

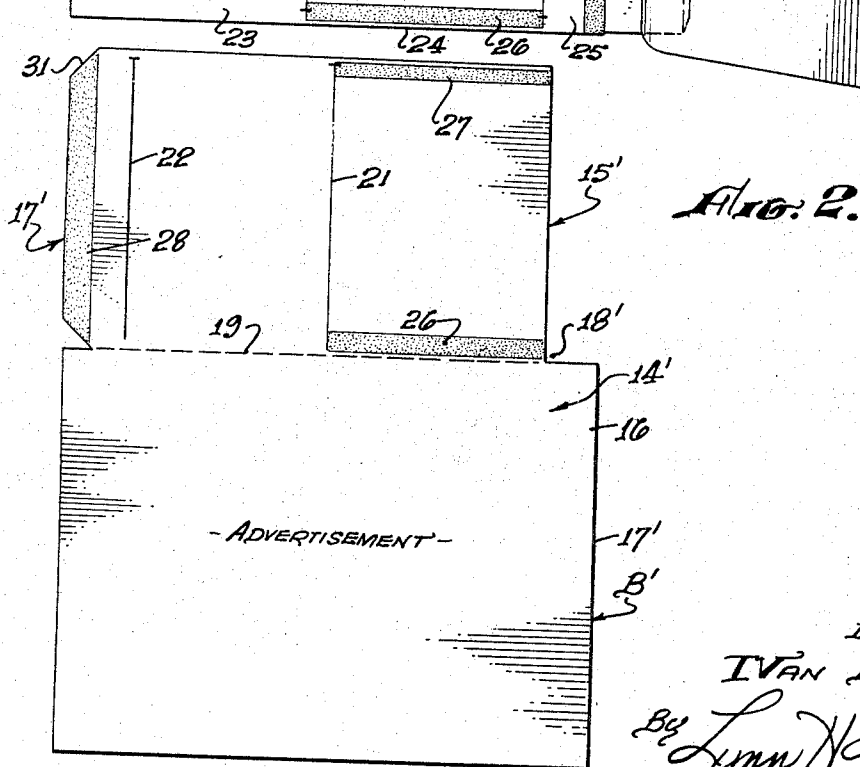
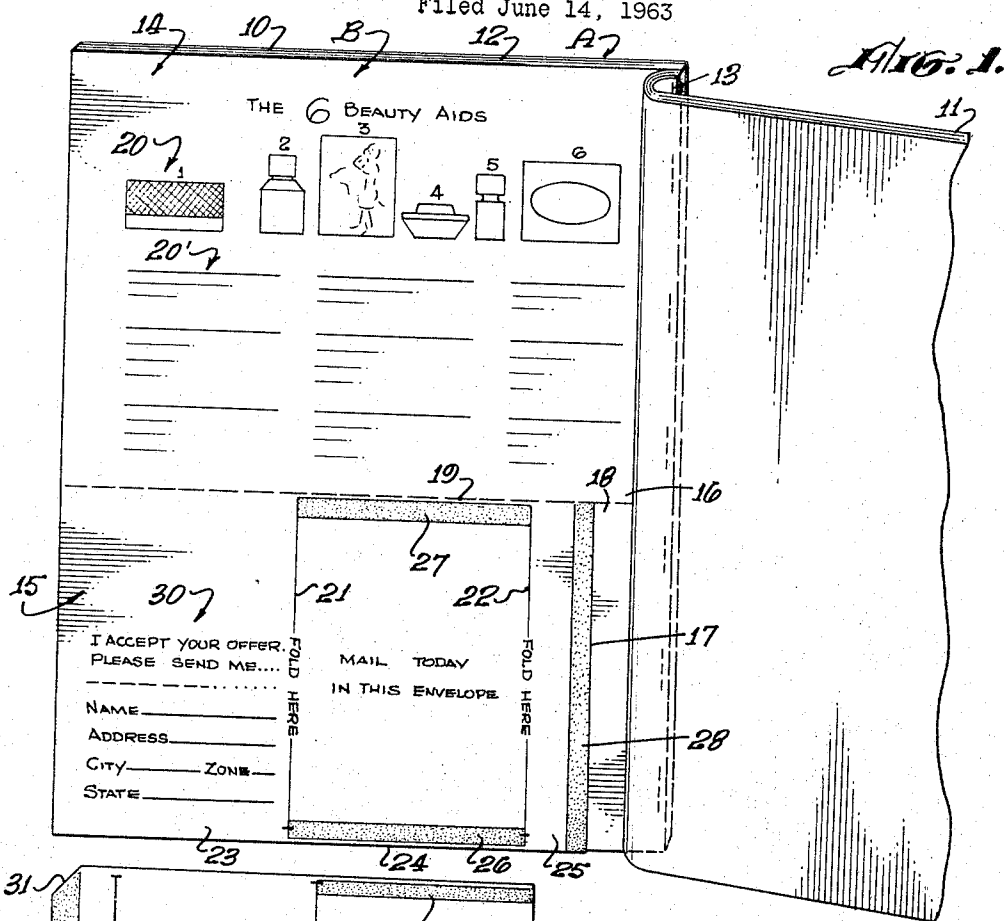
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I. BEHAL

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COMBINED MAGAZINE AND MAILING ENVELOPE

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INVENTOR
IVAN BEHAL,
By *Lynn H. Latta*
ATTORNEY

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COMBINED MAGAZINE AND MAILING ENVELOPE

Ivan Behal, 22954 Ardwick St.,
Woodland Hills, Calif. 91364

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8 Claims. (Cl. 229-68)

This invention relates to advertising devices and has as its general object to provide a product advertisement and a return envelope embodied in a periodical magazine, pamphlet or similar publication.

The invention embraces the following objects:

(1) To provide a combination advertising piece and a return envelope embodied in a single full page of a magazine or periodical publication.

(2) To provide a combined advertising piece and unformed envelope which will not violate the postal laws concerning the dissemination of formed envelopes in publications through the mails.

(3) To provide a combined advertising piece and return envelope which will provide maximum convenience for a customer in responding to the advertisement.

(4) To provide a combined advertisement and return envelope associated together in a manner to provide maximum sales appeal.

Other objects and advantages will become apparent in the ensuing specification and appended drawing in which:

FIG. 1 is a perspective view of a magazine embodying my improved combination advertisement and return envelope as a full page insert leaf therein; and

FIG. 2 is a plan view of an insert leaf embodying a modified form of the invention.

Referring now to the drawing in detail, I have shown in FIG. 1 thereof; as an example of one form in which the invention may be embodied, a combination magazine and advertising insert comprising a magazine A and an insert leaf bound therein, said insert leaf being indicated generally by the reference character B.

The magazine A may be of conventional form, embodying front and back covers 10 and 11 and a series of pages 12 bound between the covers 10 and 11 by a back binding 13.

The insert leaf B comprises an advertisement section 14 constituting more than half the area thereof, and an envelope section 15 comprising the remaining area thereof. One side of advertisement section 14 is extended beyond the adjacent end of envelope section 15 to provide a flap 16 which is bound into the magazine binding 13. Flap 16 extends the full height of advertisement section 14, and its end margin is registered with the side margins of the adjoining pages 12. The end margin 17 of envelope section 15, extending below the flap 16, constitutes a vertical margin of a rectangular cut-out space 18 of sufficient width so that the end margin 17 is free of any interference with the bound portions of the overhanging pages 12.

Envelope section 15 is joined to advertisement section 14 by an integral weakened perforated web 19 provided for by a transverse line of perforated slits in the sheet of paper comprising the body of the insert B. This provides for ready detachment of the envelope section 15 from the advertisement section 14 which is facilitated by the spacing of the end edge 17 free of any interference from the bound back portion of the magazine.

The advertisement section 14 may be imprinted with any desired advertising material, such as a series of advertising illustrations 20 and appropriate columns of advertising printing 20'. The envelope section 15 is provided with printed or embossed fold lines 21, 22 dividing the section 15 into front and back envelope panels 23 and 24

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and a flap portion 25. Along the horizontal margins of at least one of the panels 23, 24 are parallel strips of adhesive 26, 27 which are adapted to be moistened to render them adhesive, and to then be adhered to corresponding margins of the other panel to provide a closed envelope body. Along the longitudinal margin of flap portion 25 is a strip of similar adhesive 28 which can be used to seal the envelope after the flap 25 has been folded along line 22.

On one of the panels 23, 24 there is provided an order blank 30 which may be filled in by the reader of the magazine, signed and returned to the advertiser by detaching the envelope section 15, folding it and adhesively closing it into the form of an envelope and then mailing it.

More than half the area of the insert leaf B is embodied in the advertisement section 14, thereby providing maximum area for the advertisement, maximum length in the flap 16 so that the mounting of the insert B in the magazine may be secure, and providing for conformity with the postal laws.

The envelope section 15 in turn is securely mounted by the integral attachment to the bound-in advertisement section 14 along its full length of its major dimension on one side thereof. At the same time, it can be readily detached by folding it along the perforated line 18 and then pulling it away from the advertisement section 14. Since it is not a preformed envelope, it fits smoothly between the pages 12 of the magazine as a portion of a complete leaf B and does not violate the postal laws which prohibit preformed envelopes bound into a magazine except where the envelope is to be used for payment of a subscription to the magazine. Also, being less than half the area of the insert leaf B, the envelope section 15 does not violate the rule which prohibits an envelope blank greater than half the area of the magazine page.

FIG. 2 shows an insert leaf B' embodying a modified form of the invention. As illustrated in FIG. 2, the advertisement section 14' can be disposed in the bottom area of the leaf B', the envelope section 15' can be correspondingly disposed as the top portion of the leaf B', and the flap portion 17' can be disposed along the free edge of the magazine instead of along the bound edge. Furthermore, the ends of flap section 17' may have diagonally cut corners 31 and 32, the latter provided as a triangular cut-out in the outer margin of the leaf B'. Correspondingly, the flap 16' extends from the lower end of the leaf B' to the perforated connecting web 19, and the cut-out 18' is at the upper corner of the leaf B' instead of the lower corner.

Maximum ease of detachment of section 15, 15' is provided for by the cut-out 18 which provides for both end edges of the envelope blank being free (the edge 17 and the opposite edge). Thus, it is necessary only to grasp one end of the envelope section and to detach it along the side margin which is joined by the weakened web 19 to the advertisement section 14.

I claim:

1. In combination: a magazine comprising a plurality of pages and a back binding joining the vertical margins thereof at one side thereof; and an insert leaf comprising a rectangular advertisement section and an envelope blank section, one above the other, and a linear horizontal web of weakened material integrally joining said advertisement and envelope blank sections together and defining an upper margin for one of said sections and a lower margin for the other section, said insert leaf being unfolded and of single sheet thickness throughout its area and having a corner cut-out extending along its vertical margin throughout the height of said envelope blank section whereby to provide an outwardly offset free end margin of said envelope blank section disposed in adjacent paral-

lel spaced relation to said back binding and free of attachment thereto, said advertisement section having an end portion projecting beyond said spaced end margin of said envelope section to provide a flap which is co-extensive with said advertisement section and bound into said back binding of the magazine so as to securely support both said advertisement section and said envelope section in said magazine with said insert leaf disposed as one of the leaves of said magazine and having an area corresponding to the area of the magazine pages with the exception of said cut-out.

2. The combination defined in claim 1, wherein said envelope section has vertical fold lines extending at right angles to said weakened horizontal web and substantially joining the same, said fold lines defining a pair of body panels and an end flap all extending vertically from said horizontal joining web, said end flap and one of said body panels being disposed at respective sides of said envelope blank section and each having a free vertical margin, whereby said envelope section can be detached from said advertisement section simply by separating said upper and lower margins by severance of said weakened horizontal web, said insert leaf further including strips of adhesive extending horizontally along the upper and lower margins of the body panel that is disposed between said end flap and the other body panel, and a vertical line of adhesive extending along said flap and joining said horizontal lines of adhesive.

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) 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.

4. 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.

5. A novelty page complying with postal department regulations for second class mailing privileges for insertion in a magazine, said novelty page 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 as an envelope when formed by a user,
- (d) said mailer portion including front and back panels having aligned edge portions and foldable along a substantially 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.

6. A novelty page complying with postal department regulations for second class mailing privileges for insertion in a magazine, said novelty page 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 as an envelope 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 substantially 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.

7. A novelty page complying with postal department regulations for second class mailing privileges for insertion in a magazine, said novelty page comprising: a generally rectangular sheet having front and back faces adjacent to pages of the magazine; a flap extending along one vertical margin of said sheet and securing the same to said magazine; a horizontal line of detachment on said sheet and dividing the same into a permanently secured advertising copy portion and a returnable single-use mailer portion which is detachable along said line of detachment for subsequent use as a message container when formed by a user; said mailer portion occupying approximately one half but not more than one half the area of said novelty page; said mailer portion including front and back panels having aligned edge portions and foldable along a substantially medial line of fold in overlying relationship, after the mailer portion has been detached from the said sheet by the user, and strips of adhesive disposed along 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.

8. A novelty page complying with postal department regulations for second class mailing privileges for insertion in a magazine, said novelty page comprising: a generally rectangular sheet having front and back faces adjacent to pages of the magazine; a flap extending along

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one vertical margin of said sheet and securing the same to said magazine; a horizontal line of detachment on said sheet and dividing the same into a permanently secured advertising copy portion and a returnable single-use mailer portion which is detachable along said line of detachment for subsequent use as a message container when formed by a user; said mailer portion occupying approximately one half but not more than one half the area of said novelty page; said mailer portion including front and back panels having aligned edge portions and foldable along a substantially medial line of fold in overlying relationship, after the mailer portion has been detached from the said sheet by the user, and strips of adhesive disposed along 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; said flap constituting a vertical marginal portion of said permanently secured advertising copy portion and coextensive therewith, and

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said novelty page having a corner cut-out vertically coextensive with said mailer portion, aligned with said flap and extending therefrom to the opposite horizontal margin of the sheet, whereby said mailer portion is provided with an outwardly offset vertical margin spaced from the binding of said magazine and free of attachment thereto to facilitate the detachment of said mailer portion from said permanently secured copy portion.

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DAVID M. BOCKENEK, *Primary Examiner.*

LAWRENCE CHARLES, FRANKLIN T. GARRETT,
Examiners.