

(No Model.)

J. BEAR..

COMBINED POSTAL ENVELOPE AND ADVERTISING BOOKLET.

No. 549,307.

Patented Nov. 5, 1895.

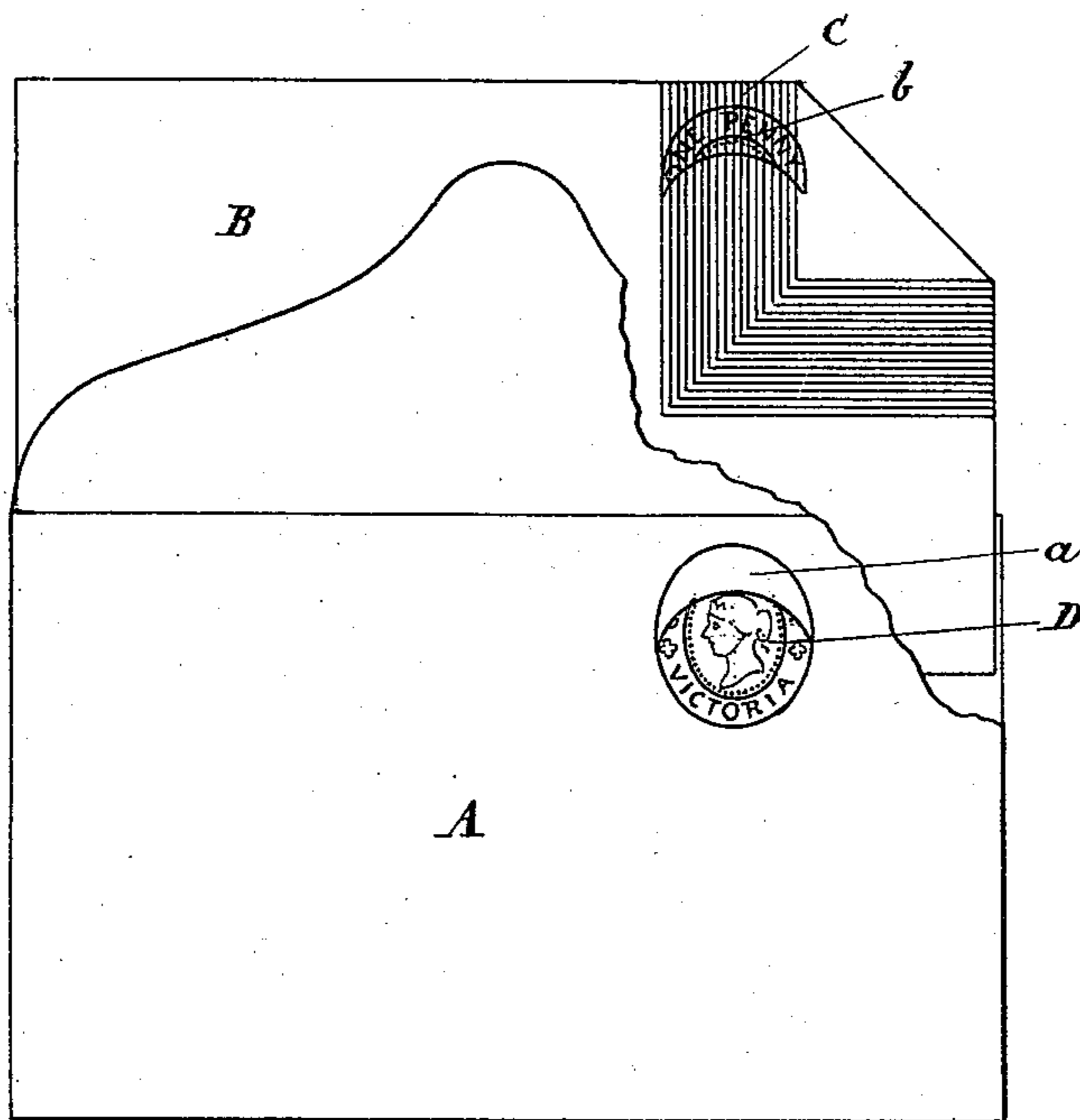


Fig 1

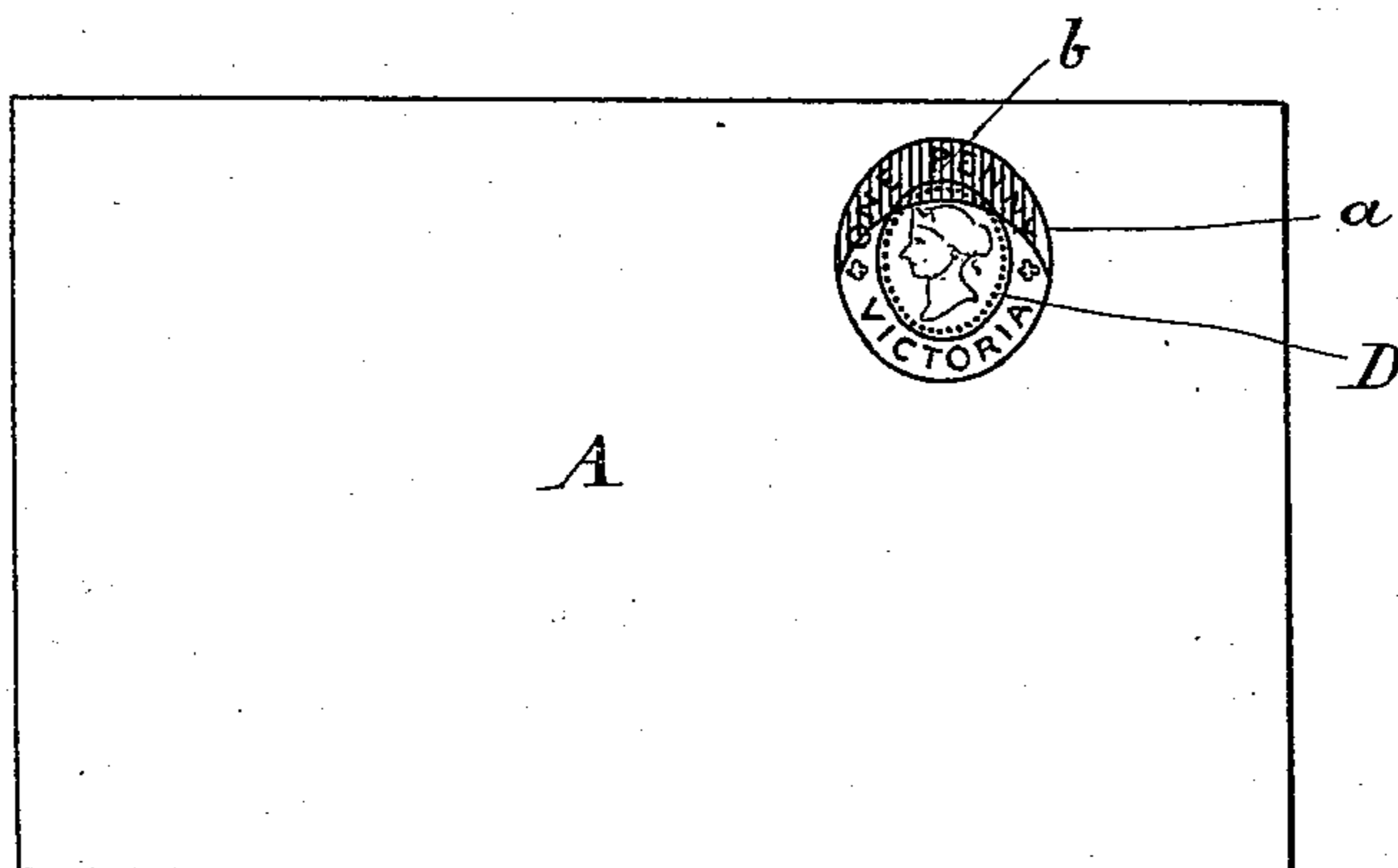


Fig 2

Witnesses

H. van Oldenmeel
E. H. Shurtland

Inventor

Jonathan Bear

by

Richards & Co

UNITED STATES PATENT OFFICE.

JONATHAN BEAR, OF MELBOURNE, VICTORIA.

COMBINED POSTAL ENVELOPE AND ADVERTISING BOOKLET.

SPECIFICATION forming part of Letters Patent No. 549,307, dated November 5, 1895.

Application filed August 9, 1895. Serial No. 558,762. (No model.) Patented in New South Wales March 27, 1894, No. 4,938; in Victoria July 20, 1894, No. 11,527; in Germany October 17, 1894, No. 1,992, and in Queensland May 29, 1895.

To all whom it may concern:

Be it known that I, JONATHAN BEAR, patent agent, residing at No. 204 Williams Road, Hawksburn, near Melbourne, in the Colony of Victoria, have invented a certain new and useful invention entitled an Improved Combined Postal Envelope and Advertising Booklet, of which the following is a specification.

The invention has been patented in Victoria July 20, 1894, No. 11,527; in New South Wales March 27, 1894, No. 4,938; in Queensland May 29, 1895, and in Germany October 17, 1894, No. 1,992.

The objects of my invention are to combine with a postal envelope an advertising medium, so as to enlist the State postal service in distributing the advertising matter under cover and with an ordinary epistolary or other inclosure and for one and the same postal fee.

My invention consists of an outer envelope with a booklet within attached to or fitting in such envelope. In order to render the envelope and every leaf of the booklet practically inseparable, I prepare the stamp area in the envelope and booklet for reception of an embossed or printed postage-stamp in the following manner: Near the upper right-hand corner of the face of the envelope I cut out and remove a crescent-shaped, curved, or oblong piece and crease down inwardly each leaf of the booklet from the uppermost leaf to the last or bottom leaf, so that the aperture in the envelope lies over and leaves exposed a series of edges, each consisting of a narrow piece of each sheet of the booklet, so that when impressed or printed with an embossed or printed stamp the lower and greater portion of the stamp will be impressed or printed on the envelope and the balance of the stamp will be impressed or printed on the said series of leaf-edges.

The purpose of my invention is out of the total cash receipts for advertisements published in such booklet to be enabled to sell envelope, contents, and stamp considerably under the regulation cost of the postal stamp and recoup the cost of printing, material, canvassing, and other incidental expenses and the loss on sale of the stamp, and derive a margin of profit.

Referring to the drawings, which form a part of this specification, Figure 1 is a face view of an envelope of my invention partly

broken away with the booklet partly withdrawn therefrom. Fig. 2 is a similar view of the envelope closed with the booklet in place.

Fig. 1 is a view of the envelope and booklet, showing an embossed stamp (Victorian) impressed thereon. A therein is the envelope; B, the advertising booklet partly withdrawn (from A) after stamping; C, the series of leaf-edges produced by folding each sheet from top to bottom inward, diminishing the size of each fold in rotation in right-hand direction; *b*, that portion of the stamp impression or imprint on each leaf-edge of the booklet; *a*, crescent-shaped aperture cut out of A; D, the remainder and larger portion of the stamp-impression on A.

Fig. 2 is a view of the combined envelope and advertising booklet when adjusted and stamped, the booklet in correct position in relation to and with the envelope, *a* therein being the aperture before described in Fig. 1; *b*, the portion of the stamp appearing on the said leaf-folds of the inclosed booklet; D, the major portion of the stamp-impression appearing on the envelope A.

In order to avoid the necessity of removing the booklet when desiring to peruse same prior to posting, the envelope and booklet may be bound together by a clip or other means and the flaps of the envelope left unadhered, but gummed ready for attachment by dampening, so that such flaps may be opened and the booklet perused, and such flaps may be rendered more readily removable by perforations around their edges. This method of perforating and binding together is so obvious and comprehensible that no drawing or illustration of the same is deemed requisite.

Having now described my invention, what I claim as new, and desire to secure by Letters Patent, is—

A combined envelope and booklet comprising the envelope having an opening in its stamp area, and the booklet having its leaves turned back at the corner to expose the edges of said leaves through the opening, said edges and the envelope about the opening having the stamp impression thereon.

In witness whereof I have hereunto set my hand in presence of two witnesses.

JONATHAN BEAR.

Witnesses:

ALFRED FORD,
WM. HERBERT MOXHAM.