

(1) Publication number:

0 424 321 A2

### (12)

### **EUROPEAN PATENT APPLICATION**

21) Application number: 90810786.5

(51) Int. Cl.5: **B42D** 7/00, B42D 15/08

2 Date of filing: 15.10.90

Priority: 16.10.89 JP 121159/89 U
 16.10.89 JP 270091/89
 22.12.89 JP 333995/89

Date of publication of application:24.04.91 Bulletin 91/17

Designated Contracting States:
DE FR GB IT

71) Applicant: CHALLENGE FIVE CO.Ltd. 1-2-17, Kitahorie Nishi-ku Osaka-shi, Osaka-fu(JP) Inventor: Shibahara, Kenji, Kabushiki Kaisha
 Challenge Five
 1-2-17 Kitahorie Nishi-ku
 Osaka-shi, Osaka-fu(JP)

Representative: Baggiolini, Raimondo et al Patent Attorneys Fiammenghi-Fiammenghi-Racheli Via San Gottardo 15 CH-6900 Lugano(CH)

- Information medium papers, such as newspapers, magazines, and advertisement papers, method of making a communication medium (mail) in the form of a postcard, a letter or the like from such paper, and core sheet and label for making such communication medium.
- The invention relates to an information medium paper, such as newspaper, magazine, or advertisement paper, provided with a communication medium forming portion for use in making a communication medium, such as a potcard or a letter, a method of making such communication medium from such communication medium paper, and a core sheet for insertion in the interior of a communication medium forming sheet obtained by cutting the communication medium forming portion from the communication medium paper when the communication medium

FIG.3 (b)

dium sheet is folded at least in two, and a label adapted to be mounted on the communication medium forming sheet.

Any information written in the communication medium forming sheet can be concealed by folding the sheet double and/or by mounting the label-thereon, whereby he information can be kept in secrecy-maintained condition and the need of an envelope is eliminated.

FIG.4

0 424 321 A2

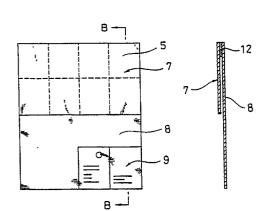
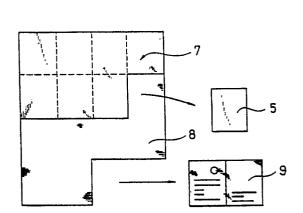


FIG.3 (a)



INFORMATION MEDIUM PAPERS, SUCH AS NEWSPAPERS, MAGAZINES, AND ADVERTISEMENT PAPERS, METHOD OF MAKING A COMMUNICATION MEDIUM (MAIL) IN THE FORM OF A POSTCARD, A LETTER OR THE LIKE FROM SUCH PAPER, AND CORE SHEET AND LABEL FOR MAKING SUCH COMM NICATION MEDIUM

#### BACKGROUND OF THE INVENTION

#### Field of the Invention

The present invention relates to an information medium paper, such as newspaper, magazine, or advertisement paper, provided with a communication medium forming portion adapted to be used in making a communication medium in the form of a postcard, a letter, or the like, a method of making such communication medium from such information medium paper, and a core sheet and a lebel for use in making the communication medium.

1

#### Description of the Prior Art

Generally, information medium papers, such as newspapers, magazines, and advertisement papers, often carry advertisements or the like information intended to call upon readers for writing requests or purchase orders, or information calling for answers from readers to quizzes.

In such cases, it has been usual practice to provide a blank for entry of required particulars so that the reader can cut off the blank and enclose it in an envelop or the like after having filled in the blank.

#### SUMMARY OF THE INVENTION

However, such reply means have involved no small trouble and labor on the part of the reader for reply and, therefore, such advertisements inviting purchase orders or the like have not always afforded smooth communication between the publisher and the reader. Further, such a blank for entry as above mentioned has not so frequently been utilized for the intended purpose of communication.

This invention is directed to solving such problems, and accordingly it is the primary object of the invention to provide for smooth communication between the publisher of an information medium paper, such as newspaper, magazine, or advertisement paper, and readers of the paper through advertisements or the like given in the paper, and to promote a wider use of such communication mediums

According to the invention there is provided an information medium paper, such as a newspaper, magazine, or advertisement paper, comprising a communication medium forming portion cuttably provided in a part of the body of the information medium paper and having an information entry section, said communication medium forming portion being foldable at least in two to form a postcard, letter or the like with the information entry section positioned inside. The user can write necessary information in the information entry section of the communication medium forming portion and remove the communication medium forming portion by cutting or otherwise from the information medium paper, the communication medium forming portion so cut being then folded double so that the information entry section is positioned inside. Upon being sealed by adhesive or otherwise, the folded communication medium forming portion, as a communication medium in the form of a postcard or letter, is ready for being sent as a reply with the necessary information protected from exposure.

By virtue of the arrangement of the invention, therefore, the user can mail his answer without the inconvenience of the reply being sent uncovered as has been the case with the conventional arrangement, the reply being thus kept in secrecy protected condition with no possibility of the information written in the information entry section being known to any third party.

The communication sheet formed from the communication medium forming portion enables the user to mail his reply in a very easy and smooth manner and without using an envelope or the like which has hitherto been required in connection with reply mailing. This affords greater ease of mailing than ever before.

Further, when the communication sheet is folded double, a core sheet can be interposed between the interior surfaces of the folded communication sheet and held in adhesion contact by adhesive with the interior of the folded communication sheet, whereby the constituent leaves of the communication sheet can be held in close contact relation, and whereby the user can effect interleaf adhesive bonding of the folded communication sheet very easily.

A similar effect can be obtained for the purpose of applying a label to the communication sheet.

20

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 illustrates a postcard forming core sheet as one embodiment of the invention, FIG. 1 (a) being a front view thereof, and FIG. 1 (b) being an enlarged section taken along line A - A in FIG. 1 (a);

FIG. 2 illustrates one page of a newspaper having a postcard forming sheet portion for preparation of a postcard, FIG. 2 (a) being a front view, and FIG. 2 (b) being a back view thereof;

FIG. 3 illustrates a core sheet composite as securely attached to a newspaper, FIG. 3 (a) being a front view thereof, and FIG. 3 (b) being a section taken along line B - B in FIG. 3 (a);

FIG. 4 is a front view showing a postcard forming sheet and a core sheet as cut away from a newspaper;

FIG. 5 is a fragmentary enlarged sectional view showing release paper elements being removed from the core sheet;

FIG. 6 is an enlarged sectional view showing the core sheet as put in adhesion contact with the postcard forming sheet;

FIG. 7 is an enlarged sectional view showing the postcard forming sheet as folded double;

FIG. 8 illustrates a folded postcard, FIG. 8 (a) being a front view thereof, and FIG. 8 (b) being a back view thereof;

FIG. 9 is an enlarged sectional view showing another embodiment;

FIG. 10 illustrates a postcard forming label as another embodiment of the invention, FIG. 10 (a) being a front view thereof, and FIG. 10 (b) being an enlarged sectional view seen along line C - C in FIG. 10 (a), with a midportion being cut away; FIG. 11 is a front view showing an advertisement sheet having a postcard forming portion for preparation of a postcard;

FIG. 12 is a fragmentary enlarged sectional view showing a release paper element being removed from a postcard forming label;

FIG. 13 illustrates the postcard forming label as put in adhesion contact with the advertisement sheet, FIG. 13 (a) being a front view thereof, and FIG. 13 (b) being a section taken along line D- D in FIG. 13 (a);

FIG. 14 (a) is a front view showing the postcard forming sheet and postcard forming label as removed from the advertisement sheet, FIG. 14 (b) being an enlarged section taken along line E - E in FIG. 14 (a), with a midportion being cut away;

FIG. 15 illustrates one page of a newspaper having a postcard forming sheet for preparation of a postcard, FIG. 15 (a) being a front view, and FIG. 15 (b) being a back view thereof;

FIG. 16 is a front view showing the postcard

forming sheet as cut away from the newspaper; FIG. 17 is a back view showing information written in information entry sections; and FIG. 18 is a perspective view showing the post-

rig. 18 is a perspective view showing the postcard forming sheet as folded double.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

Preferred embodiments of the invention will now be described with reference to the accompanying drawings.

A postcard forming core sheet as one embodiment-is shown in FIG. 1, in which (a) is a front view and (b) is an enlarged section taken along line A-A in (a).

In FIG. 1, a paper-made core sheet body 1 has releasable adhesives 2, 3 coated on both surfaces thereof.

The adhesives 2, 3 are covered with release paper elements 4, 4 respectively.

Core sheets 5 of such contruction, each of a postcard size, are provided in the form of an eight-sheet block to form a core sheet composite 7, individual core sheets 5 being defined by perforations 6 ....

FIG. 2 illustrates one page of a newspaper which has a postcard forming sheet formed therein for preparation of a postcard. FIG. 2 (a) is a front view, and FIG. 2 (b) is a back view.

In FIG. 2, the newspaper 8 has a postcard forming sheet 9 formed in its lower portion which is about double the size of a standard postcard.

The postcard forming sheet 9 consists of two leaf portions 9a, 9b formed so that it is foldable double, the leaf portion 9a having an addressing section 10 on its front side, the leaf portion 9b having a sender identification section 11 on its back side. The leaf portions 9a, 9b each have an information entry section 12 on the back side thereof.

The core sheets 5, as a core sheet composite 7 consisting of an eigh-sheet block with the individual core sheets defined by perforations 6 ... as already mentioned, are securely attached by means of adhesive 12 to the newspaper 8 at an upper portion thereof as shown in FIG. 3.

Nextly, the method of making a postcard from the above described newspaper will be explained.

The newspaper reader first cuts the postcard forming sheet 9 from the newspaper along perforations 6 and also cuts a core sheet from the core sheet composite 7 along perforations 8, as shown in FIG. 4.

After having written required information in the information entry sections 12, 12 of the postcard forming sheet 9 in response to the advertisement (or any questionnaire or the like) given in the

50

advertisement column of the newspaper, the reader removes release paper elements 4, 4 from both sides of the core sheet 5 in manner as shown in FIG. 5, and mounts the core sheet 5 on one leaf portion 9b of the postcard forming sheet 9 through the intermediary of adhesive 2 as shown in FIG. 6, the other leaf portion 9a being then folded onto the core sheet 5 as shown in FIG. 7.

Thus, a postcard has now been formed such that the core sheet 5 is interposed between the two leaf portions 9a and 9b of the postcard forming sheet 9 so that the sheet body 1 of the core sheet 5 is held in adhesion contact through the intermediary of the adhesives 2, 3 thereon with the inner side of the leaf portions 9a, 9b.

Subsequently, the reader, as a sender, writes his name and address in the sender identification section on the back of the postcard as shown in FIG. 8 (b), and the postcard is now ready for being sent as such.

In this case, the two opposed leaf portions 9a and 9b are held in adhesion contact through the core sheet 5 interposed therebetween as above described, so that the information written in the information entry sections 12, 12 is kept in concealed condition. Therefore, the postcard can be mailed in a secrecy-maintained condition, with the information therein being prevented from becoming known to any third party.

As above described, according to the arrangement of the embodiment, information is written on the postcard forming sheet 9 in response to any particular advertisement given in the newspaper which has come to attention of the reader, and the postcard forming sheet 9, after being cut from the newspaper, is formed into a post card, with the core sheet 5 in position, such that the postcard can be mailed in a secrecy-maintained condition. Hence, the present embodiment provides an advantage that, where a reply is required with respect to any questionnaire or the like given in a newspaper as an information medium between the publisher and the reader, the reply can be mailed without the risk of its contents becoming known to any third party.

The material of the sheet body 1 of the core sheet 5 is not necessarily paper as in the embodiment; it may be a synthetic resin film or any other material without limitation.

Where the core sheet 5 is black colored, an advantage can be had in that the information contained is prevented from being seen through. In order to provide another form of such see-through preventive means, it is possible to apply an aluminum deposited film 14 to the exterior of the postcard forming sheet 9 through the intermediary of adhesive 13, for example, as shown in FIG. 9. Use of such means provides greater see-through

preventing effect.

Means for attaching core sheets 5 to the newspaper is not limited to such adhesion means using an adhesive as in the above embodiment. For example, stapling means or the like may be used instead. As another alternative, it is possible to use means such that core sheets 5 are housed in a pocket portion formed on the newspaper.

In the foregoing embodiment, core sheets 5 are provided in plurality to form a core sheet composite 7, with individual core sheets defined by perforations 6, which core sheet composite is attached to the newspaper. Therefore, it is possible to provide postcard forming sheets 9 at a plurality of locations in the newspaper, and to use core sheets 5 cut from the core sheet composite 7 along the perforations 6 so as to match the individual postcard forming sheets 9. This provides an advantage that improved working efficiency can be achieved where a plurality of postcard forming sheets 9 are available. However, core sheets 5 need not always be formed as such a core sheet composite 7; one core sheet 5 may be attached to the newspaper.

In the embodiment, the postcard forming sheet 9, is double foldable; but it may be foldable otherwise, for example, foldable in three. It is required that the postcard forming sheet 9 be at least foldable in two so that the information entry section 12 is positioned inside. The postcard forming sheet 9 is not limited to one such that it is used in the form of a one-way post card. It may be of such construction as to form a double postcard. In this case, when a postcard forming sheet 9 which contains information written in response to an advertisement given in the newspaper is received from the reader, if a reply is required, the publisher can by return write necessary information and send same to the reader.

In the above embodiment, adhesive coatings 2, 3 are releasably provided on both sides of the sheet body 1 of the core sheet 5. Alternatively, the sheet body 1 may have a releasable adhesive applied on one side and an unreleasable adhesive applied on the other side. That is, where the sheet body 1 of the core sheet 5 is an opaque papermade one as in the embodiment, the receiver cannot read the information written if the sheet body 1 remains on the postcard forming sheet 9, in which case the sheet body 1 must be removable. On the other hand, where the sheet body 1 is of a transparent synthetic resin or the like material, the information is readable without removing the sheet body 1; therefore, the adhesive on one side of the sheet body 1 may be unreleasable.

For the releasable adhesive, so-called tackyadhesion type adhesives which can be releasably applied, and heat-sensitive adhesives may be

used. Optionally, the adhesive may be rendered releasable by surface-treating the newspaper. It is only required in this connection that at least one side of the core sheet body 1 be releasable from the newspaper (communication medium forming sheet) surface.

The material of the release paper is not necessarily limited to paper. The release paper may be of a synthetic resin material.

In the above described embodiment, a postcard is formed from a newspaper. It is understood, however, that the invention is not only applicable to postcard making, but also to letter making. In other words, the invention is applicable to the preparation of communication mediums in the form of a postcard, letter and the like.

FIG. 10 illustrates a postcard forming label as another embodiment of the invention, FIG. 10 (a) being a front view thereof, and FIG. 10 (b) being an enlarged section taken along line C - C in FIG. 10 (a), with a midportion cut away.

In FIG. 10, numeral 15 designates a papermade label body of the postcard making label, with an addressing section 16 provided on the front side thereof and an aluminum deposited film 17 provided on the back side.

The label body 15 has a release paper 19 attached to its back side through the intermediary of a releasable adhesive 18.

FIG. 11 is a front view showing an advertisement paper including a postcard forming sheet as a component member for postcard making, together with the postcard making label.

In FIG. 11, numeral 20 designates an advertisement sheet which has a specified print effected on its front surface 20a, and which includes a postcard forming portion 21 formed in position to the size of a standard postcard and having an information entry section 23 provided on the front side, the postcard forming portion 21 being cuttable along perforations 22.

The method of preparing a postcard by using the postcard making label 24 as shown in FIG. 10 and also the advertisement sheet 20 as shown in FIG. 11 will now be described by way of example.

The advertisement sheet 20 is attached as a "leaflet", for example, to a newspaper.

When a reader of the newspaper intends to respond to any advertisement given in such advertisement sheet 20, he will first write necessary information in the information entry section 23 of the postcard forming portion 21 and, after release paper 19 is removed from the postcard making label 24 as shown in FIG. 12, he will apply the label 24 to the front side of the postcard forming portion 21 through the intermediary of adhesive 18 as shown in FIG. 13.

Then, the postcard forming portion 21 is cut

along the perforations 22 as shown in FIG. 14 (a), whereby a postcard forming sheet 21a, together with the postcard making label 24, is removed from the advertisement sheet 20, a postcard 25 as shown in FIG. 14 (b) being thus obtained.

The response to the advertisement is communicated to the publisher of advertisement paper 20 by sending the postcard 25 to the publisher.

In this case, since the postcard making label 24 is mounted on the postcard forming sheet 21a as above described, the information written in the information entry section 23 is concealed. Therefore, the postcard can be sent in a secrecy-maintained condition, without the risk of the information content becoming known to any third party.

Because of the aluminum deposited film 17 provided on the back of the label body 15, the information written in the information entry section 23 is prevented from being seen through and thus secrecy of the information can be positively maintained.

In the above embodiment, the postcard making label 24 and postcard forming sheet 21a are applied to advertisement sheets in the form of "leaflets". It is understood, however, that the type of information media to which such postcard making label 24 and the like may be applied is not limited to leaflets; they may be applicable to various other information media, for example, newspapers, magazines, advertisement sheets contained in magazines, catalogues, brochures, and/or advertisement bills.

The material of the label body 15 of the postcard making label 24 is not limited to the one used in the above embodiment, that is, paper. For example, it may be a synthetic film.

In the embodiment, aluminum deposited film 17 is provided on the back of the label body 15 of the postcard making label 24, which provides such good advantage as stated above. However, the provision of such aluminum deposited film 17 is not essential in this invention. For purposes of preventing the information from being seen through, means to provide aluminum deposition directly on the back of the label body 15, or means to color the back of the label body 15 may be suitably applicable, as well as the provision of the above mentioned aluminum deposited film.

The postcard forming portion 21 is cut from the advertisement sheet or the like sheet through the intermediary of perforations. Alternatively, it may be cut by scissors or the like means.

In the above embodiment, the label body 15 of the postcard making label 24 has an addressing section 16 provided therein. Alternatively, the addressing section 16 may be provided in the postcard forming portion 21.

For the releasable adhesive, so-called tacky-

30

adhesion type adhesives which can be releasably applied, and heat-sensitive adhesives may be used. Optionally, the adhesive may be rendered releasable by surface-treating the advertisement sheet or the newspaper. It is only required in this connection that the back of the label body 15 be releasable in relation to the postcard forming portion 21.

The material of the release paper 19 is not limited to paper. It may be synthetic resin.

In the foregoing example, the consumer (reader) adhesively mount the postcard making label on an information medium, such as advertisement sheet or newspaper. Alternatively, the postcard making label may be previously mounted to such information medium on the publisher's side. In this case, the postcard making label with a release paper need not be separately attached to the information medium by using stapling or adhesive means and, therefore, work on the publisher's side can be smoothly carried out.

FIG. 15 illustrates a newspaper sheet as another embodiment, FIG. (a) being a front view thereof, and FIG. 15 (b) being a back view thereof.

In FIG. 15, numeral 25 designates a newspaper sheet containing a synthetic resin material which can be rendered adhesive by heat and can become curable after heating.

Numeral 26 designates a postcard forming portion provided in a part of the newspaper sheet 25 and having two leaf portions 26a, 26b into which it is foldable, one leaf portion 26a having an addressing section 27 provided on the front side thereof, the other leaf portion 26b having a sender identification section 28 provided on the front side thereof.

On the back of the leaf portions 26a, 26b there are provided information entry sections 29, 29.

The postcard forming portion 26 is cuttably formed as such in a part of the newspaper sheet.

Nextly, the method of making a postcard from the newspaper sheet will be explained by way of example.

The postcard forming portion 26 is first cut from the newspaper sheet 25 of the above construction to obtain a postcard forming sheet 30, as showin in FIG. 16.

Necessary information is then written in the information entry sections 29, 29 of the postcard forming sheet 30, as shown in FIG. 17.

Then, as FIG. 18 shows, the two leaf portions 26a, 26a are folded together along a folding line 31 and the inner surfaces of the leaf portions 26a, 26b are brought in adhesion contact by heat, whereby a postcard is prepared.

In this case, since the newspaper sheet, from which the postcard forming sheet 30 is obtained, contains a synthetic resin material as already mentioned, the synthetic resin contained in the postcard forming sheet 30 is melted when heat is applied and, as a result, the postcard forming sheet 30 is rendered adherent, so that the two leaf portions 26a, 26b are readily brought in adhesion contact.

After the process of such thermal adhesion, the synthetic resin contained in the postcard forming sheet 30 becomes cured and accordingly the postcard forming sheet 30 is hardened.

Therefore, the postcard made through adhesion contact of the leaf portions 26a, 26b of the postcard forming sheet 30 has good beam strength. Thus, a postcard well suited for mailing purposes can be obtained.

As above stated, the postcard in the present embodiment is made from a newspaper sheet 25 containing a synthetic resin material which can be rendered adherent and curable by application of heat and, as such, the inner surfaces of the leaf portions 26a, 26b are brought in adhesion contact with each other by heating, whereby the postcard body 32 becomes hardened over its entirety. Therefore, despite the fact that the material of the postcard is a newspaper sheet having no beam strength, the entirety of the postcard body 32 is enabled to have good beam strength so that a postcard suitable for mailing purposes can be obtained

Nextly, the method of making such a postcard for use as a communication medium between the newspaper publisher and the reader will be described in further detail. The newspaper publisher will distribute a newspaper 25 having such postcard forming portion 26 provided therein. The reader to which such newspaper 25 is distributed will cut the postcard forming portion 26 to form a postcard forming sheet 30 as above mentioned, and after having written necessary information in the information entry sections 23, 29 in response to the advertisement (or questionnaire) given in the newspaper, the postcard forming sheet 30 is folded and subjected to thermal adhesion as above stated.

Subsequently, the sender's name and address is written in a sender identification section 28 on the back of the back of the postcard body 32, whereupon the postcard body 32 can be sent as a postcard.

In this condition, the information written in the information entry sections 29, 29 is concealed. Therefore, the postcard can be mailed in a secrecy-maintained condition, without the risk of the information content becoming known to any third party.

As described above, according to the arrangement of the present embodiment, information in reply to the advertisement given in the newspaper is written in the postcard forming section 26 and, in

turn, the postcard forming section 26 is cut from the newspaper, the resulting postcard forming sheet 29 being then folded and subjected to thermal adhesion, so that the postcard can be sent in secrecy-maintained condition. Therefore, the arrangement of the embodiment provides an advantage that a reply to any questionnair or the like, as an information medium between the newspaper publisher and the reader, can be mailed without the possibility of the information content becoming known to any third party.

#### Claims

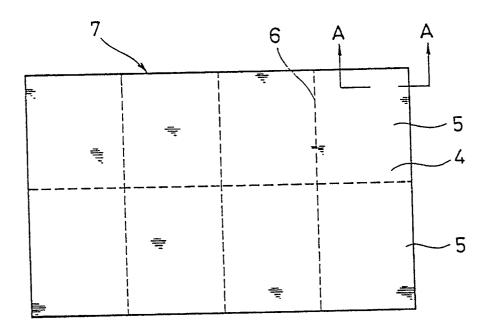
- 1. An information medium paper, such as a newspaper, magazine, or advertisement paper, comprising a communication medium forming portion cuttably provided in a part of the body of the information medium paper and having an information entry section, said communication medium forming portion being foldable at least in two to form a postcard, letter or the like with the information entry section positioned inside.
- 2. An information medium paper, such as a newspaper, magazine, or advertisement paper, comprising a communication medium forming portion cuttably provided in a part of the body of the information medium paper and having an information entry section, said communication medium forming portion being foldable at least in two to form a postcard, letter or the like with the information entry section positioned inside, and a core sheet attached to the body of said information medium paper, said core sheet being adapted to be interposed in the interior of a communication medium forming sheet obtained by cutting said communication medium forming portion, and in adhesion contact with said interior, when said communication medium sheet is folded in two.
- 3. A method of making a communication medium, such as a postcard, a letter, or the like, which comprises cutting a communication medium forming portion for forming a communication medium, such as postcard, letter or the like, which is provided in a part of the communication medium paper, removing release paper sheets from a core sheet having said release paper sheets mounted on both surfaces of the body of said core sheet through the intermediary of adhesive, at least one of the adhesive coated surfaces of said core sheet body being releasable from the information medium paper, then folding at least in two a communication medium sheet obtained by cutting said communication medium forming portion, and interposing said core sheet body in the interior of the folded communication medium forming sheet to thereby bring said core sheet body in adhesion

contact with the interior of the communication medium forming sheet through the intermediary of said adhesive.

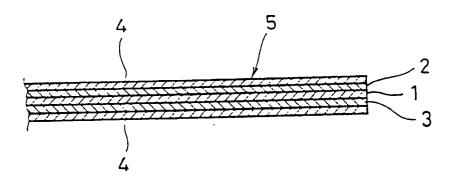
- 4. A core sheet for preparation of a communication medium, such as a postcard, a letter, or the like, which is adapted to be interposed in the interior of a communication medium forming sheet foldable at least in two and cut from an information medium paper, such as a newspaper, a magazine, an advertisement paper, or the like, in a part of which the communication medium forming sheet is cuttably provided, said core sheet comprising a core sheet body having release paper sheets mounted on both sides thereof through the intermediary of adhesive, at least one of the adhesive coated surfaces of said core sheet body being releasable from said communication medium forming sheet.
- 5. An information medium paper, such as a newspaper, a magazine, an advertisement paper, or the like, comprising a communication medium forming portion provided in a part thereof for preparation of a communication medium, such as a postcard, a letter, or the like, and a postcard forming label releasably mounted on said communication medium forming portion for concealing information written in said communication medium forming portion.
- 6. A communication medium forming label for use in making a communication medium, such as a postcard, a letter, or the like, in conjunction with a communication medium forming sheet obtained by cutting a communication medium forming portion provided in a part of an information medium paper, such as a newspaper, a magazine, an advertisement paper, or the like, comprising a label body adapted to be releasably mounted on the surface of an information entry section of said communication medium forming portion for adhesion contact therewith, and a release paper applied to the adhesion contact surface of the label body.
- 7. An information medium paper, such as a newspaper, a magazine, an advertisement paper, or the like, comprising a body sheet having a communication medium forming portion cuttably provided in a part thereof for preparation of a postcard, a letter, or the like, said communication medium forming portion having an information entry section and foldable at least in two, said body sheet containing a synthetic resin which gains adhesive properties when heated and becomes hardened after heating. 8. A method of making a communication medium, such as a postcard or a letter, which comprises cutting a communication medium forming portion provided in a part of an information medium paper, such as a newspaper, a magazine, or an advertisement paper, for preparation of the communication medium, folding at least in two a communication medium forming sheet obtained by said cutting

of the communication medium forming portion, then putting in adhesion contact by heating the opposed interior sides of the folded communication forming sheet through the intermediary of a synthetic resin adhesive, and hardening a postcard body obtained through the thermal adhesion of the communication medium forming sheet.

# FIG . 1 (a)



## FIG.1 (b)



F1G.2(a)

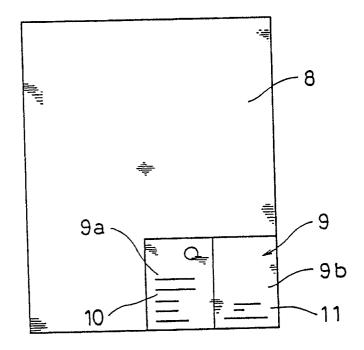
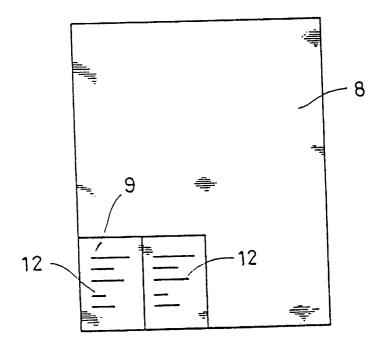
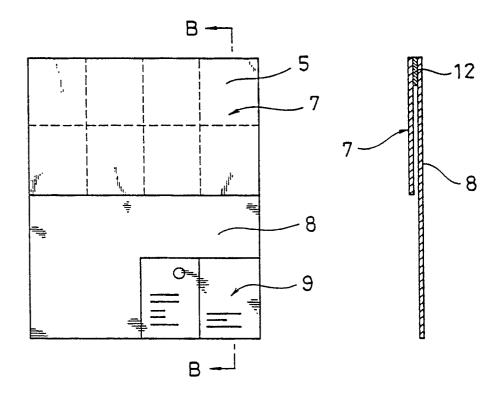


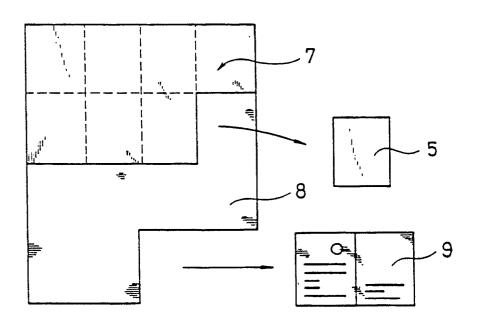
FIG. 2 (b)







F1G.4



F1G.5

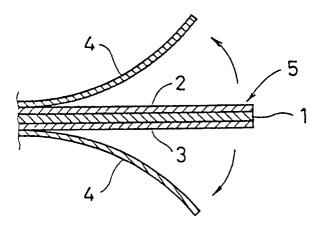
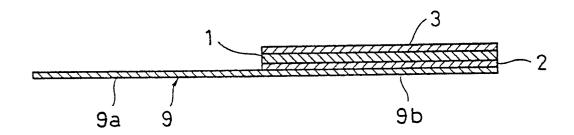
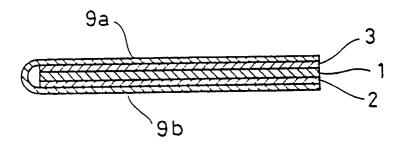


FIG.6



F1G.7



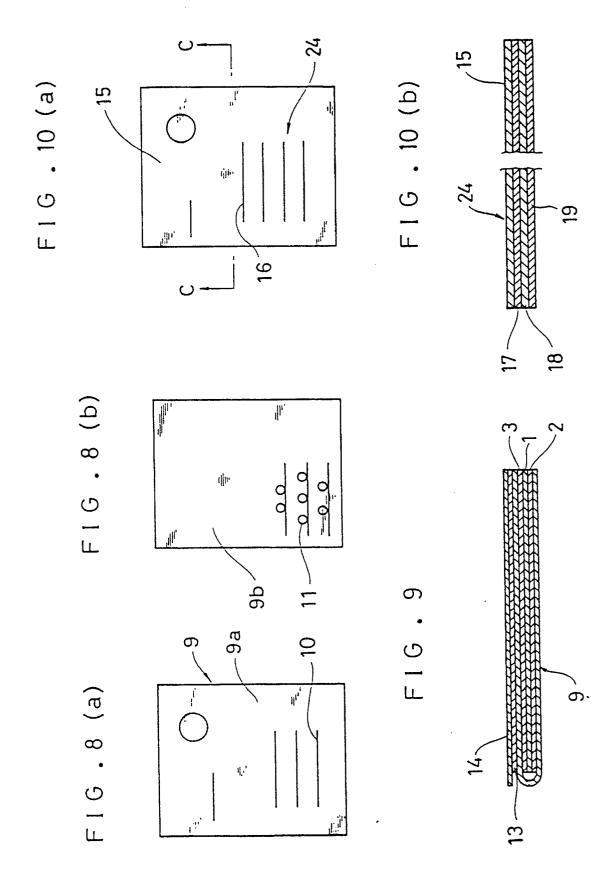


FIG . 11

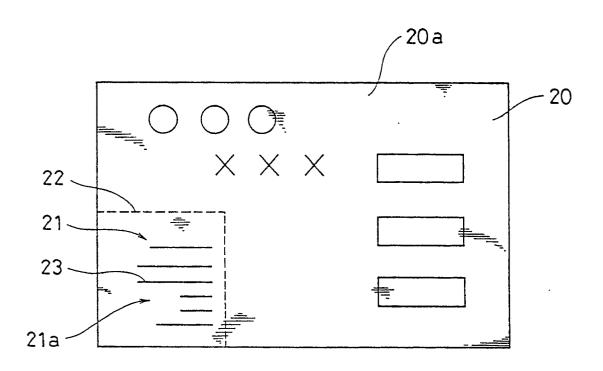


FIG . 12

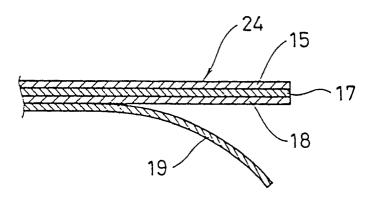


FIG. 13 (a)

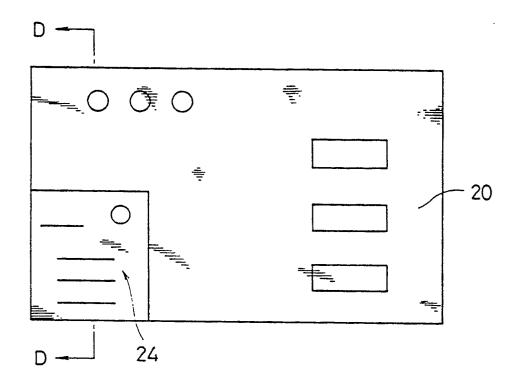
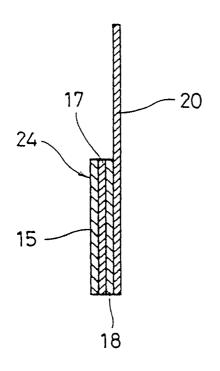


FIG. 13 (b)



F1G.14(a)

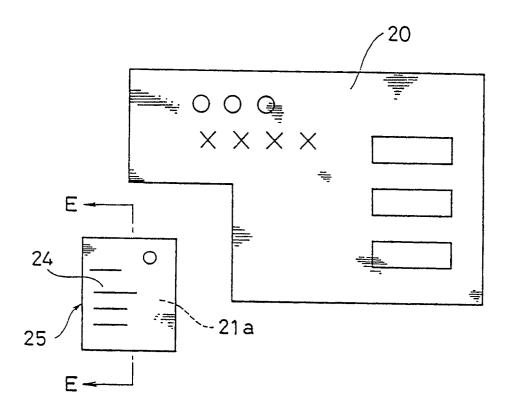


FIG.14(b)

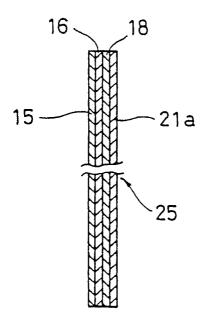


FIG . 15 (a)

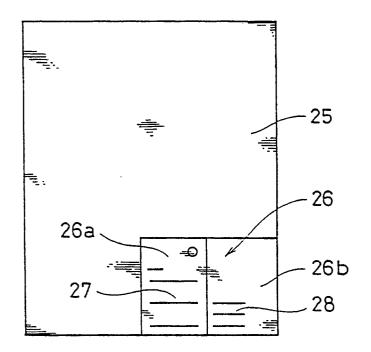


FIG . 15 (b)

