No. 816,870. PATENTED APR. 3, 1906.

S. A. MARKOFF.

PHOTOGRAPHIC MAILING CARD.

APPLICATION FILED JAN. 29, 1906.

Fig. 1.

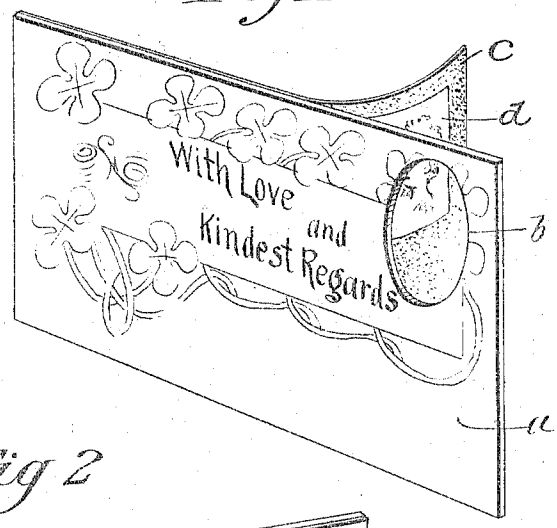


Fig 2

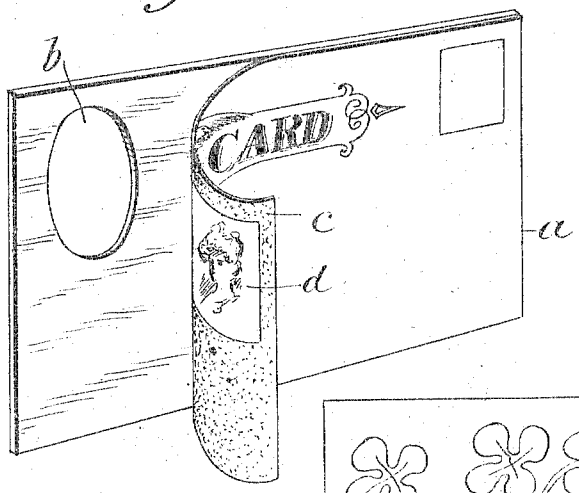


Fig. 3.



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UNITED STATES PATENT OFFICE.

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PHOTOGRAPHIC MAILING-CARD.

No. 816,870. Specification of Letters Patent. Patented April 3, 1906.

Application filed January 29, 1906. Serial No. 298,540.

To all whom it may concern:

Be it known that I, SAMUEL A. MARKOFF, a citizen of the United States, residing in the city, county, and State of New York, have invented certain new and useful Improvements in Photographic Mailing-Cards; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

The invention relates to mailing-cards, and has for its object to provide a device of this character with means for attaching thereto a photograph or other pictorial representation in such manner that while the picture is visible from the reverse side of the card it is thoroughly protected against damage in handling and may, moreover, be applied directly to the card and mailed, if desired, without the usual delay required to permit the ordinary photographic mailing-card to dry.

To this end the invention comprises a mailing-card having a relatively stiff body portion of cardboard or the like which is provided with one or more perforations through which a corresponding number of photographs or other pictorial representations are to be exhibited and a relatively thin sheet of paper or equivalent material of substantially the same dimensions as the body of the card, which is attached to the body of the card by a suitable adhesive, except in those portions of the card which contain the perforations, the portions of the paper flap which lie behind the perforations being unattached to the body of the card, but provided with a coating of gum or other adhesive, by means of which the photographs or other pictures are attached to the inner face of the paper sheet or flap in proper relation to register with the corresponding openings, also by means of which that portion or portions of the paper sheet or flap are securely attached to the body of the card after the photographs or the like have been attached. By this means there is produced a mailing-card consisting of the main body portion and a face or flap securely attached to the front thereof, between which the photographs or the like are firmly held in position to register with the corresponding openings in the rear face of the card, the front face, which is formed by the cover or flap, being imperforate and in proper condition to receive the necessary address and postage-stamp.

In the accompanying drawings, Figure 1 is a perspective view illustrating a mailing-card embodying the features of this invention, the unattached portion of the cover or flap being turned back to receive the photograph or like device preparatory to sealing the two sections of the card. Fig. 2 is a similar view from the opposite side of the card. Fig. 3 is a rear elevation of the card ready for mailing.

Referring to the drawings, *a* indicates the main body portion of the card, which may be conveniently formed of cardboard, wood, leather, or the like or any combination of materials which are suitable for the purpose. Said body portion *a* is provided with one or more perforations or openings, which may be given any desired shape or configuration and which may be disposed in any desired relation with respect to said card-body. In the particular form of card illustrated a single perforation *b* is shown, which is generally oval in shape and is located near the upper right-hand corner of the card when viewed from the obverse side. This arrangement leaves the main body portion of the card-face free for receiving the message or other communication, and this face may, if desired, be suitably ornamented or marked in any appropriate manner. The particular disposition or arrangement of the openings, however, is immaterial and may be effected as convenience or necessity may direct. For example, if a single photograph or picture is to be applied to the card the said card will be provided with a single appropriate opening, and, on the other hand, if a series of photographs or pictures are to be included the card may be provided with a single large opening to exhibit all of the pictures, or a corresponding number of perforations may be formed which shall conveniently conform to the particular shape or style of the photographs or pictures and be so disposed as to best subserve the conditions of convenience or artistic effect.

The front or address face of the card is formed by a sheet or strip of paper or other appropriate material *c*, which is of substantially the same dimensions as the body of the card and which is conveniently of sufficient flexibility to permit it to be rolled or folded back with respect to the body of the card. This sheet is designed when ultimately at-

tached to the body *a* of the card to overlie the entire surface thereof and to form the front or address face of the card and for this purpose may be provided with the usual post-card heading and directions, together with a properly-indicated place for the attachment of the postage-stamp. The sheet *c* is permanently attached to the body *a* by means of a suitable adhesive at those portions of the body portion *a* which are not provided with perforations, while the portions of the sheet designed to overlie the perforations are left free in order that they may be separated from the body portion by rolling or folding the unattached portion or portions of said sheet *c*. The inner surface of the portion or portions of the sheet *c*, which are unattached to the body *a*, are preferably provided with an adhesive extending over the entire face thereof, which adhesive is preferably allowed to dry, so as to prevent it accidentally sticking to the body portion *a*.

When it is desired to attach a photograph or other pictorial representation to the card, said photograph or other picture is attached to the rear side of the sheet *c* by moistening the adhesive on said sheet and properly adjusting the photograph or the like so that the same shall be brought into substantial registry with the opening *b* in the card when the flap-like sheet *c* is pressed down upon the body *a*. In order to secure said sheet *c* firmly to the body *a*, the adhesive on the rear face of said sheet is moistened throughout the unattached portions and pressed against the body *a*. When this has been accomplished, the photographs or other pictures will be firmly held between the sheet *c* and the body *a* in such position as to be visible through the opening or openings in the rear face of the card.

It will be understood, of course, that the cards will be made and sold with the portion or portions of the flap-like sheet which are to receive the photographs loose with respect to the body of the card, but provided with the necessary adhesive, which shall serve, first, to secure the photograph in position, and, second, to seal the flap-like sheet firmly to the body portion *a* of the card, so that the photograph or photographs will be exhibited through the corresponding openings.

What I claim, and desire to secure by Letters Patent of the United States, is—

A mailing-card, comprising a body portion having a display-opening, a flap or sheet of thin material capable of being rolled back upon itself and of having the position of the display-opening defined thereon, said flap being attached in part to said body portion and loosely overlying the display-opening, and an adhesive on said flap serving to attach the back of a photograph or the like to said flap so that the photograph will register with the display-opening, and to seal the flap to the body portion.

In testimony whereof I affix my signature in presence of two witnesses.

SAMUEL A. MARKOFF.

Witnesses:

CHAS. J. O'NEILL,

GEO. W. REA.