Nov. 15, 1966 J. H. GORDUN 3,285,402

BOOK AND GREETING CARD COMBINATION

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FIG. 1

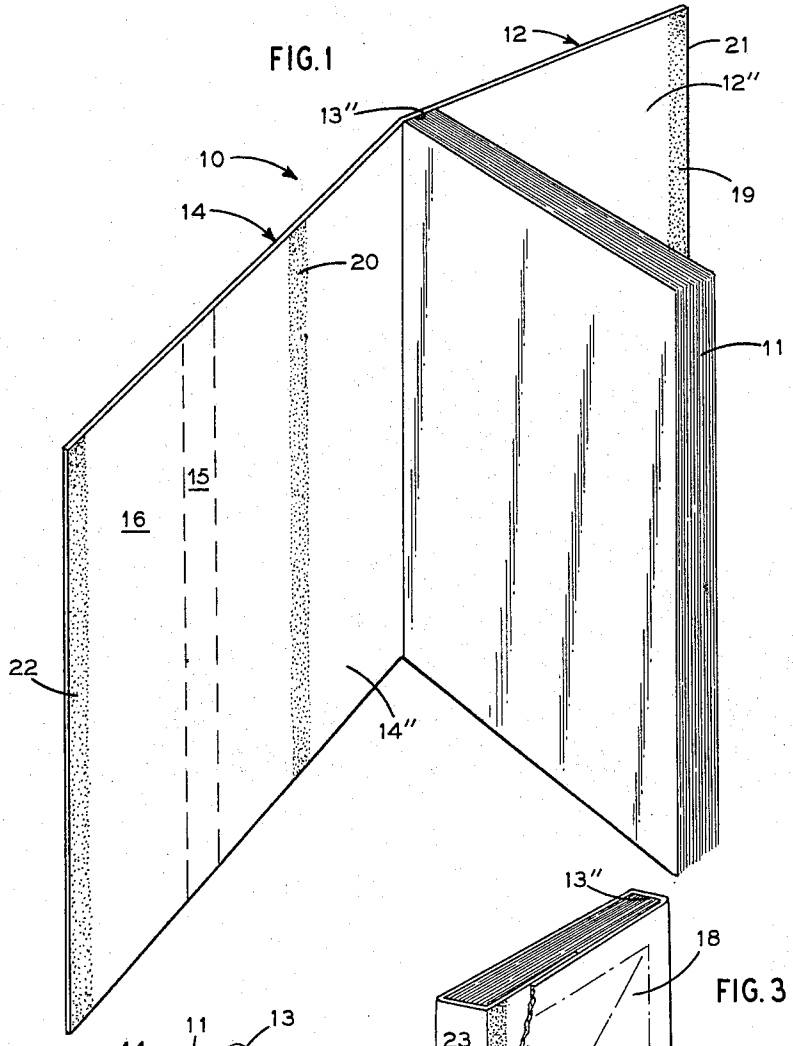


FIG. 2

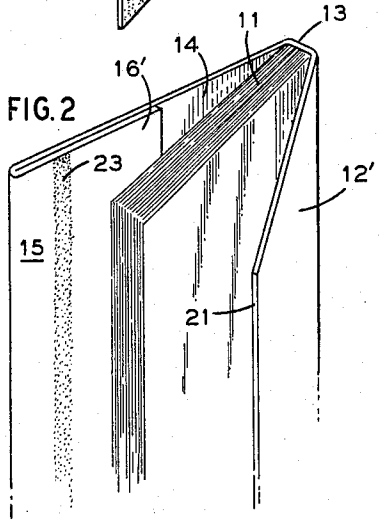
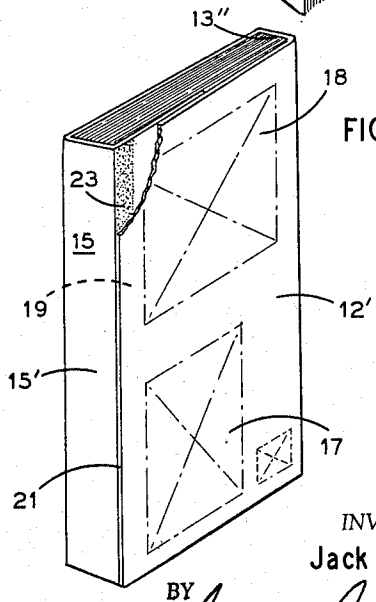


FIG. 3



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FIG. 4

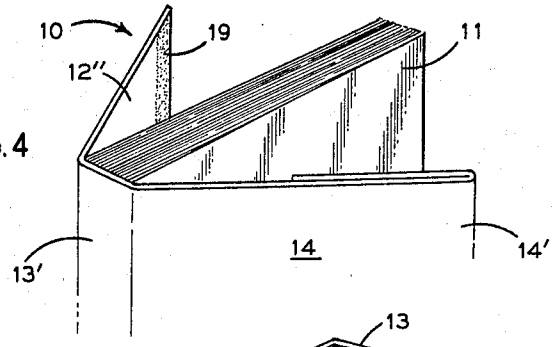


FIG. 5

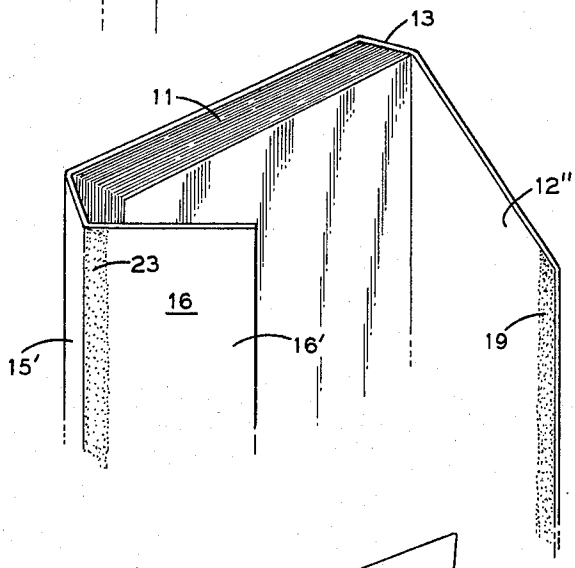
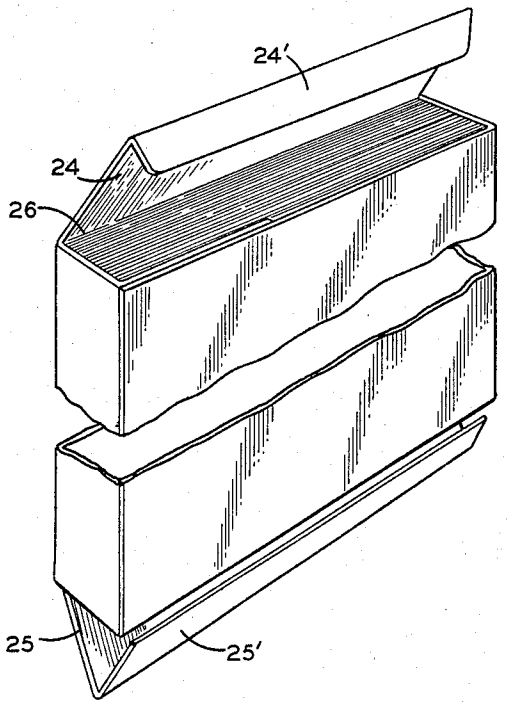


FIG. 6



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FIG. 7

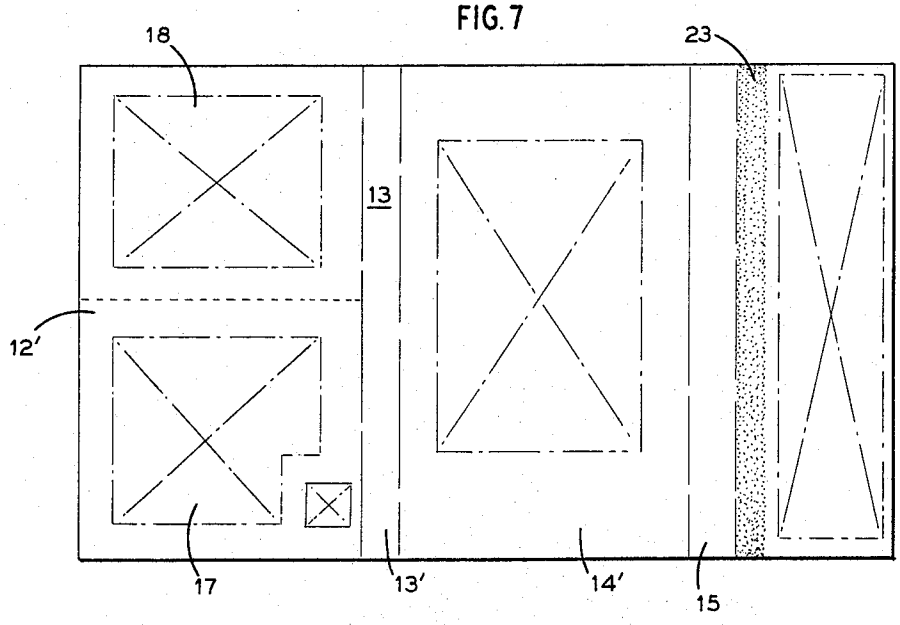
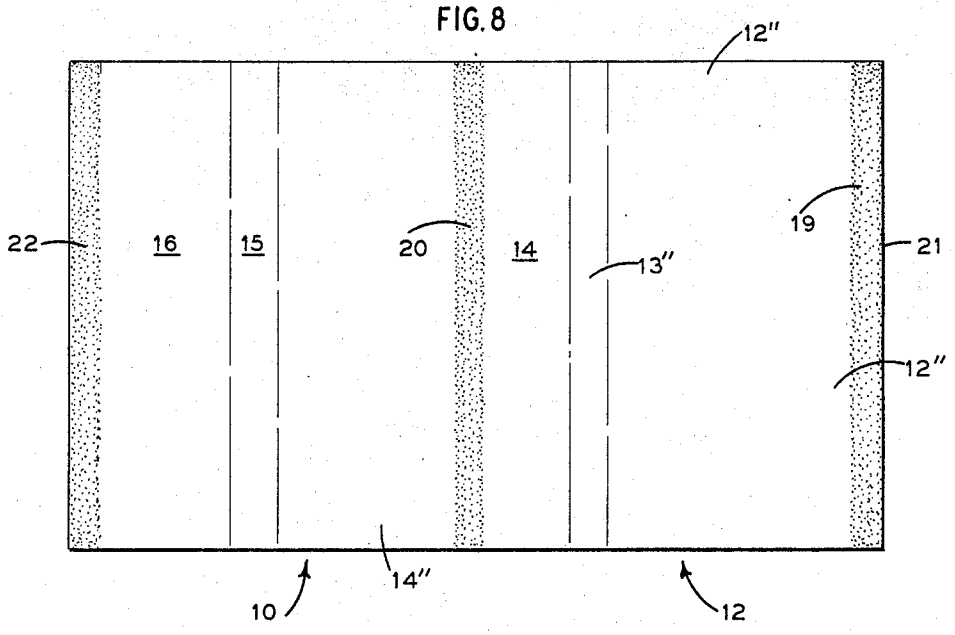


FIG. 8



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BOOK AND GREETING CARD COMBINATION

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Filed Mar. 7, 1966, Ser. No. 532,410
2 Claims. (Cl. 206—46)

This invention relates to a combination book and greeting card.

Heretofore, books and greeting cards have been mailed separately to a receiver and such books and greeting cards have been separately wrapped or placed in enevelopes which are made specifically of a size to house the greeting card. This requires delay, time and expense on the part of the sender.

This invention eliminates the necessity of wrapping the "book card" in wrapping paper or placing it in a separate envelope for mailing and provides for mailing and covers for the book so that the book is intact and in readable condition almost immediately upon receipt.

Broadly, it is an object of the invention to provide a book, one cover side of which contains a "greeting" or picture of the card type sold in greeting card shops for many occasions, such as get-well cards, birthdays, anniversaries and the like, and the opposite cover side has provision for the name and address of the person to whom the book is to be sent, postage stamp on one portion and the sender's message or letter on the other portion.

More specifically, it is an object of the invention to provide a combination "book-card," the covers of which act as the covers of the book, as a greeting card and for the purpose of mailing without additional wrapping since one portion of the cover has provision for a message or letter from the sender, the name, address of the receiver and the postage.

A further object of the "book-card" is to permit the mailing of same at an inexpensive postal rate and with the least trouble to the sender.

Still a further object of the invention is to provide a simple method for the receiver of the "book-card" to separate the covers of the "book-card" after receipt (tantamount to opening the "package") and to set up the book for normal reading in the usual manner.

Another object of the "book-card" is to provide a means of mailing a combination "book-card" to a receiver so that all a sender need do is to address the "book-card" on the cover, write a message on same, apply postage and drop it in the mails. No wrapping of any kind is necessary.

Still another object is to provide a means of holding the covers of the book together until the "book-card" reaches the receiver.

Another object is to permit "stacking" of the "book-cards" without the danger of such "book-cards" adhering to each other.

The above and other objects and advantages of the invention will fully appear from the following detailed description taken in connection with the accompanying drawings and pointed out in the appended claims.

In the drawing:

FIG. 1 is a perspective view showing a book with cover and protective and information panels of the cover in extended position;

FIG. 2 is a partial perspective view of the book and cover with the protective and information panels of the cover flattened against the inside of the front cover portion;

FIG. 3 is a perspective view of the book and cover showing the same ready for mailing;

FIG. 4 is another partial perspective view of the book and cover in condition for reading with the protective and

information panels of the cover flattened against the inside of the front cover portion;

FIG. 5 is a partial perspective view showing the back cover separated from the information panel or flap portion before the flap portion on instruction panel has been flattened and attached to the front panel portion.

FIG. 6 is a perspective view of a modification of the book and cover shown in the previous figures, said modification having upper and lower extension panels and flaps for protecting the ends of the pages or leaves of the book during mailing period and during use by the receiver, if desired;

FIG. 7 is a plan view of the outside cover and its panels; and

FIG. 8 is a plan view of the inside cover and its panels.

Referring to the drawing, numeral **10** represents a book having leaves **11** and a book cover comprising five panels. The leaves are generally of a lightweight paper and the cover is of a heavier paper stock. Each panel has two sides which will be designated for purposes of description as an inside and outside section. The five panels in sequence are the back panel **12**, spine panel **13**, front panel **14**, instruction panel **15** and information panel **16**.

The outside section **12'** of back panel **12** is generally divided into two portions, one portion **17** being used for the name and address of the person to whom the "book-card" is sent (hereinafter sometimes referred to as the "receiver") and a mailing stamp, the other portion **18** being used for the sender's letter or message. The inside section **12''** has a longitudinal line of a special type of adhesive **19** which is dry to the touch and only sticks or adheres when it comes in contact with a line of the same type of adhesive. While referred to as a "line" of adhesive, such "line" may be a series of dots or dashes and may be of a width sufficient to effectively hold the back panel **12** to another "line" of the same type of adhesive until it is manually pried or peeled apart when desired for the purposes hereinafter described. The lines of adhesive hereinafter referred to are of the same type as described for adhesive line **19**.

The outside section **13'** of spine panel **13** is used for the name or title of the book which may be printed longitudinally or laterally depending upon the length of the title, the size and logo of the type used and the desire of the publisher. The leaves or pages **11** of the book are adhered to the inside section **13''** of the spine panel **13** as is well known in the book art and may be of any desired number. For illustrative purposes, the leaves have been shown in a greater number than may generally be used.

The outside section **14'** of front panel **14** is used for the "greeting" which may take the form of a picture, such as a humorous drawing, reproduction of a painting, etc., with or without words, which may be in the nature of a "get-well" message, humorous saying or a poem and the like. The inside section **14''** has a longitudinal line of adhesive **20** the purpose of which will be hereinafter described. This line of adhesive is so positioned that it will coincide with the line of adhesive **22** as will be hereinafter described.

The outside section **15'** of instruction panel **15** is preferably used for explaining the method of using the covers of the "book-card." The receiver would generally look at narrow panel **15**, since it is the panel opposite the "title" or spine panel **13** and adjacent the edge **21** of back panel **12** before attempting to open the "package" or "book-card." This panel, therefore, is considered to be the best position for the instructions.

The outside section **16'** of information panel **16** is preferably used for giving a short statement about the author, and/or a short statement about the plot of the book, or what is known in the book business as the "sales pitch"

to aid in selling the book. The outside section **16'** has a longitudinal line of adhesive **23** at its outer connected edge and an inside longitudinal line of adhesive **22** along its free inner edge.

When the purchaser or sender buys the "book-card," the adhesive line **19** is adhered to adhesive line **23** so that the package is complete and ready for mailing. The purchaser or sender of the "book-card" merely addresses and stamps the "book-card" and writes the message on the outside section **12'** of back panel **12** and drops the "book-card" in the mail. Because the message or letter is exposed, it is sent like a postcard and receives the benefit of an inexpensive mailing rate.

When the receiver or person to whom the "book-card" is addressed receives the "book-card," he or she reads the message or letter like reading a post-card. The instruction panel **15** will inform the receiver to separate the back panel **12** from information panel **16** by peeling the edge **21** from the panel **16**. By so doing, the line of adhesive **19** will separate from the line of adhesive **23**. Then the receiver lifts the pages or leaves **11** and flattens instruction panel **15** and information panel **16** against the inside section **14''** of front panel **14** so that the line of adhesive **22** coincides with the line of adhesive **20** and such adhesive lines are pressed together. Thus, the instruction panel **15** and information panel **16** are retained flat against the front panel cover **14** as part of the book cover for future reference. The leaves or pages **11** act as a separator so that the lines of adhesive **19** and **23** do not come in contact with one another. Thus the back panel **12** cannot stick to information panel **16** and the book may be read in the normal manner as any hard cover or paper back book. Since the adhesive is of the "dry" type as heretofore described, the lines of adhesive **19** and **23** will not interfere with the normal use of the book when being read.

The modification shown in FIG. 8 is of the same construction as the one shown in the figures above mentioned and is used in the same manner except that front panel **14** has a top and bottom extension panel **24, 25** each with an end flap **24', 25'** respectively, for covering the top and bottom edges of the leaves of the book. The end flaps **24', 25'** are angularly cut so that they can be inserted between the back panel and the leaves of the book. Of course, top and bottom panels **24, 25** may be made as extensions of the back panel or the panel **24** may be made as an extension of the back panel and the panel **25** as an extension of the front panel, of vice versa. By using such extension panels, the book is completely covered during mailing. When the "book-card" is received, the top and bottom extension panels **24, 25** with their end flaps **24', 25'** may be removed by tearing them along the perforated line **26** and the book may be read in the normal manner. If the reader desires to retain the extension panels and flaps to protect the ends of the leaves or pages during the period that the book is being read, he may do so.

It will be noted that this combination book and greeting card has the two-fold purpose of bringing a "greeting" to the receiver as well as the pleasure derived from reading the book after receipt of same. The "book-card," such as heretofore described, is especially well received by a person in a hospital during convalescence.

It is obvious that various changes and modifications may be made in the details of construction without departing from the general spirit of the invention.

I claim:

1. A book having a plurality of leaves and a cover for same used as a mailing envelope,

(a) said cover comprising a sheet divided into five connected panels,

(b) two of said panels being wide and of approximately the same size and acting as the front and back cover portions of said book,

(c) said back cover portion having a free edge,

(d) two of said panels being narrow and of approximately the same size and acting as the spine and protective portions of the back and front edges, respectively, of the leaves of said book,

(e) the fifth panel being a flap portion,

(f) a line of separable adhesive along the free edge of the inside of said back cover portion,

(g) a line of separable adhesive along the connected edge of the outside of said flap portion,

(h) whereby when said lines of separable adhesive are pressed and adhered together said cover forms a sealed envelope for mailing said book,

(i) a line of adhesive along the inside free edge of said flap portion,

(j) a line of adhesive on the inside of said front cover portion spaced from its edges to coincide with said line of adhesive on the inside of the free edge of said flap portion when said protective and flap portions are flattened against the inside of said front cover portion for putting said book in condition for reading,

(k) said leaves acting as a separator between said back cover portion and said protective and flap portions.

2. The book as claimed in claim **1** with the addition of opposed panels extending from the end of said front or back panels to cover the narrow edges of said leaves of the book, each of said extension panels having an end flap, said end flap having a free edge for insertion between said front and back panels and said leaves, and a perforated line at the juncture of said extension panels and said front or back panels whereby said extension panels may be readily removed from said front and back panels.

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LOUIS G. MANCENE, *Primary Examiner.*