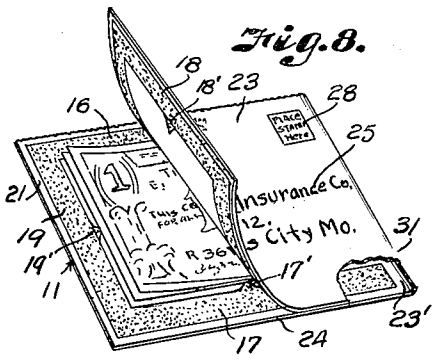


Fig. 9.

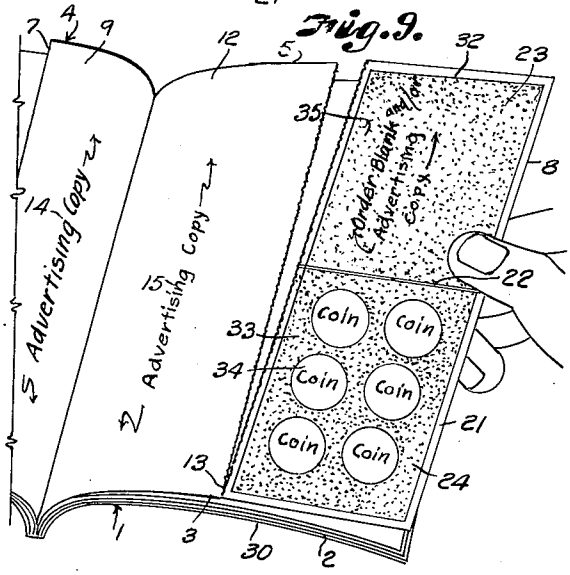
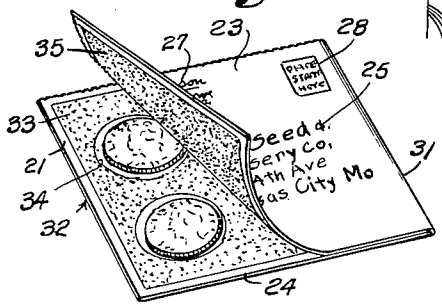


Fig. 10.



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Fig. 11.

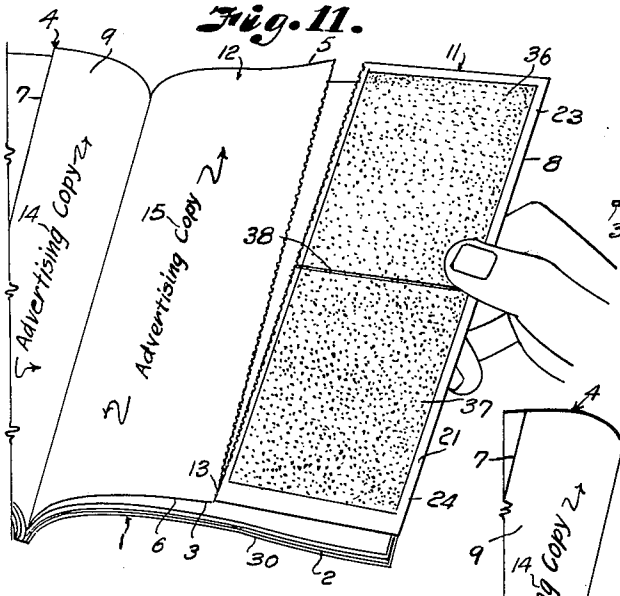


Fig. 12.

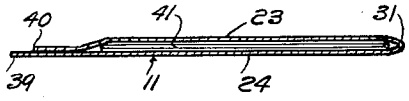


Fig. 13.

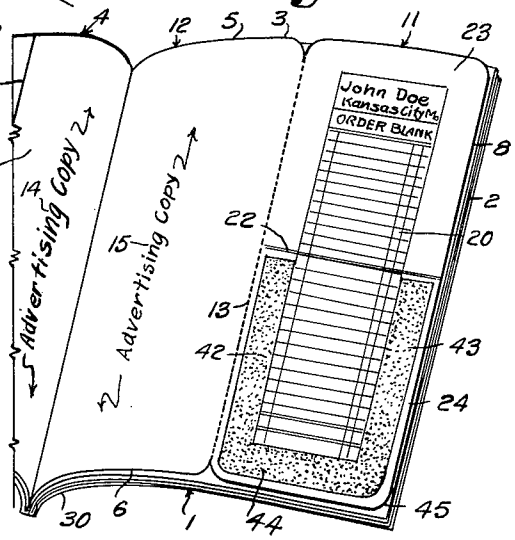


Fig. 14.

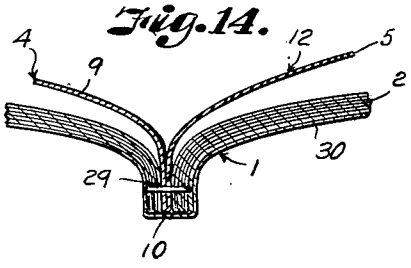


Fig. 15.

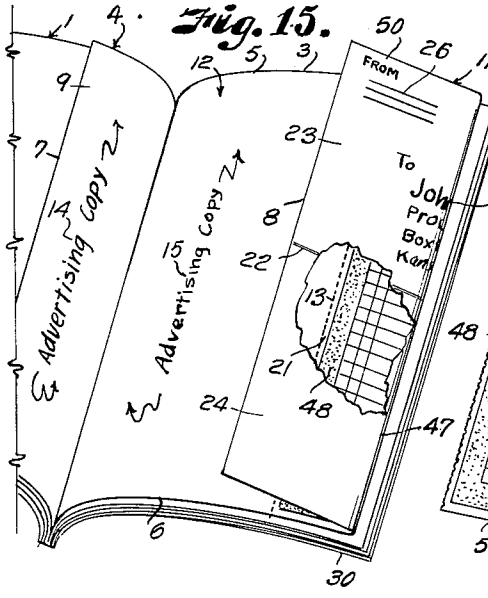
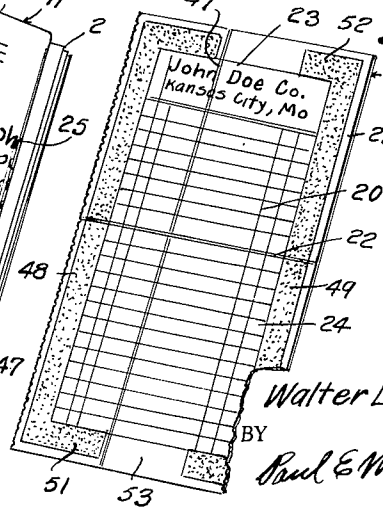


Fig. 16.



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United States Patent Office

3,159,329

Patented Dec. 1, 1964

3,159,329

NOVELTY PAGE HAVING MAILER PORTION

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Filed July 5, 1963, Ser. No. 293,102
5 Claims. (Cl. 229—68)

This invention relates to a mailer formed as a portion of one of the pages of a magazine, and which complies with the requirements of postal regulations relating to novelty pages in magazines acceptable as second class mail.

Magazine advertisers, and particularly those soliciting replies from the readers of a magazine, desire practical means of reply to be bound into the magazine alongside the advertising matter, to make it convenient for the readers to send orders, inquiries, remittances, and/or articles to be processed. Bind-in envelopes with pockets for this purpose are not permissible in a magazine, because they do not qualify in terms of the novelty pages acceptable in publications for second class mailing, which are listed in the postal regulations as follows:

(*a*) Printed pages bearing words, perforations, or symbols indicating they are for detachment.

(*b*) Pages having printed pictures for cutting out.

(*c*) Printed pages having blank spaces for writing or marking.

(*d*) Pages having printed illustrations pasted to them.

(*e*) Pages with coupons or application or order forms occupying no more than one-half the page.

It is, therefore, the object of the present invention to provide a novelty page having a mailer portion conforming to the above definitions of permissible novelty pages.

Other objects of the invention are to provide a novelty page or pages consisting of a single sheet having a mailer portion that is adapted to be handled and bound into a magazine in the same manner as the regular pages or signatures making up a magazine, or which may be used as an insert contained between the pages of a magazine; to provide a novelty page having a mailer portion that does not interfere with the reader's turning of the pages of the magazine in which it is bound, in that the entire page is of single thickness and has substantially the same flexibility as the other pages; to provide a mailer portion that is easily detached to leave a portion of at least the same area contained in the magazine; to provide the mailer portion with a gummed border, using a dry self-adhering adhesive or a type of gum that sticks only to itself or a remoistening adhesive, so that it may be once folded over an enclosure and the edges brought together for sealing in the enclosure; to provide the area within the gummed border with an order blank or the like; and to provide the reverse face of the mailer portion with a mailing address, a place for a return address, and a stamp.

Further objects of the invention are to provide a mailer portion of a novelty page with a pressure sealing adhesive covering the inside area and which sticks only to itself, so that a seal may be effected closely around the contour of an enclosure, and to provide the mailer portion with means whereby the mailing piece may be easily gripped to facilitate peeling open the sealed portions thereof when received by the advertiser.

A further object of the invention is to provide the mailer portion of the novelty page with a gate fold, so that a larger mailer may be provided, yet leave an attached portion of at least an equal size, to conform with the postal requirement that the detachable portion of a novelty page occupies no more than half the page.

In accomplishing these and other objects of the invention hereinafter described, I have provided improved construction, the preferred forms being illustrated in the accompanying drawings, wherein:

FIG. 1 is a perspective view of a magazine or similar publication, opened to a novelty page having a mailer portion embodying the features of the present invention, and showing the novelty page intact, prior to detachment of the mailer portion.

FIG. 2 is a view similar to FIG. 1, but showing the mailer portion of the novelty page being detached.

FIG. 3 is a perspective view of the mailer portion after detachment and with an enclosure placed thereon, prior to folding one panel portion over the other to make a seal about the enclosure.

FIG. 4 is a perspective view after the fold has been made and prior to sealing in of the enclosure.

FIG. 5 is a perspective view after the seal has been made to complete the mailing piece.

FIG. 6 is a cross section through the mailing piece taken on the line 6—6 of FIG. 5.

FIG. 7 is a longitudinal section through the mailing piece, taken on the line 7—7 of FIG. 5.

FIG. 8 is a view similar to FIG. 3, but showing paper currency being sealed within the mailer.

FIG. 8–A is a plan view of the mailing piece of FIG. 8, showing the small points of the adhesive that space the enclosure from the main stripes of the adhesive, and showing the line of cut to be made through the points when opening the mailing piece.

FIG. 9 is a view of a magazine opened to a modified form of novelty page, wherein the adhesive area on one side of the fold line of the mailer portion is shaped to conform to the contour of the enclosure or enclosures and the corresponding area at the other side of the fold line is solidly covered with adhesive, and illustrating the mailer portion being detached.

FIG. 10 is a perspective view of the mailer of FIG. 9, folded and partly sealed to enclose articles such as coins.

FIG. 11 is a perspective view of a magazine similar to FIG. 1, but showing detachment of a further modified form of the invention wherein the adhesive is one that sticks only to itself and substantially covers the entire area of the mailer portion.

FIG. 12 is a longitudinal section of the folded and sealed mailer of FIG. 11, and particularly illustrating extension of one of the panels to facilitate grip of the mailing piece for peeling apart of the panels when the mailing piece is to be opened.

FIG. 13 is a perspective view of a magazine similar to FIG. 1, but illustrating a novelty page having a further modified form of mailer portion wherein a conventional remoistening type of adhesive is applied to margins of only one area, and showing the outer corners rounded to provide a contoured mailing piece when the mailer portion is folded and sealed.

FIG. 14 is an enlarged cross section through the binding portion of a magazine, to illustrate a conventional binding and the manner in which the novelty page of the present invention and pages of the magazine are secured together.

FIG. 15 is a perspective view of a magazine opened to a novelty page having a still further form of mailer portion and in which the mailer portion has a gate fold to provide a larger mailer portion and yet leave a like sized portion of the novelty page remaining in the magazine.

FIG. 16 is a perspective view of the mailer portion of FIG. 15 detached and with the gate fold opened up.

Referring more in detail to the drawings, and first to the form of invention illustrated in FIGS. 1 to 7, inclusive:

1 designates a magazine or publication having pages 2 thereof opened to a novelty page 3 constructed in accordance with the present invention, and which complies with

postal specifications on novelty pages that are acceptable in magazines mailable under second class postal rates.

The novelty page 3 comprises a rectangular sheet 4 having upper and lower edges 5–6 and side edges 7–8. The sheet includes two pages, each face of the sheet comprises a page which may be consecutively numbered or skip-numbered in the publication. The sheet 4 may have substantially the same paper weight and flexibility as the pages 2 of the magazine, however, the weight and quality of the paper of the sheet 4 is preferably selected to best suit a particular purpose for which the present invention is to be used, without conflict with the postal specifications on novelty pages. In smaller magazines the sheet 4 is preferably large enough between the upper and lower edges 5 and 6 to correspond with the height of the pages 2 of the magazine, while in larger magazines the sheet 4 may be of less height and still provide a novelty page of the desired height. The width of the sheet 4 between the side edges 7 and 8 is greater than the width of the pages 2, to provide an integral saddle flap portion 9 adjacent the side edge 7 and which is defined in the sheet by a fold 10 extending from the upper edge 5 to the lower edge 6 at a point spaced from the side edge 8, to substantially conform with the width of the pages in a small magazine, as illustrated. However, it is to be understood that the fold 10 may be made to provide a novelty page of more or less width relatively to the width of the magazine pages, again depending upon the width of the novelty page which is required to provide a mailer portion 11 and an advertising copy portion 12, the maximum size of the mailer portion being no more than the size of the advertising portion, to comply with paragraph (*e*) of Section 132.473 of the Postal Manual. The juncture of the portions 11 and 12 is defined by a weakened line of tear, as, for example, a line of perforations 13, upon which the mailer portion 11 is subsequently detached for use thereof as later to be described.

The advertising portion 11 of the novelty page, as well as the saddle flap 9, may be provided on both front and back faces with advertising copy, as indicated at 14 and 15, describing an advertiser's merchandise or services for which the advertiser is soliciting an order, inquiry, remittance, and/or article to be sent by readers of the magazine.

Inset from the edges 5 and 6, the side edge 8, and from the line of perforations 13 on the side nearest the edge 8, are stripes of adhesive 16 and 17 that are connected at the ends by stripes of adhesive 18 and 19. It is obvious that the adhesive may extend to the marginal edges if desired. Printed within the frame of adhesive thus provided is an order blank 20 or other form for making it convenient for a reader to reply to the advertising copy 14 and 15 on the remaining portions of the novelty page. The insetting of the adhesive from the edges 5, 6, 8 and perforations 13 leaves an uncoated margin 21 completely surrounding the outer edge of the adhesive, for purposes later to be described. The adhesive is preferably a pressure sealing type that seals only to itself, so that it does not stick to the opposite page of the magazine when the magazine is closed thereover, or to any object that may come into contact therewith. The mailer portion 11 may be provided, substantially midway the height thereof, with a transverse line of score 22 that extends from the line of perforations 13 to the edge 8, for dividing the mailer portion 11 into upper and lower panel portions 23 and 24. The face of the panel portion 23 opposite to the order blank 20 is printed upon the face side thereof with the name and address 25 of the advertiser, and one corner, which may be the corner adjacent the line of perforations and edge 5, is printed with lines 26 on which the reader responding to the advertisement applies his address, as indicated at 27. The corner within the score 22 and perforations 13 may be printed with an area designating the placement of a stamp, as indicated at 28, or that corner of the panel may be printed with a prepaid stamp.

Prior to assembling the novelty page with the pages 2 or signature sections of the magazine, the saddle flap portion 9 is folded over one face side of the advertising portion 12, so that the novelty page, constructed as described, may be handled and bound into a magazine in the same manner and with the same equipment as the regular pages 2. That is, the novelty pages are gathered with the regular pages in a manner so that the folded edges of the signatures, which includes the fold 10, are registered in stacked relation, after which staples 29 are applied (see FIG. 14) to bind the pages together, after which the cover 30 is applied by gluing it to the bound together folds, in a manner well known to magazine publishers. The other edges of the magazine may be trimmed without cutting into the gummed areas of the mailer portion 11 because of the uncoated margins 21, which allow trimming space and still leave ample edges that are free of adhesive.

A reader noting the novelty page in the magazine and interested in the advertising copy which may relate, for example, to film processing, printing of pictures, making enlargements and the like, will be induced to try the services of the advertiser due to the convenience of correspondence made available by the attached mailer. He will fill out the order blank 20, detach the mailer by tearing it from the advertising portion 12 along the line of perforations 13, and turn the mailer over to bring the outer face uppermost to write his name and address on the printed lines 26. The mailer is then turned again to bring the inner face uppermost. A check, paper money or coins in payment of the order are placed upon the panel portion 24, as shown in FIGS. 3, 4, 6 and 7. The paper money may be folded around the coins that may be required and placed upon the panel. In order to space the enclosure from sliding between the stripes of adhesive, the adhesive may be extended inwardly at points 16′–16″, 17′–17″, 18′ and 19′ on the inner side of the adhesive stripes 16, 17, 18 and 19. With the enclosure centered on the panel 24 between the stripes 16 and 17 and between the stripe 19 and the score 22, and the panel portion 23 folded over the enclosure, the point 18′ makes sealing contact with the point 19 and the points 16″ and 17″ make sealing contact with the points 16′ and 17′, respectively, at the time the panel portions are sealed through contact of the stripes of adhesive, as later described. Therefore, there is a space 21′ established between the sides of the enclosure and inner edges of the main adhesive stripes (see FIG. 8–A), and the points hold the enclosure to maintain the space 21′ during the entire time that the mailing piece is sealed. If a roll of film is to be enclosed, it is placed upon the money, after which the mailer is folded on the score 22 to make a fold 31 for bringing the panel 23 over the roll of film and money, as shown in FIG. 4. The marginal edges having the adhesive are then pressed together, to bring the gum on the inner face of the panel 23 into sealing contact with the gum on the panel 24, as shown in FIG. 5, to complete the container mailing piece. If required, a stamp is applied to the designated area 28.

When the container mailing piece is received, it is opened by gripping the loose marginal edges 21 of the panels and pulling them apart to peel the panel 23 loose from the panel 24, or the mailing piece may be opened by cutting through the fold 31, after which the contents may be slid out of the opening thus provided. Another way to open the mailing piece would be to cut the entire mailing piece along the space 21′ and across the points as indicated by the dash line 22′ in FIG. 8–A. Thus the cut is made around the enclosure without damage thereto.

In FIG. 8 is illustrated the same mailer as above described, but used in a novelty page bearing an advertisement of, for example, an insurance company soliciting insurance premiums. In this case the paper money or check would be folded and placed on the panel 24, so that the panel 23 may be folded over and sealed by pressing the adhesive together as previously described. It makes

no difference should the enclosure slightly overlap the points of the adhesive, because the adhesive will stick only to itself. FIG. 8 illustrates another method of opening the mailing piece. In this instance the stripes 16 and 17 end slightly short of the score 22, as indicated at 23', to permit insertion of a letter opener (not shown) between the panel portions 23 and 24 to cut along the fold 31.

FIG. 9 shows the invention incorporated into a novelty page having a coin mailer portion 32. The mailer portion is identical with the mailer portion illustrated in FIGS. 1 and 2, and the corresponding parts are identified by the same numerals, except for application of the adhesive. In this instance pressure sealing adhesive 33 is applied over the lower panel 24 in a pattern to provide areas 34 on which coins are placed. The panel 23 has a solid coat of adhesive 35 and is folded on the score 22 to overlie the coins, as illustrated in FIG. 10, and is pressed to the panel 24. The adhesive 35 sticks to the adhesive on the panel 24 and closely seals around the coins, to hold them substantially immovable to give additional security. This is because the coins cannot be shifted back and forth with sufficient driving force to split the adhesive apart. If desired, the placement of the coins may be printed on the panel portion 24 and the adhesive, being transparent, would cover the panel portions solidly, as shown in FIG. 11.

In opening the mailing piece of FIG. 9, the loose margins 21 of the panels 23 and 24 might be gripped by the fingers and pressure is applied to peel the adhesive apart. Since the adhesive sticks only to itself, it does not adhere to the coins, and the coins are free upon loosening of the panel 24 from the panel 23.

In the form of the invention shown in FIGS. 11 and 12, both panels 23 and 24 are solidly coated with pressure sealing adhesive 36 and 37 that sticks only to itself. Here, again, the marginal edge 21 is left around the adhesive 36 and 37. If desired, the score 38 on which the fold 31 is made may be at a point so that when the panels are folded thereon, the edge 39 of the panel 24 will project slightly beyond the edge 40 of the panel 23, to facilitate opening of the mailing piece, the projecting edge 39 making it easier to grip the panels when pulling them apart. In this form of mailing piece, an enclosure 41, such as paper money, check, or the like, may be folded, placed on the adhesive area of one of the panels, and the other panel folded thereover to seal the contacting portions of adhesive around the enclosure, thereby more closely confining the enclosure than in the case of the marginal adhesive as shown in the preferred form of the invention. Here, again, the adhesive will not stick to the enclosure, since it sticks only to itself.

The novelty page of FIG. 13 follows the same construction as the novelty pages previously described except for the application of the adhesive. In this case, the adhesive is of the remoistening type and is applied only to the panel 24 in the form of stripes 42 and 43 at the marginal sides of the panel and in an interconnecting stripe 44 at the lower marginal edge of the panel. Another difference is that the corners of the mailer portion, as well as the corners of the advertising copy portion, may be rounded or otherwise shaped, as indicated at 45. In using the mailer portion, it is detached on the line of perforations 13 exactly in the same manner as in the preferred form of the invention. The adhesive stripes 42, 43 and 44 are moistened, and the mailer is folded on the score 22 to bring the marginal faces of the panel 23 into sealing contact with the moistened adhesive on the panel 24. In this form of the invention, the mailing piece is best opened by cutting through the panels along the inner side edges of the adhesive stripes. This can be easily effected by a cutting form in a mail opening device, which forms no part of the present invention.

In the form of the invention shown in FIG. 15, the novelty page includes an advertising portion 12 and a mailer portion 11, having a combined width greater than the size of the pages 2 of the magazine 1 in which the novelty page is inserted. This is to provide a mailer portion 11 of larger width than the mailer portion shown in the first described form of the invention. The advertising copy portion 12 corresponds in size to the mailer portion 11 and is interconnected by the line of perforations 13. In this instance, the mailer portion 11 is provided with a fold 47 extending longitudinally of the mailer portion, to bring the mailer portion within the limit of the magazine pages 2, as shown in FIG. 15. The mailer portion 11 has a transverse score 22 midway of the length thereof, and the side marginal edges are provided with adhesive stripes 48 and 49 that are offset from each other when the portion 50 of the mailer is turned over the face of the advertising portion. In folded position, the adhesive 49 is offset from the adhesive 48. In order to seal the ends of the mailer, the marginal upper and lower ends are provided with adhesive stripes 51 that terminate short of the fold 47, and relatively short adhesive portions 52 that terminate a distance from the fold line so that they do not contact the adhesive 51. When this form of mailer is folded, it is obvious that the mailer will be completely sealed at the sides thereof, but there will be unsealed spaces 53 at the ends of the mailer. In most instances this is not sufficient to lose an enclosure therethrough.

It is obvious that I have provided a novelty page that comes within the qualifications of a novelty page set out in paragraphs (*a*) to (*e*) of Section 132.473 (*e*) of the Postal Manual as quoted above, in that it includes an advertising page having printed thereon advertising copy and having a portion of the page prepared with a gummed border for removal, folding and mailing.

The mailing piece thus provided is different from all previous types of folded mailing pieces in that the present novelty mailer contains no preformed pocket for enclosures.

What I claim and desire to secure by Letters Patent is:

1. In combination, novelty pages complying with Postal Department Regulations for second class mailing privileges for insertion in a magazine, said novelty pages comprising
   (*a*) a generally rectangular sheet having front and back faces adjacent to pages of the magazine,
   (*b*) means securing said sheet to said magazine,
   (*c*) a line of detachment on said sheet and dividing same into an advertising copy portion and a returnable single use mailer portion with the mailer portion detachable along said line of detachment for subsequent use only as a container when formed by a user,
   (*d*) said mailer portion including front and back panels having aligned edge portions and foldable along a single medial line of fold in overlying relationship, after the mailer portion has been detached from the said sheet by the user, and
   (*e*) adhesive utilized adjacent edge portions of one face of said mailer portion so that when said mailer portion is detached and the edge portions of said panels are secured together by said adhesive they cooperate to provide a substantially sealed container.

2. In combination, novelty pages complying with Postal Department Regulations for second class mailing privileges for insertion in a magazine, said novelty pages comprising
   (*a*) a generally rectangular sheet having front and back faces adjacent to pages of the magazine,
   (*b*) means securing said sheet to said magazine,
   (*c*) a line of detachment on said sheet and dividing same into an advertising copy portion and a returnable single use mailer portion with the mailer portion detachable along said line of detachment for subsequent use only as a container when formed by a user,
   (*d*) said mailer portion including front and back panels having aligned edge portions and foldable along a single medial line of fold in overlying relationship,

after the mailer portion has been detached from the said sheet by the user, and

(*e*) a dry self-adhering utilized adjacent edge portions of one face of said mailer portion so that when said mailer portion is detached and the edge portions of said panels overlie each other and are secured together by said adhesive they cooperate to provide a substantially sealed container.

3. In combination, novelty pages complying with Postal Department Regulations for second class mailing privileges for insertion in a magazine, said novelty pages comprising

(*a*) a generally rectangular sheet having front and back faces adjacent to pages of the magazine,

(*b*) means securing said sheet to said magazine,

(*c*) a line of detachment on said sheet and dividing same into an advertising copy portion and a returnable single use mailer portion with the mailer portion detachable along said line of detachment for subsequent use only as a container when formed by a user.

(*d*) the dimension of said sheet being greater in one direction than the pages of the magazine and having a fold parallel with one edge of the mailer portion to bring said mailer portion within outer margins of said pages of the magazine,

(*e*) said mailer portion including front and back panels having aligned edge portions and foldable along a single medial line of fold in overlying relationship, after the mailer portion has been detached from the said sheet by the user, and

(*f*) adhesive utilized adjacent edge portions of one face of said mailer portion so that when said mailer portion is detached and the edge portions of said panels are secured together by said adhesive, they cooperate to provide a substantially sealed container.

4. The invention as set forth in claim 3, wherein the fold parallel with one edge of the mailer portion is within the area defined by the edge portions of the mailer portion and the adhesive is of a character to stick only to itself and the adhesive on one side of said fold of the

mailer portion is offset from the adhesive on the other side of the fold to prevent sticking thereof until the mailer portion is unfolded and folded transversely by the user to provide said substantially sealed container.

5. In combination, novelty pages complying with Postal Department Regulations for second class mailing privileges for insertion in a magazine, said novelty pages comprising

(*a*) a generally rectangular sheet having front and back faces adjacent to pages of the magazine,

(*b*) means securing said sheet to said magazine,

(*c*) a line of detachment on said sheet and dividing same into a permanently secured copy portion and a returnable single use mailer portion with the mailer portion detachable along said line of detachment for subsequent use only as a container when formed by a user,

(*d*) said mailer portion occupying not more than one half the area of the pages provided by said sheet,

(*e*) said mailer portion including front and back panels having aligned edge portions and foldable along a single medial line of fold in overlying relationship, after the mailer portion has been detached from the said sheet by the user, and

(*f*) adhesive utilized adjacent edge portions of one face of said mailer portion so that when said mailer portion is detached and the edge portions of said panels are secured together by said adhesive they cooperate to provide a substantially sealed container.

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