# United States Patent [19]

**Volkert**

[11] **3,718,277**

[45] **Feb. 27, 1973**


[54] **PRINTED FOLDER INCLUDING MAILABLE ARTICLE**


[76] Inventor: **John K. Volkert,** 545 Thornwood Lane, Northfield, Ill. 60093



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[52] **U.S. Cl.** .....**229/73,** 229/92.1, 229/92.3, 229/92.8, 282/25, 283/56

[51] **Int. Cl.** .....**B65d 27/06**

[58] **Field of Search**.....229/73, 92.1, 92.3; 281/3 R; 282/25; 283/1 B, 56



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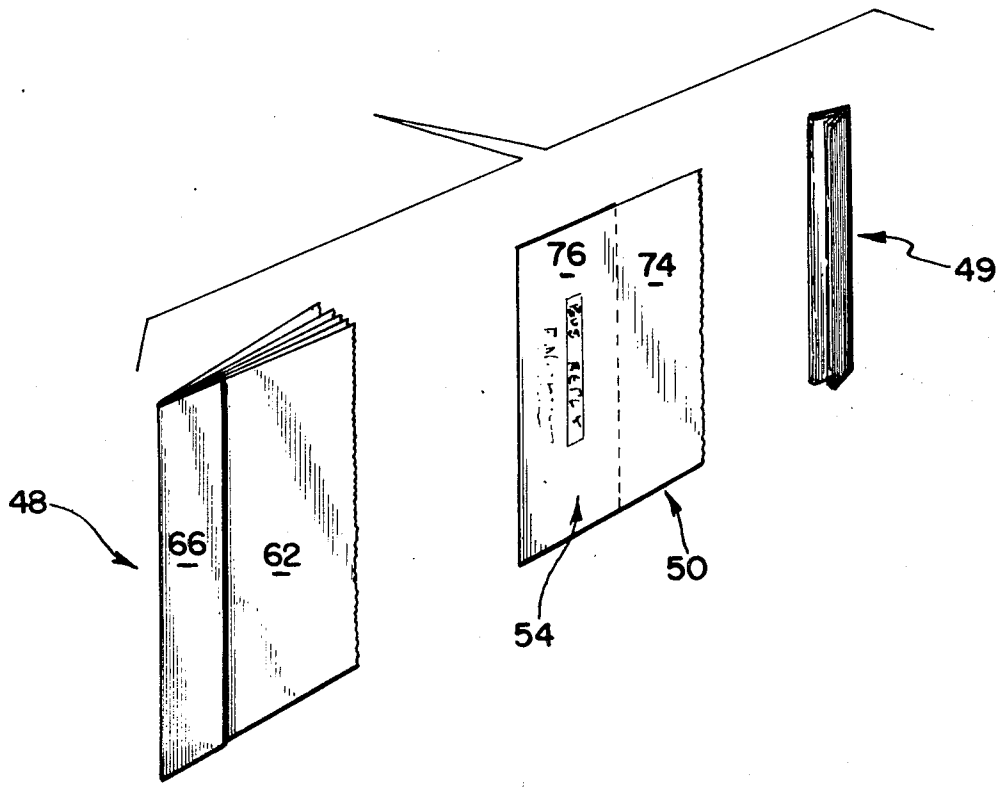
*Primary Examiner*—Joseph R. Leclair
*Assistant Examiner*—Stephen P. Garbe
*Attorney*—Fitch, Even, Tabin & Luedeka



[57] **ABSTRACT**

A folder for distributing printed material and a return envelope to a recipient is provided, the folder being formed in such a way that the return envelope becomes readily available when a portion of the folder, as formed, is removed, as by tearing or cutting.


**11 Claims, 27 Drawing Figures**



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SHEET 1 OF 4

FIG.1

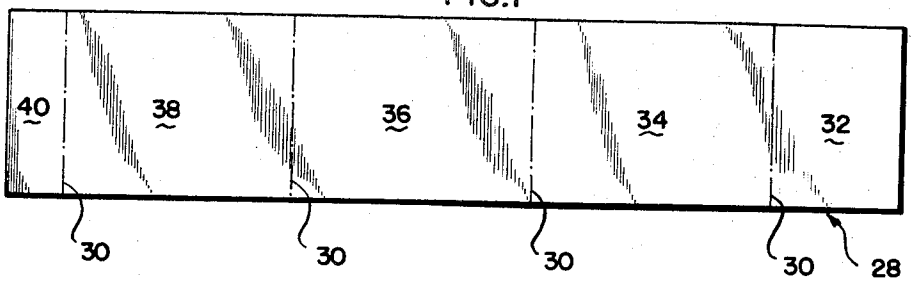



FIG.2

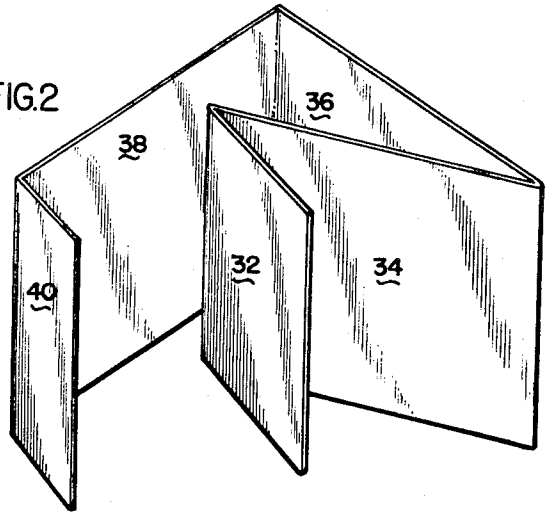
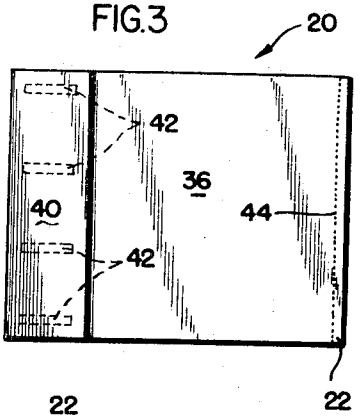



FIG.3



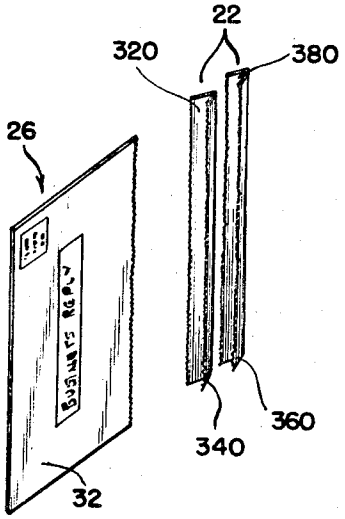
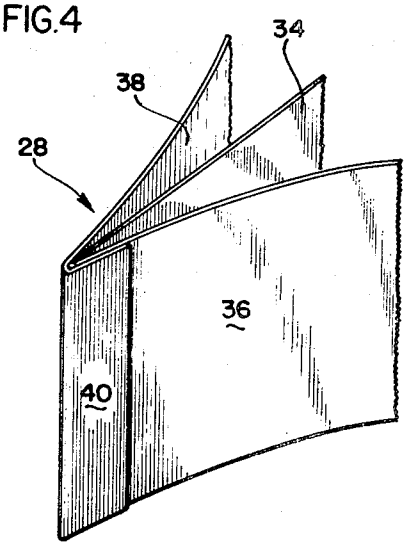




FIG.4




INVENTOR
JOHN K. VOLKERT

Fitch, Even, Tabin, & Luedeka
ATTYS.

FIG.5

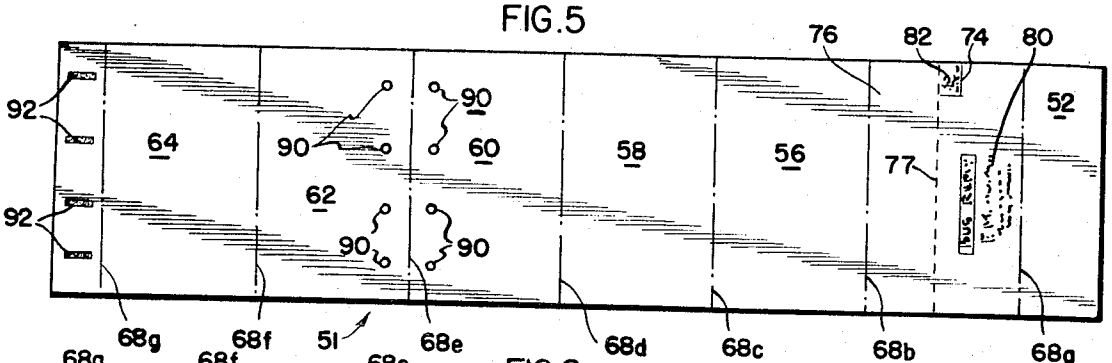



FIG.6

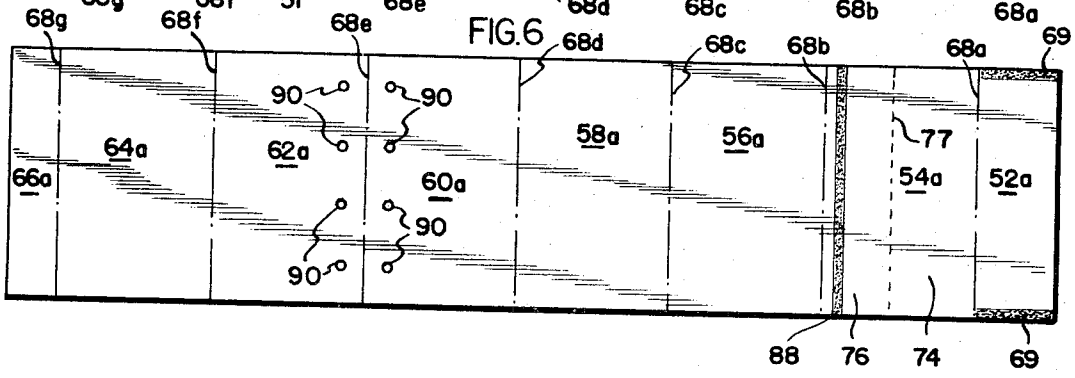



FIG.7

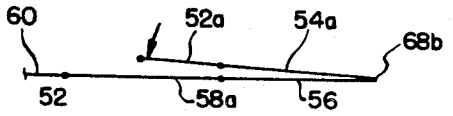
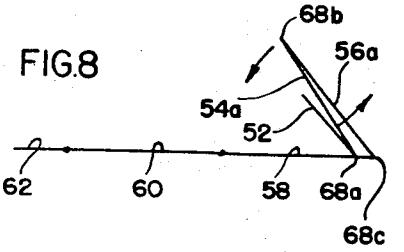



FIG.8



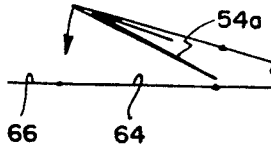




FIG.9

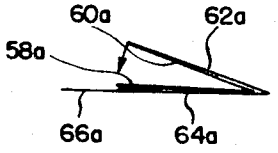



FIG.10

FIG.11

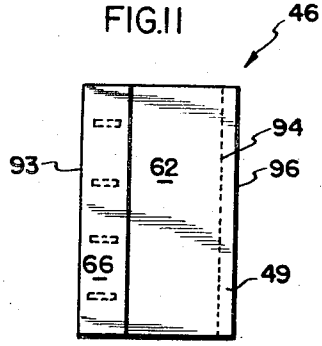
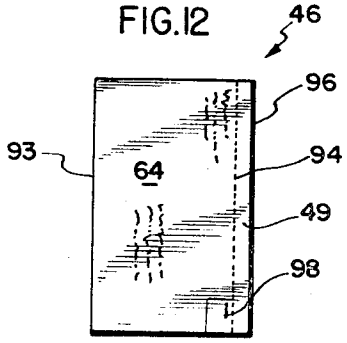



FIG.12




INVENTOR
JOHN K. VOLKERT

Fitch, Even, Tabin & Luedeka
ATTYS.

FIG.13

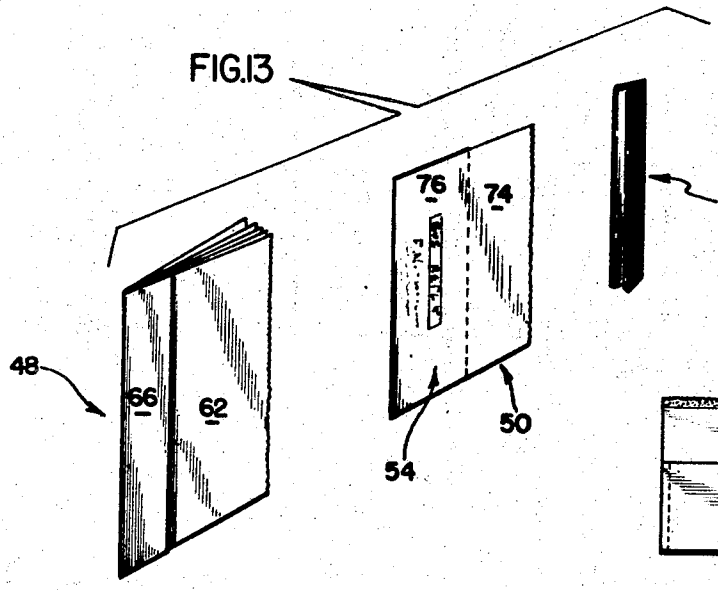



FIG.14

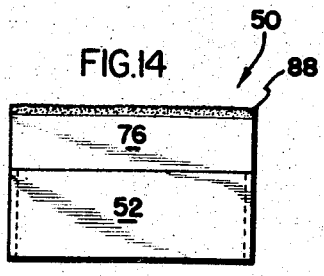



FIG.15

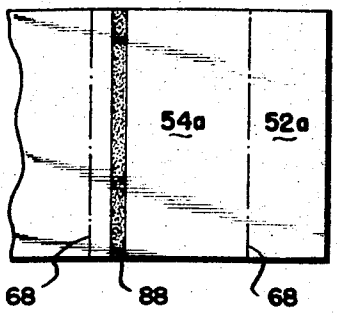



FIG.16

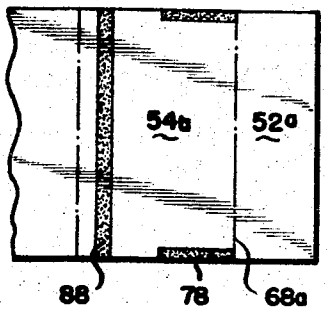



FIG.17

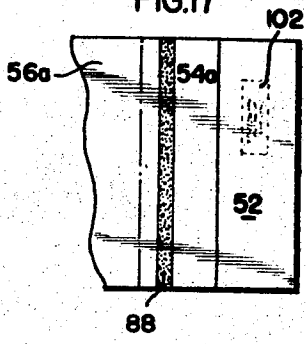
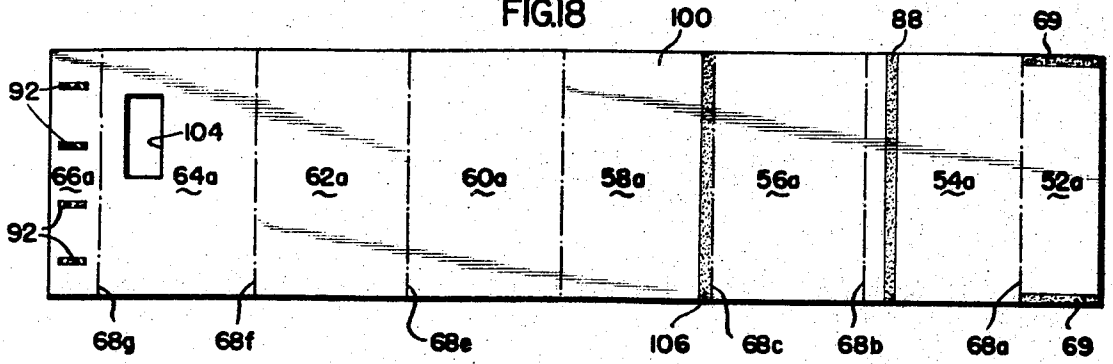



FIG.18




INVENTOR
JOHN K. VOLKERT

Fitch, Even, Tabin, & Luedeka
ATTYS.

FIG.19

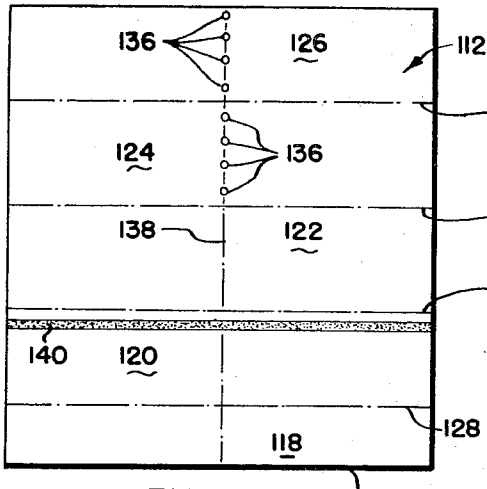



FIG.20

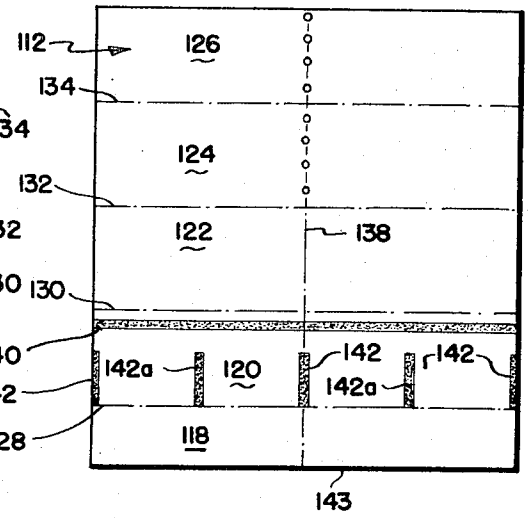



FIG.21

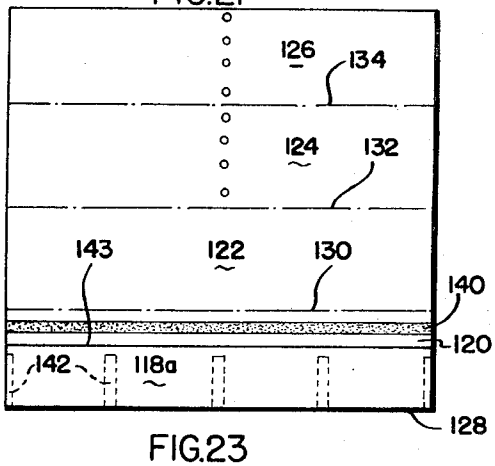



FIG.22

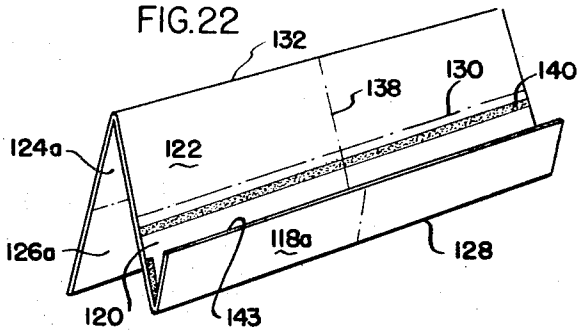



FIG.23

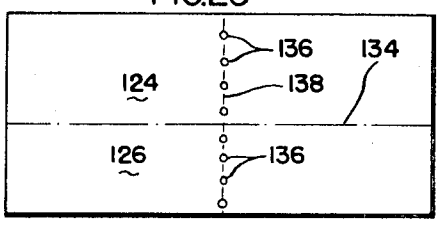



FIG.24

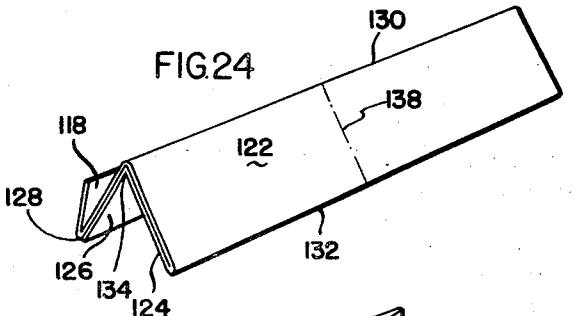



FIG.25

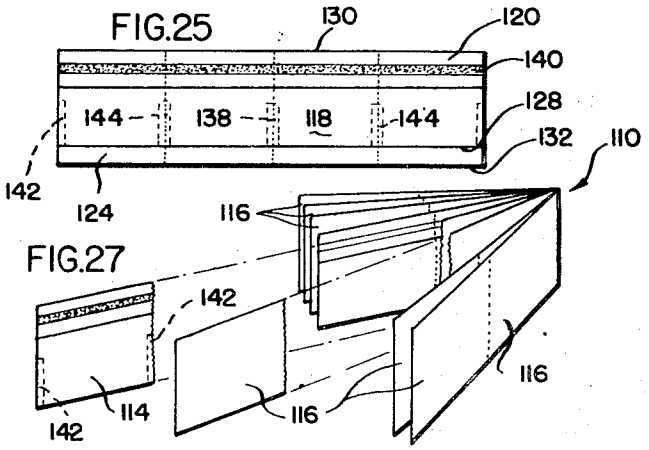



FIG.26

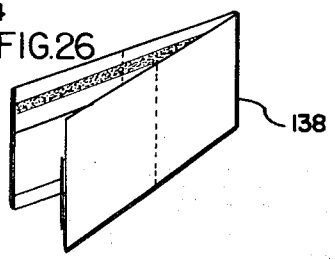



FIG.27




INVENTOR
JOHN K. VOLKERT

Fitch, Even, Tabin & Luedeka
ATTYS.

# PRINTED FOLDER INCLUDING MAILABLE ARTICLE

The present invention relates to a printed article adapted to be sent through the mail or otherwise distributed. More particularly, the invention relates to such articles which include a multi-page booklet and a postal card or envelope for use by the recipient.

When advertising a product or a service with printed material mailed or otherwise distributed in large volume to potential customers, it is highly desirable to provide the customers at the same time with means such as a return postal card or envelope which will enable them to respond to the advertisement by placing an order, requesting further information, etc. A conventional way of accomplishing this is to distribute the advertising material plus a self-addressed postal card or envelope together in an outer envelope. However, this approach makes it necessary to print the material separately and insert them in the envelopes, resulting in a relatively costly operation.

One object of the present invention is to provide an improved printed folder formed from a single sheet of pre-printed paper stock folded upon itself, which folder, when opened in the manner intended, provides a printed multi-page brochure or booklet and an envelope which becomes automatically detached from the booklet in the process of opening the folder.

A related object of the invention is to provide a novel method of forming such a folder.

Another object of the invention is to provide an improved printed booklet and method of forming same from a single sheet of pre-printed paper stock folded upon itself to provide a plurality of return envelopes within the booklet.

Other objects and advantages of the invention will become apparent with reference to the following description and the accompanying drawings.

In the drawings:

FIG. 1 is a plan view of a blank or sheet of paper stock adapted to be formed into a folder suitable for carrying advertising or other printed information;

FIG. 2 is an enlarged perspective view showing the blank of FIG. 1 partially formed into a folder;

FIG. 3 is an enlarged elevational view of the blank of FIG. 1 fully formed into a folder;

FIG. 4 is an exploded perspective view of the folder of FIG. 3 showing the separate elements provided when it is opened by a recipient in the manner intended;

FIG. 5 is a plan view of one side of a blank adapted to be formed into a folder suitable for carrying advertising and other printed information, said folder being different in form and substance, however, from that shown in FIG. 3;

FIG. 6 is a plan view of the reverse side of the blank of FIG. 5;

FIGS. 7 through 10 show the blank of FIGS. 5 and 6 as it appears in various stages of its formation into a folder;

FIG. 11 is an elevational view of one side of a folder formed from the blank shown in FIGS. 5 and 6;

FIG. 12 is an elevational view of the reverse side of the folder of FIG. 11;

FIG. 13 is an exploded perspective view of the folder of FIGS. 11 and 12 showing the separate elements provided when it is opened by the recipient in the manner intended;



FIG. 14 is an elevational view of one element of the folder as shown in FIG. 13;

FIGS. 15 through 18 show various steps which form part of the method of forming the folder of FIGS. 11 and 12.

FIGS. 19 through 26 illustrate certain steps in a method for forming a booklet, such method and booklet including various features of the present invention; and

FIG. 27 shows a booklet formed by the method shown in FIGS. 19 through 26.

Referring now to FIGS. 3 and 4, there is illustrated a folder 20 which, as fully formed for distribution to a recipient, is sealed and is opened by removing or tearing therefrom an edge portion or strip 22 to provide a three-sheet, six-page booklet 24 and a pre-addressed postal card 26 (FIG. 4). The folder 20 is so formed that in the process of removing or severing the edge strip 22, the card 26 becomes detached, leaving the booklet with its three sheets (six pages) interconnected or attached to each other.

The folder 20 is formed from an elongated blank 28 (FIG. 1) preferably of card stock such as 70 lb. high bulk stock. When folded along transverse lines 30, it provides an interconnected series of panels 32, 34, 36, 38 and 40, the panels 32 and 40 being at opposite ends of the blank and the panels 34, 36 and 38 being interior panels located intermediate the end panels. The end panel 32 ultimately defines the postal card 26 and, as illustrated, is of a lesser length as measured longitudinally of the blank than the interior panels 34, 36 and 38, which are of approximately equal size. The panel 40 is of relatively short length and constitutes, in effect, a flap which is adhesively secured to an intermediate panel to maintain the blank in its fully folded condition, as will become apparent shortly. It is contemplated that the blank be pre-printed prior to folding and that therefore the panel 32 be pre-addressed and bear a postage paid or permit imprint to render it acceptable by the post office without additional postage, and that the panels 34, 36, 38 and 40 carry a printed message such as an advertisement. line of

In folding the blank 28 to provide the folder 20 (FIG. 2), the panel 32 is folded so as to overlie one face of the panel 34 and the panel 36 is folded so as to overlie the opposite or reverse face of the panel 34. The panel 38 is folded so as to overlie the panel 32 and that portion of the panel 34 not covered by the panel 32. The panel or flap 40 is folded so as to overlie an edge area of the panel 36. The blank is maintained in the folded condition solely by means of four glue spots 42 (FIG. 3) which secure the flap 40 to the panel 36. After the blank is fully folded and the flap 40 glued to the panel 36, a line of perforations 44 is proved adjacent that edge of the folder opposite the flap 40. The line of perforations defines one edge of the tear strip 22, the opposite edge being defined by the outer edge of the folder which includes the portions of the panels 32 and 34, and 36 and 38, containing their common fold lines. The perforations 44 extend through the panels 32, 34, 36 and 38. Thus, the tear strip 22 constitutes an edge portion of each of these panels, and these portions are designated by the numerals 320, 340, 360, and 380 in FIG. 4.

It should be noted that the flap 40 is attached to the panel 38, and that the panel 34 is attached to the panel

36, along the common fold lines 30 of adjacent panels. The panel 36 is glued to the flap 40 and, hence, interconnects the panel 34, 36, 38 and the flap 40. Thus, although removal of the tear strip removes that portion of the panels 36 and 38 defining the fold line 30 common to those panels, and removes that portion of the panels 32 and 34 defining the fold line 30 common to those panels, the panels still remain attached along one common edge to provide the booklet 24 having six pages of printed message. However, removal of the tear strip detaches the panel 32 from the panel 34. The panel 32, which is printed to render it usable as a pre-addressed postal reply card, is therefore freed for immediate use.

It will be appreciated, therefore, that the blank 28 is formed into a folder 20 which is sealed in folded form for distribution to a recipient such as a potential customer. When it is opened in the manner intended, namely, by removal of the tear strip 22, three elements are separated from one another, namely, a six-page booklet, a postal card, and the tear strip which is to be discarded.

There is depicted in FIGS. 5 through 18 a folder 46 constituting one embodiment of the present invention, and steps in a method for forming such folder, the folder being separable into a multi-page booklet 48 and a return envelope 50 when a tear strip 49 along one edge of the folder is separated therefrom.

The folder is formed from a single sheet or blank 51. Thus, all of the printing is performed on that single sheet. The folder automatically provides a multi-page booklet when opened without the necessity of cutting and binding separate pages, and automatically provides an envelope when opened, thereby eliminating the necessity of inserting a separate booklet and return envelope into a separate carrier envelope for distribution. The return envelope "falls free" upon opening the folder, rendering its use convenient for the recipient and attracting the attention of the recipient to its presence. The manner of opening the folder is itself appealing to the recipient and the novelty of this feature tends to increase the likelihood that the folder will receive at least some attention.

More specifically, there is shown in FIGS. 5 and 6 opposite sides of the blank 51 from which the folder 46 may be formed. It is contemplated that the blank constitute a sheet of paper of other than high bulk card stock and, in a preferred embodiment, is of a weight of stock similar to that from which envelopes are normally formed. Referring to FIG. 5, the blank is ultimately folded along a plurality of transverse fold lines to provide panels 52, 54, 56, 58, 60, 62, 64 and 66. The reverse side of the blank 51 is shown in FIG. 6, where the corresponding panels are designated by the subscript *a* for convenience of reference. The fold lines do not, of course, appear on the blank prior to its folding. The location of these fold lines is indicated in FIGS. 5 and 6 by the numerals 68*a* through 68*g*.

The panel 52 is folded into overlying relation to the panel 54 along the fold line 68*a* during formation of the folder 46 from the blank 51 and is secured thereto by adhesive strips 69 (FIG. 6) to form the pocket of the envelope 50. The panel 54 includes portions 74 and 76 which are separated in the drawings by a dotted line 77 for convenience of description. The portion 74 is that portion which the panel 52 overlies and is secured to and cooperates with the panel 52 to ultimately define the pocket of the envelope 50. That surface of the portion 74 which faces outwardly when the envelope is formed, as seen in FIG. 5, is preferably provided with the name and mailing address 80 of the one who is to receive the reply or response from the recipient of the folder. Generally, this will be the name and address of an advertiser. The portion 74 of the panel 56 is also provided with a pre-paid postal imprint or permit indicia 82.

The portion 76 of the panel 54 provides a flap of the envelope 50 when the folder is opened in the manner intended so that the envelope is detached from the remainder of the folder. The flap is therefore adapted to be folded along line 77 to seal the envelope, and the line 77 may therefore be embossed to facilitate such folding. The portion 76 is preferably provided with a strip 88 of a remoistenable adhesive, i.e., an adhesive of the type normally used in envelopes, which is dry when received by the recipient but which can be subsequently moistened to enable it to adhere to the panel 52. The entire portion 76 of the panel 54 does not become the flap of the envelope since part of this portion 76 is removed as the strip 49 when the folder is opened in the manner intended.

The panels 56, 58, 60, 62 and 64 contain informational material such as advertising and are of like size. The panels 60 and 62 are ultimately separated by a fold line which is located at line 68*e* shown on FIGS. 5 and 6 and, on each of opposite sides of this line, a row of four holes 90 is provided, the holes being positioned so that each hole in panel 60 will register with a hole in panel 62 when the panels are folded along line 68*e*. The function of these holes will be explained shortly.

The panel 66 is preferably narrower than the panels 54 through 64 and constitutes, in effect, a flap which is folded over and secured to the panel 62, as by spots 92 of adhesive when the blank 51 is fully folded. The spots 92 of adhesive are located so as to register with the holes 90 when the flap 66 overlies the panel 62 so that the adhesive will enter these holes and not only bond the flap to the panel 62, but also bond the panels 60 and 58 to the flap 66, as will soon become apparent.

In providing a folder 46, a blank 51 is provided by suitably printing an elongated sheet of paper stock with the desired information or message, including the appropriate address 80 and postal permit imprint 82 for the return envelope 50, and preferably including a prepaid postal permit imprint 98 on the outer surface of panel 64 (FIG. 12). The holes 90 are then provided in the blank and it is fed into a suitable machine capable of applying adhesive to the blank and folding it.

In a preferred method, the blank is fed into the machine with the surface shown in FIG. 5 facing upwardly. The remoistenable adhesive strip 88 is then applied to the underside of the blank, as by passing the blank over a suitable application roller (not shown). A first fold is accomplished in which the panels 52 and 54 are folded into overlying relation to the panels 56 and 58 (FIG. 7) along the fold line 68*b*, thus bringing the panels 52*a* and 54*a* into upwardly facing relation.

The adhesive strips 69 of the envelope pocket are then applied to the panel 52*a*, and the spots 92 of adhesive are applied to the panel or flap 66. The panels 54

and 56 are folded along lines 68*a* and 68*c*, which are in registry at such time, into overlying relation to panel 52*a* and that portion of panel 58 not covered by panel 52 (FIG. 8). This effects the bonding of panel 52 to panel 54 and provides the envelope pocket.

That portion of the blank then to the right of line 68*e* in FIGS. 5 and 6, constituting panel 60 and interfolded panels 52, 54, 56 and 58 (FIG. 8), is then folded along line 68*e* to bring panel 56*a* into overlying face-to-face relation to panel 64, and to bring panel 60 into overlapping face-to-face relation to panel 62 (FIG. 9). At this point, the holes 90 in panels 60 and 62 are in registry. The panels 60 and 62 are then folded along lines 68*d* and 68*f* into overlying relation to panel 58*a*, with panels 60*a* and 58*a* in face-to-face contact (FIG. 10). At this point, the registered holes 90 of panels 60 and 62 overlie portions of panel 58*a* not provided with holes.

The folding operation is completed by folding panel or flap 66 into overlying relation to panel 62*a* (FIG. 11) along line 68*g*. This brings the spots 92 of adhesive into registry with the holes 90 and the adhesive enters these holes to bond together panels 66, 62, 60 and 58. The panel 64 is, of course, attached to panel 66 along fold line 68*g*, the panel 56 is attached to panel 58 along fold line 68*c*. Thus, panels 66, 64, 62, 60, 58 and 56 are attached to each other by adhesive or by fold lines along one edge 93 of the folder 46, and the folder is intact in that it is held by adhesive in the folded condition. The panels 52 and 54 are not attached to the aforementioned panels by adhesive but are merely foldably attached to the panel 56 along line 68*b*.

The folder is then delivered to a suitable mechanism to form a line of perforations 94 along the edge 96 of the folder opposite the edge 93, such perforations extending through each of the panels 62, 60, 58, 54, 56 and 64. Only the panels 52 and 66 are not perforated. This line of perforations defines the tear strip 49. If it is desired to mail the folder, an address is imprinted on or otherwise applied to the panel 64 by a suitable addressing machine.

When the tear strip 49 is removed (FIG. 13), the panel 62 is no longer attached to panel 64 along fold line 68*f;* panel 60 is no longer attached to panel 58 along fold line 68*d;* and panel 56 is no longer attached to panel 54 along fold line 68*b*. Panels 56 through 66 remain attached to one another, however, along the edge 93 of the folder by virtue of the adhesive spots 92, as previously mentioned, and form the booklet 48. The panels 52 and 54, forming the envelope 50, are not attached to the remaining panels and fall free.

Thus, by the simple act of removing the tear strip 49 along the line of perforations 94, the folder 46 is converted to a booklet 48 and an envelope 50.

In an alternate form of folder from that provided by the method described above, the holes 90 are not provided and the adhesive spots 92 do not penetrate through the panels 60 and 62 to the panel 58. Thus, when the folder has been formed, the panels 56 and 58 are not attached to the panels 60, 62, 64 and 66 along the edge 93 of the folder and, when the tear strip 49 is removed, will fall free along with the envelope 50. In such instance, the booklet 48 will have six instead of 10 pages. The panels 56 and 58 can be suitably printed as an order form or application form, in which case it is advantageous for them to become automatically detached for completion and mailing. It may also be desirable for such panels to carry an advertising message and to allow such panels to fall free to attract the recipient's attention.

In an alternate embodiment of the invention shown in FIGS. 15 through 18, a blank 100 is provided in which the panel 52, which forms part of the envelope 50, is provided with a tape 102 (FIG. 17), which bears the name and address of an intended recipient of the folder. The blank 100 is folded in such a manner that, when fully folded, the panel 64 overlies the panel 52 and is provided with a window 104 located so as to be in registry with the tape 102 and visibly expose the tape. Thus, the address of the recipient is carried by the envelope 50, thereby leaving the major portion of the panel 64 available for an advertising message, and assuring that the advertiser will have the name and address of the recipient when the envelope is returned.

In providing a folder from the blank 100, a strip of remoistenable adhesive is applied to the panel 54*a* (FIG. 15) and strips of permanent adhesive 78 are applied to panel 52*a*. Panel 52 is then folded into overlying relation to panel 54*a* to form the pocket of the envelope 50.

The blank 100 is not provided with holes 90, as was the blank 51, to achieve adhesive bonding of the panels 56 through 66 along the edge 93 of the folder. Rather, a strip 106 of adhesive is applied to panel 58*a* adjacent line 68*c*, and the blank is folded along line 68*d* to bring interfolded panels 52 and 54 into overlying relation to panel 64, with the tape 102 in registry with the window 104. In such position, the panel 56 overlies the panel 62, the panel 58 overlies the panel 60, and the panel 56 is bonded to the panel 62. The overlying panels 56 and 58 are then folded along lines 68*c* and 68*e* into overlying relation to the panel 56, and the interfolded panels 60, 58, 56 and 62 are folded along lines 68*b* and 68*f* into overlying relation to panel 54. The flap 66 is then folded along line 68*g* into overlying relation to panel 62 and bonded thereto by adhesive spots 92. A line of perforations 94 is provided as before to define a tear strip 49.

All of the panels, with the exception of panels 52 and 54, are interconnected along edge 93 of the folder by virtue of fold lines and the adhesive strip 106. Thus, when the tear strip 49 is removed, a booklet 48 and envelope 50 are provided.

There is illustrated in FIGS. 19 through 27 still another embodiment of the present invention which provides a booklet 110 (FIG. 27) formed of a single pre-printed sheet or blank 112 and which includes a plurality of self-contained detachable envelopes 114 and a plurality of coupons, detachable slips 116 in the form of application forms, etc., includible within the envelopes. The booklet thus finds particular advantage when a single booklet carries the advertisements of several advertisers.

More particularly, the blank 112 as seen in FIG. 19 is adapted to be folded transversely to provide panels 118, 120, 122, 124, and 126. Although the blank is not folded in FIG. 19, the locations of the fold lines are shown in phantom and are designated by the numerals 128, 130, 132 and 134. The reverse sides of the panels shown in FIG. 19 are indicated by the numeral assigned to that panel, followed by the suffix *a*.

It should be understood that the blank **112** is preprinted on both sides prior to folding or gluing to provide any advertising message desired and also to provide an address on the envelopes **114** as well as a postage paid imprint (not shown). In addition, holes **136** are provided in the panels **124** and **126** to allow for the passage of adhesive through these panels, in a manner hereinafter described, these holes being provided on a line **138** located centrally of all of the panels and extending transversely of the fold lines previously referred to.

In the preferred illustrated embodiment, the booklet **110** is formed by first providing a strip **140** of a remoistenable envelope adhesive on the panel **120**, this strip extending transversely of the centerline **138** adjacent to but spaced from the location of the fold line **130** which separates the panels **120** and **122**. The adhesive facilitates the sealing of the envelopes **114** when they are detached from the booklet. Thus, the remoistenable adhesive is allowed to dry prior to a completion of the folding operation. Normally, however, the drying is completed in a matter of seconds. Alternatively, two alignable strips of adhesive which have affinity only for each other could be provided for sealing the envelopes, one strip being provided at the location of the strip **140**, as shown, and the other strip being provided on the surface **118***a* of the panel **118**.

In a second and succeeding step, a quick-setting adhesive is applied to the panel **120** in the form of five spaced strips **142** which extend parallel to one another and to the centerline **138** (FIG. **20**). These strips **142** extend from the first fold line **128**, which separates the panels **118** and **120**, in the direction of the strip **140** of remoistenable adhesive but terminate short of the strip **140**. The panel **118**, which includes one edge **143** of the blank or sheet **112**, is then folded along the first fold line **128** into face-to-face relation to the panel **120** (FIG. **21**) and is secured or bonded in such position by the strips **142**. The panel **118** thus cooperates with the panel **120** to form the pockets of four envelopes **114**, although it should be apparent that the pockets of only two envelopes would be provided if two of the strips **142**, designated by the suffix *a*, were eliminated. It should be noted that the panel **118** as measured along the line **138** between the edge **143** and the fold line **128** is of lesser width than the panel **120** as measured along the line **138** between the fold lines **128** and **130** so that the edge **143** does not extend to the strip **140** of remoistenable adhesive. The portion of the panel **120** above the envelope pockets thereby defines flaps for the envelopes **114**. Also, the strips **142** of adhesive are of a lesser length than the width of the panel **118** and so do not extend to the free edge of the panel when it is folded.

The blank **110** is then folded along the fold line **132** separating the panels **122** and **124**. FIG. **22** illustrates the folding of the blank along fold lines **128** and **132**, while FIG. **23** illustrates the blank as thus folded, but from the reverse side, with panels **124** and **126** facing outwardly. It will be appreciated that FIG. **22** is illustrative only and that when the folding along line **132** takes place, the folding along line **128** has already been accomplished.

With the blank in the position shown in FIG. **23**, an adhesive is placed along the line **138** of panels **124** and **126**, and a portion of this adhesive penetrates the holes **136** so as to contact the underlying panels **120** and **122**. The blank is then folded along lines **130** and **134**, which lines became superimposed during the previous folding along line **132**. FIG. **24** illustrates this folding diagrammatically, with the folding of the panel **118** along line **128** shown as not having been completed whereas in actual practice this folding has already been accomplished.

By virtue of the gluing and folding thus far described, panel **118** is glued to panel **120**, and panels **120**, **122**, **124** and **126** are all glued to each other along the centerlines **138** of each panel. In addition, the panels are attached along essentially common fold lines **128**, **130**, **132** and **134** at their edges.

The blank, as shown in FIG. **25**, is then perforated along lines **144** as well as along lines **138** to provide lines of weakness located approximately midway between the center lines **138** and each of the free lateral edges of the blank.

It should be noted from FIG. **25** that the first fold line **128** is not superimposed on the fold line **132** but is spaced therefrom due to the fact that the panel **120** is of a lesser width than the interior panels **122** and **124**. This feature is significant because, in the final steps of forming the booklet **110**, the blank folded as shown in FIG. **25** and containing the fold line **132** is cut between fold lines **128** and **132**. This removes the portion of the blank containing fold line **132** but not the portion containing fold line **128** and, thus, does not alter the pockets of the envelopes **114**. This cut separates panels **122** and **124** to provide separate pages. Likewise, a small portion of the blank as seen in FIG. **25** adjacent and including the fold lines **130** and **134** is cut away to separate the panel **120** from the panel **122**, and to separate the panel **124** from the panel **126**. However, the panels all remain attached by virtue of the adhesive applied at the centerline **138**, which adhesive penetrated the holes **136**. The blank can then be folded along lines **138** to provide the booklet **110**. As an alternative, the blank could have been folded along lines **138** prior to cutting as shown in FIG. **26**.

After the folded blank has been cut, all of the pages become separable, being attached only along the line **138**. In addition, and by virtue of the perforations, various portions of the booklet can be detached from the remaining portions. For example, the four envelopes **114**, located at the center spread of the booklet, can be detached along lines of perforation **144** and **138**. Likewise, portions **116** of each of the remaining pages can be detached along the same lines of perforation for insertion into the envelopes. These other portions can be printed to provide return coupons, order forms for merchandise, application forms for insurance, etc. The booklet may contain the advertisements of several advertisers, with each envelope being returnable to a different advertiser.

The booklet itself can be mailed in the form shown in FIG. **27**, in which case an outer surface might bear a postage permit imprint and provide a space for a tape bearing the name and address of the addressee. A suitable means such as a seal or stamp (not shown) could be provided at the free end edges of the page to maintain them in a closed position.

In forming the booklet, it is possible to provide slightly larger than usual perforations along the line

138 and to thereby dispense with additional holes 136. Also, a tear strip could be provided along the fold lines 132, 130 and 134 which the recipient could remove and thereby himself separate the pages, thus eliminating the necessity of cutting the pages apart prior to delivery to the recipient.

While certain specific embodiments of the invention have been shown and described, it should be apparent that various modifications may be made therein without departing from the scope of the invention.

Various of the features of the invention are set forth in the following claims.

I claim:

1. A folder for distributing printed material and a return envelope to a recipient, said folder comprising

A. a single elongated sheet of paper stock folded upon itself to provide individual panels interconnected by fold lines disposed along opposite edges of said folder,

1. at least one of said panels being folded and glued to define an envelope pocket and a flap extending from said pocket and connected to an adjacent panel along a fold line located at one of said opposite edges of said folder,

B. at least some of the remaining panels being interconnected by adhesive adjacent fold lines located at the other of said opposite edges of said folder to maintain said sheet in folded condition,

C. and a line of perforations extending through each of said panels adjacent the fold lines located at said one edge of said folder,

1. said line of perforations defining a tear strip separable from the remainder of said folder to separate said folder into an envelope and a multi-page booklet, all of the pages of which are interconnected.

2. A folder in accordance with claim 1, wherein the portion of said sheet which defines said envelope flap is provided with a remoistenable adhesive.

3. A folder in accordance with claim 1, wherein said envelope pocket is formed at one end of said sheet.

4. A folder in accordance with claim 1, wherein said fold lines divide said sheet into a pair of end panels and a plurality of interior panels, and portions of at least two interior panels are secured to each other by adhesive to maintain such panels in interconnecting relation in said booklet after said tear strip is removed.

5. A folder in accordance with claim 4, wherein at least some of said interior panels are unconnected to other panels after said tear strip is removed and fall free from said booklet with said envelope.

6. A folder in accordance with claim 1, wherein one of said panels presented outwardly when said sheet is fully folded is cut out to provide a window, and wherein the address of a potential recipient of the folder is provided on the panel underlying said window in registry therewith to render said folder suitable for mailing.

7. A folder in accordance with claim 6, wherein said address is provided on a tape secured to said underlying panel in registry with said window.

8. A folder in accordance with claim 4, wherein holes are provided in said portions of at least two panels located intermediate the ends of said sheet to allow an adhesive provided on an outer panel of said folder to penetrate through said panels to the interior of said folder and secure the panels to each other.

9. A method of forming a folder for distributing a booklet of printed material and a return envelope to a recipient, said method comprising

A. folding a portion of an elongated sheet of paper stock upon itself and bonding same in place to form an envelope pocket and a flap extending therefrom

B. folding the portion of the sheet other than that forming the envelope pocket upon itself to provide a folder having a plurality of individual interior panels enclosed by at least two exterior panels such that adjacent panels are interconnected by fold lines disposed along each of opposite edges of said folder and such that said envelope flap is connected to an adjacent panel by a fold line located along one of said opposite edges,

C. adhesively joining said interior panels to one another along the fold lines disposed at the other side of said folder opposite said one side,

D. adhesively joining said exterior panels to each other along fold lines adjacent said other side of said folder to maintain said folder in folded condition,

E. and providing a line of perforations in all of said panels along the fold lines disposed along said one side of said folder to define a tear strip separable from the remainder of said folder to provide an envelope and a multi-page booklet.

10. A method in accordance with claim 9, wherein said interior panels are adhesively joined to one another by providing holes in such panels at points where joining is desired, and placing adhesive on an exterior panel prior to completion of said folding in such a position that upon completion of said folding, the adhesive will enter said holes and affect said joinder.

11. A method in accordance with claim 9, wherein a strip of remoistenable adhesive is applied to that portion of said sheet defining said envelope flap.

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