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E. A. LEE

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FOLDING BOX CARDBOARD OR PAPER FOLDER

Filed June 5, 1929

Fig. 1.

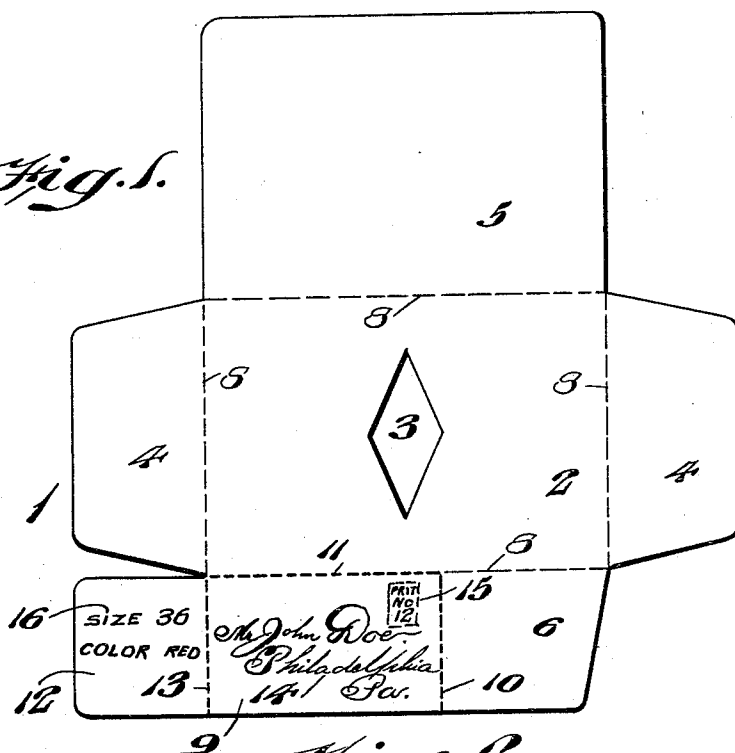


Fig. 2.

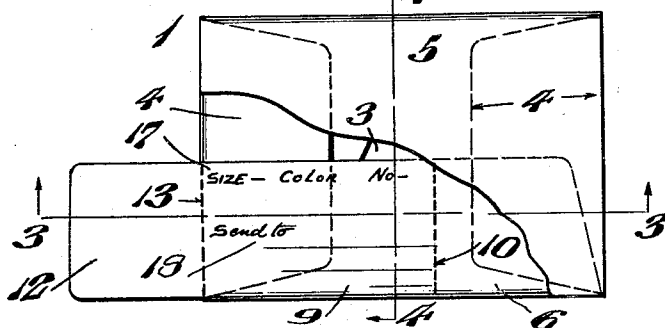


Fig. 3.

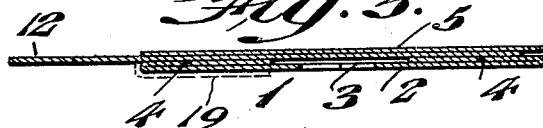


Fig. 4.



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FOLDING-BOX CARDBOARD OR PAPER FOLDER

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My invention relates to a new and useful folding box card board or paper folder, particularly adapted for packing and shipping delicate merchandise, such as hosiery, scarfs, silks, and the like.

It is an established commercial practice for merchants, particularly those engaged in mail order business, to send out business mailing cards which can be mailed back by the prospective customers without affixing postage stamps, the postage on said post-cards being paid by the sender upon the return of said cards to him, on as many of said cards as shall be returned. Sending out such post-cards, while useful, is not thoroughly effective since such cards are usually laid aside, neglected, and ultimately forgotten and wasted. This is due to the fact that the customer usually is unable to connect the post-card soliciting his business with the exact merchandise to which it refers, such customer having purchased such merchandise some time previously. A further disadvantage of this practice resided in the fact that it involved a great waste in postage and material, since these mailing cards are usually mailed attached to a regular post-card from which they are intended to be detached by the customers and mailed back to the sender. The postage thus paid on all unreturned cards is entirely wasted.

It is the object of my invention to provide means for transmitting business mailing cards to prospective customers without incurring any expense in mailing such cards; and it is the further object of my invention to transmit the business mailing cards to prospective customers, identified with the goods or merchandise to which they refer thereby greatly increasing the effectiveness of said cards in soliciting repeat orders.

It is a still further object of my invention to provide means for preventing the loss, neglect, or mislaying of the business mailing card in the event that the prospective customer is not in a position to make immediate use of the card.

Still other and further objects of my invention are to provide means whereby the color, texture, size, and number of the mer-

chandise may be accurately ascertained and means whereby such delicate fabrics are packed in a clean, neat and attractive manner, my novel folding box being equally adapted for the display as well as the shipment of the merchandise.

To the above ends, my invention consists of a folding box composed of a blank having a main body portion, end and side flaps adapted to fold over said body portion, one of said flaps being scored to form a detachable post-card, the free end of said flap also being scored to form a tab adapted to bear the number, size, color, and other characteristics of the merchandise and to project from said folded box to indicate the nature of the merchandise in said box without the necessity of opening or unfolding said box.

My invention further consists of various other novel features of construction and advantage, all as hereinafter described and claimed.

For the purpose of illustrating my invention, I have shown in the accompanying drawings one form thereof which is at present preferred by me, since the same has been found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which my invention consists can be variously arranged and organized and that my invention is not limited to the precise arrangement and organization of the instrumentalities as herein shown and described.

In the accompanying drawings:

Fig. 1, represents a plan view of a blank from which my novel folding box is made.

Fig. 2, represents a view of the box in folded condition with the top broken away to show the interior of the box.

Fig. 3, represents a section on line 3—3 of Fig. 2.

Fig. 4, represents a section on line 4—4 of Fig. 2.

Referring to the drawings, in which like reference characters indicate like parts, 1 designates a blank from which my novel folding box card board or paper folder, is formed, composed of the main body portion 2, having the aperture 3 therein, the end flaps

4, the large side flap 5, and the small oppositely disposed flap 6. The flaps 4, 5, and 6 are foldable upon the body 2 along the scorings or creases 8 in a manner hereinafter described. Out of the side flap 6 is punched or stamped the post-card 9 which is detachable from said flap along the punching or scoring 10 and from the main body portion 2 along the scoring 11. The post-card 9 has the end extension 12 which is detachable therefrom along the scoring 13.

On one face of the post-card 9 is printed the address to which the card is to be returned as at 14, along with the permit number which entitles the sender of the card to mail it without affixing stamps, as at 15. The tab 12 bears the necessary information 16 for identifying the merchandise in the box without opening the latter, the nature of the merchandise being further ascertainable, if desired, through the aperture 3 in the body portion 2 of the box. On the other side of the post-card is provided space for writing the number, size, color, etc. of the merchandise desired, as at 17, as well as the name of the sender of the card, that is, the address to which the merchandise is to be sent, as at 18, see Fig. 2. While the folded box containing the merchandise (not shown) is in shipment, the tab 12 is folded along the dotted line 19 in Fig. 2 for the purpose of compactness, as will be apparent. If the folded box is on a shelf in a store, the tab 12 will project downwardly and outwardly from the box or row of boxes, thus apprising the salesman as to the contents of the box without the necessity of reaching for the box or removing it from the shelf.

Assuming that a pair of stockings is shipped in my novel box, the customer need not at once detach and mail the cards, unless so desired, but may at leisure and when another pair is needed detach and mail the card. Furthermore, the receipt of the mailing card along with the merchandise tends to have the effect of influencing the customer to put in an order immediately if the merchandise is satisfactory. That this method is more effective than first shipping the goods and subsequently sending a mailing business card is obvious. It will be further apparent that by my novel invention the initial mailing of business cards by the merchants in order to reach prospective customers is eliminated, since the customers get the cards at the same time of the purchase or receipt of the goods for no extra mailing cost. Furthermore, due to the large size of the flap 5, which is of the same size as the body portion 2, the detaching of the card 9 does not detract from the value of the box as a packing and storing means, since the merchandise is held between the body portion 2, the end flaps 4, and the remainder of the flap 6 after the card 9 has been detached, and is completely covered or

enclosed by the large side flap 5. The cost of producing my novel folding box I have found to be substantially the same as the cost of producing other conventional boxes heretofore known and used and not possessing any of the advantages which my novel box has thus been shown to possess.

It will be apparent that while I have described my novel device as being adapted to a folding box or the like, it is equally adapted to a card board folder or a paper folder or the like wherein it is desirable to have a return post card and an end extension of the character stated for the purposes described.

I am aware that the invention may be embodied in other specific forms without departing from the spirit or essential attributes thereof, and I therefore desire the present embodiment to be considered in all respects as illustrative and not restrictive, reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

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

1. A blank for a folding box, card board or paper folder, comprising a body, and flaps therefor, a side flap of substantially the same area as said body, an opposed narrower side flap foldably joined to said body and having a portion thereof creased and constituting a detachable return post-card, provided with a detachable end extension having thereon indicia indicative of the merchandise to be shipped in said box.

2. A blank for forming a folding box, card board or paper folder of the character stated, comprising a body portion, relatively small end flaps foldably joined to said body portion, a side flap of substantially the same size as and foldably joined to one side of said body portion, a relatively narrow oppositely disposed side flap foldably joined to the opposite side of said body portion, an extension foldably joined to one end of said narrow side flap adapted to project from said box when said blank is in folded condition, there being parallel transverse scorings in said narrow side flap and a scoring intermediate said narrow side flap and said body portion whereby a rectangular portion may be detached from said narrow side flap and said extension, and indicia on either face of said rectangular portion whereby the latter may be used as a post-card when detached.

3. A folding box of the character stated, formed of a blank comprising a main body portion, end flaps foldably joined to said main body portion, a side flap of substantially the same size as and foldably joined to one side of said main body portion, a relatively narrow side flap foldably joined to the

other side of said main body portion, and an
end extension foldably joined to one end of
said narrow side flap, there being scorings
in said narrow side flap and intermediate
the latter and said main body portion where-
by a rectangular portion may be detached
from said side flap and said end extension,
said rectangular portion being inscribed to
simulate a mailing post-card.

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