July 18, 1944. W. H. SASS 2,354,066

POSTAL GREETING FOLDER

Filed Sept. 15, 1943

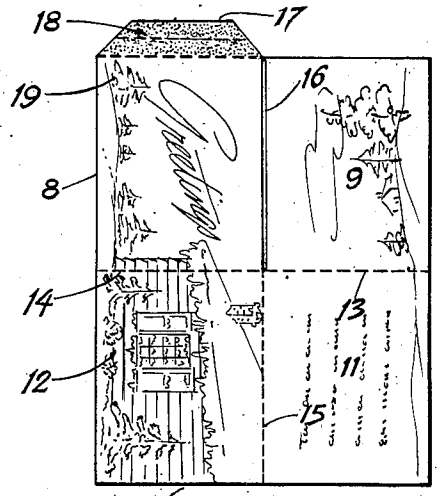


Fig. 1.

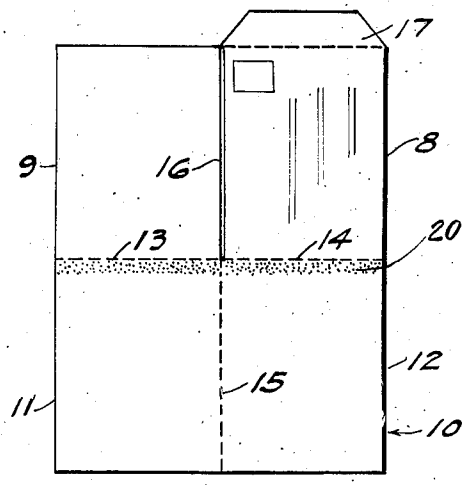


Fig. 2

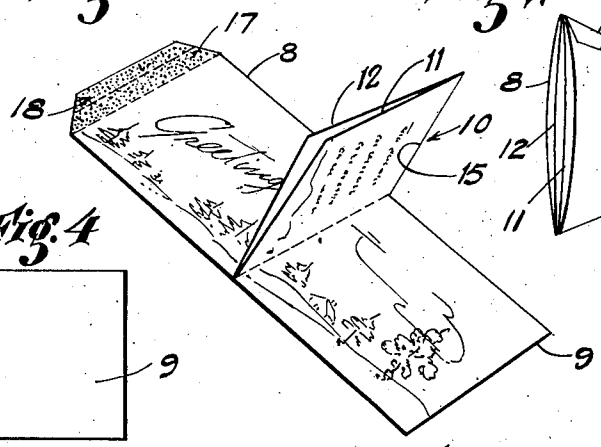


Fig. 3

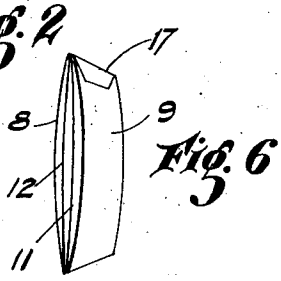


Fig. 6

Fig. 4

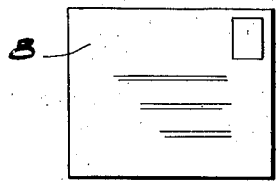


Fig. 5

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POSTAL GREETING FOLDER

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Application September 15, 1943, Serial No. 502,710

3 Claims. (Cl. 229—92)

The present invention relates to postal greeting folders.

Many thousands of cards relating to different types of birthday, holiday and anniversary greetings are manufactured and sold to the trade annually, all of these cards requiring separate envelopes in which they are enclosed for mailing, a large proportion of the recipients of these cards usually discarding the envelopes and the greeting cards contained therein after removing and reading the felicitations.

It is an important object of this invention to provide a mailable greeting folder which does not require an envelope, thereby effecting a great economy of manufacturing cost in the art to which the invention pertains.

Another object of the invention is to provide a greeting folder which in its sealed, mailable condition, without being unsealed, can be cupped or expanded in such a manner that all its interior faces are rendered sufficiently visible to permit of postal inspection.

Another important object of the invention is to provide a greeting folder wherein the printed matter it carries, in the folded condition of the sheet, presents its faces to view in a booklet formation so that it may be read in the same sequence as the pages of a book, this being effected in part by a novel slitting of the main sheet in such a manner as to permit the section of the sheet adjacent to the slit to be folded in such a manner as to make each of their exposed faces assume a book-like reading position.

A still further object of the invention is to provide certain adhesive zones adjacent to foldable sheet sections, which zones in conjunction with the novel slit-separated sections permit the arrangement of the foldable sections in their book-like reading sequence.

It is also an object of the invention to provide a mailable greeting folder which will have a larger percentage of its surface available for written and printed matter or for pictorial or ornamental features.

Other objects, advantages and features of invention will hereinafter appear.

Referring to the accompanying drawing which illustrates what is at present deemed to be a preferred embodiment of the invention,

Fig. 1 is an interior plan view of the article in its unfolded condition.

Fig. 2 is an exterior plan view of the article in its unfolded condition or of the face thereof opposite to that shown in Fig. 1 on which the postal address is written.

Fig. 3 is a perspective view of the folder in its folded operative condition ready for sealing.

Fig. 4 is a back face view of the completed folder sealed for mailing.

Fig. 5 is a view of the address face thereof, it being the face opposite to that shown in Fig. 4.

Fig. 6 is a perspective view illustrating how the article in its postal sealing condition may be transversely compressed or cupped in such a manner as to partly open it for postal inspection.

Referring in detail to the drawing, and first particularly to Figs. 1 and 2, the device as seen therein, in its unfolded condition, comprises a generally rectangular foldable main sheet having a length somewhat greater than its width. Said sheet includes a front cover sheet section 8, upon the back face of which is to be written the name of the addressee, a rear cover sheet section 9, and a one-piece double central sheet 10 including sheet sections 11 and 12. One side portion of said sheet section 11 is joined to and continuous with said rear cover sheet section along a fold line 13 and one side portion of said sheet section 12 is joined to and continuous with said front cover sheet section along a fold line 14, the sections 11 and 12 forming the unitary double sheet 10 being joined together along a fold line 15.

A straight slit 16 is cut into the main sheet along its midwidth, said slit leading from one end of the sheet to the continuous fold line 13, 14, at the center of the sheet to separate the rear cover sheet section 9 from the front cover sheet section 8.

A sealing tab 17 having a surface 18 coated with an adhesive is joined to the front cover sheet section along a fold line 19.

The individual sheet sections 8, 12, 11 and 9 forming the main sheet are each of the same surface area so that when they are folded together to form the completed article shown in Figs. 4, 5 and 6, the sealing tab 17 may be adhered to the back or outer face of the sheet section 9; nevertheless, without unsealing the article, it may be compressed in an edgewise manner, thereby cupping or spreading it as shown in Fig. 6 to permit postal inspection of its interior surfaces.

The printed, pictorial matter, etc., will all be inscribed upon the face of the main sheet which is shown in Fig. 1, and in order to place such matter in a readable position in the completed booklet shown in Fig. 3, the matter on the sheet sections 8 and 12 of Fig. 1 must be in a readable

position when observed from the left side of this view, and the matter on the sheet sections 9 and 11 must be readable from the right hand side of this view.

On the back faces of one or both of the sheet sections 11 and 12 a strip or zone 20 of adhesive coating is provided along that side of the fold line 13—14 which is farthest from the end of the main sheet which carries the sealing tab 17.

Assuming the completely folded article as viewed in Fig. 3 to be resting upon a horizontal support with its cover sections 8 and 9 in an extended position and their inside faces directed upwardly, the completed article is seen to have, intervening between said cover sections, a central, one-piece double sheet section which, when in an upstanding position is open along its top edge and along one of its vertical edges, the sheet material thereof continuing across the fold line 15 along its opposite vertical edge, where the sheet is folded upon itself, the otherwise disconnected basal edge portions of the two parts of said double sheet being adhered to each other by the adhesive of the zone 20 of Fig. 2, one side portion of this double sheet section being continuous with the front cover and the other side portion thereof being continuous with the rear cover 9.

Economy is effected in the manufacture of the article by reason of the sealing tab 17 being located at one side only of the mid-width of the main sheet so that, when two of the main sheets are cut out of a parent sheet one of the sealing tabs will occupy the recess appearing at the right side of the tab 17 of Fig. 1.

The article will be prepared for use by first folding the main sheet along a line extending completely across it represented by combining the two fold lines 13 and 14, this being best done, (speaking of Fig. 1) by swinging up toward the observer, the sheet sections 11 and 12 and then folding them down upon the sheet sections 8 and 9. This operation will bring into view the zone or strip 20 of adhesive which may extend (see Fig. 2) completely across the main sheet, said strip 20, located below fold line 13—14 of Fig. 1, having previously been concealed. Thereupon, to complete the folder it will only be necessary to swing the double wing consisting of the superimposed sections 9 and 12 upwardly and then down upon the flap 11, the adhesive of the strip 20 having been previously moistened so that when the folded over double wing is pressed firmly down the two sections 11 and 12 thereof will be interiorly adhered to each other. The result of this last operation will be to produce a folder like that shown in Fig. 3 having the front cover sheet section 8, the rear cover sheet section 9 and a one-piece double intermediate sheet folded portion consisting of the sheet sections 12 and 11. Owing to the provision of the slit 16 the rear cover sheet section 9 of the completed folder is unattached along both of its long edges so that it can be swung from open to closed position and vice versa like the last leaf of a booklet.

As to the arrangement of the printed matter upon the main sheet before folding, it is to be observed that said printed matter will be in a readable position when viewed from successive positions progressing around the center of the sheet in a counter-clockwise manner starting with the front cover sheet section and ending with the rear cover sheet section.

It should be understood that the present disclosure is for the purpose of illustration only and that this invention includes all modifications and equivalents which fall within the scope of the subject matter claimed.

I claim:

1. A postal greeting folder consisting of a main sheet comprising a plurality of sheet sections which has a rectangular body portion with a sealing tab protruding from one of its end edges, there being in said main sheet a longitudinal slit leading at a right angle to said end edge and extending to and terminating at substantially the center of the sheet, thereby dividing off from each other a front cover sheet section and a rear cover sheet section, there being a fold line across the sheet at a right angle to said slit along which said front and rear sections are foldable thereby providing a one-piece double sheet section extending at a right angle to said slit, the center of said fold line coinciding with the inner end of said slit, there being a fold line extending longitudinally along the unslitted part of the double sheet section and located opposite to said slit, said two fold lines and slit defining four rectangular foldable sheet sections of which the two sections forming the double sheet are folded back to back with said fold line forming a common edge of the two sheets, there being a strip of adhesive coating extending at least partly across one back face of the main sheet along that side of the first recited fold line that is farthest from the aforesaid sealing tab whereby to secure the two sections forming the double sheet in their back to back folded condition, said folded sheet forming the central leaf of a folder readable like a book of which said front cover forms the first sheet and said rear cover forms the back sheet.

2. A postal greeting folder consisting of a single piece of sheet material, said folder when disposed upon a horizontal support in a fully extended open position with its inside portion directed upwardly being describable as having a front cover sheet section, a rear cover sheet section, and a one-piece double central sheet including two sheet sections, the inner edge portion of one of said two sheet sections being continuous with said front cover sheet section and the inner edge portion of the other of said two sheet sections being continuous with said back cover sheet section, said single piece of sheet material having a slit leading into it along its midwidth from its center to one of its ends, said slit severing one of the edge portions of said back cover sheet section from said front cover sheet section, there being a fold line extending across the sheet at a right angle to said slit, the center of said fold line coinciding with the inner end of said slit, there being a fold line extending along the unslitted part of the sheet and located opposite to said slit, said two sheet sections of said double central sheet being folded back to back along said fold line bringing the inner face of one of said two sheet sections opposite the inner face of the front cover sheet section, and the inner face of the other of said two sheet sections opposite the inner face of said rear cover sheet section in which position all of the faces are readable consecutively like the pages of a booklet, and means carried by said folder to secure the two sheet sections of said double central sheet together to form the central leaf of a three leaf folder.

3. A postal greeting folder consisting of a main sheet comprising a plurality of sheet sections which has a rectangular body portion with a sealing tab protruding from one of its end edges, there being in said main sheet a longitudinal slit leading at a right angle to said end edge and extend-

ing to and terminating at substantially the center of the sheet, thereby dividing off from each other a front cover sheet section and a rear cover sheet section, there being a fold line across the sheet at a right angle to said slit along which said front and rear sections are foldable thereby providing a one-piece double sheet section extending at a right angle to said slit, the center of said fold line coinciding with the inner end of said slit, there being a fold line extending longitudinally along the unslitted part of the double sheet section and located opposite to said slit, said two fold lines and slit defining four rectangular foldable sheet sections of which the two sections forming the double sheet are folded back to back with said fold line forming a common edge of the two sheets, and means to secure the two sections forming the double sheet in the back to back folded condition, said folded sheet forming the central leaf of a folder readable like a book of which said front cover forms the first sheet and said rear cover forms the back sheet.

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