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3,266,714

POSTCARD CONSTRUCTION

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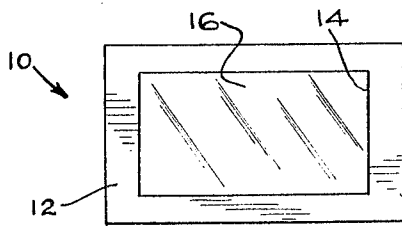


FIG. 1

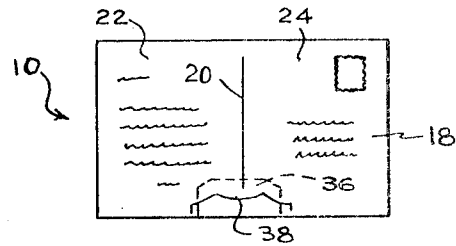


FIG. 2

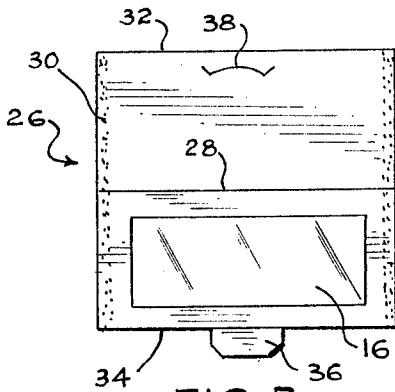


FIG. 3

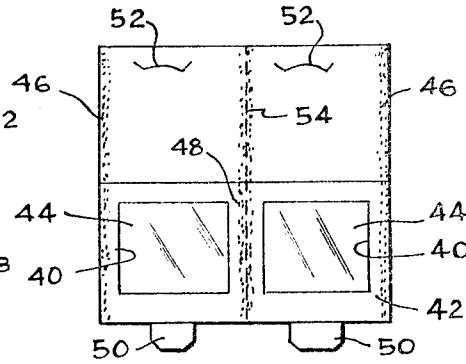


FIG. 4

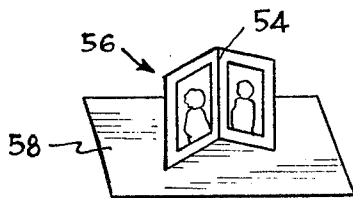


FIG. 5

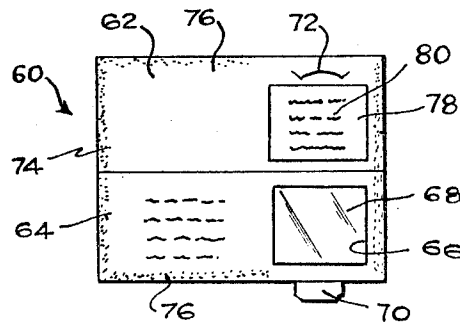


FIG. 6

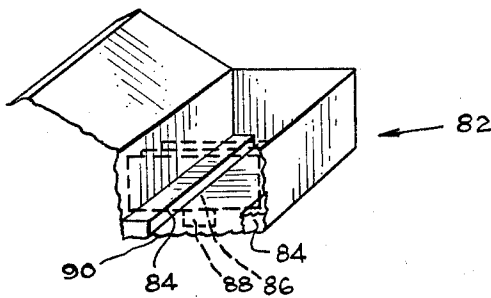


FIG. 7

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POSTCARD CONSTRUCTION

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6 Claims. (Cl. 229-92.8)

This invention relates to a postcard construction adapted to be utilized for the mailing of photographs and similar articles. The construction contemplated is designed whereby the postcard can be employed in a conventional fashion in addition to achieving the added advantages of mailing a photograph.

In a conventional postcard construction, a sheet of relatively stiff paper is utilized with one side of the paper being employed for addressing the card while the other side carries the message to be transmitted. In a picture postcard construction, the picture is printed on one side while the other side is employed for both addressing the card and for the message.

It will be appreciated that with such conventional cards, the message is limited to written material or to material which can be printed onto the card surface. Where one desires to mail photographs or the like, it is necessary to employ conventional envelopes.

The instant invention is directed to a means which permits the use of a postcard construction and at the same time enables one to mail photographs. Thus, the advantages of the postcard construction from the standpoint of ease of use can be obtained while the writer is not restricted to written or printed messages.

Mailing pieces have previously been devised with the purpose in mind of sending photographs. These include postcard constructions such as described in United States Patents Nos. 1,008,195, 2,256,399 and 2,576,667. In these previous constructions, various means were employed for holding a photograph in place; however, constructions of this type are not considered acceptable due to the fact that the postcard constructions are unduly complicated, are difficult to use, and are expensive to manufacture.

It is one subject of this invention to provide a postcard construction which is uniquely suitable for the mailing of photographs while at the same time, embodying all of the convenience of a conventional postcard.

It is a further object of this invention to provide a postcard construction of the type described which is simple in construction and in use whereby it can be economically manufactured and will be susceptible to general usage by the public due to its convenience.

These and other objects of this invention will appear hereinafter and for purposes of illustration but not of limitation, specific embodiments of this invention are shown in the accompanying drawings in which:

FIGURE 1 is a plan view of one side of a postcard construction of the type contemplated;

FIGURE 2 is a plan view of the reverse side of the construction;

FIGURE 3 is a plan view of a blank suitable for the manufacture of the construction of FIGURES 1 and 2;

FIGURE 4 is a plan view of a blank suitable for the manufacture of an alternative construction;

FIGURE 5 is a perspective view illustrating one manner in which the blank of FIGURE 4 can be employed;

FIGURE 6 is a plan view of a blank suitable for the formation of a further alternative form of the invention; and,

FIGURE 7 is a sectioned perspective view of a container construction adapted to be employed for the postcards of this invention.

The instant invention generally comprises a postcard construction which can be formed from a one-piece blank. The blank includes first and second sections with a cut-

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out portion being defined by one of the sections. A line dividing the sections permits folding thereof so that the opposed interior faces of the respective sections will define at least one interior pocket for receiving photographs.

The cutout portions, which correspond in number to the pockets defined in the sections, are covered by a transparent sheet, as of cellophane, and when the blank is folded, the pocket will be visible through this transparent sheet. Accordingly, a photograph inserted in the pocket will be visible through the sheet. When the postcard is provided with the necessary address and stamp, and with a written message where desired, the card can be mailed in a conventional fashion.

In the preferred form of the instant invention, a tab member is formed integrally with the one-piece blank. This tab member extends outwardly from one edge of the blank, and a corresponding slot is formed adjacent an opposite edge of the blank. When the blank is folded, the tab member is adapted to be inserted in a corresponding slot. The tab members and slots are located in alignment with the pockets which hold the photographs. Accordingly, the tab members serve to block off the access to these pockets whereby the photographs will be secured within the pockets after the tab members are positioned. This will prevent accidental displacement of the photographs during mailing.

In the accompanying drawings, FIGURE 1 illustrates one view of a construction 10 comprising one form of the instant invention. As shown therein, the construction includes a section 12 which defines a cutout portion 14. A transparent sheet 16 extends over the opening so that one can see into the interior of the construction.

FIGURE 2 illustrates the opposite side of the construction 10 comprising section 18. This section is divided by the line 20 into a portion 22 for writing the message, and a portion 24 for addressing the card.

FIGURE 3 illustrates a blank 26 which is employed for forming a construction of the type shown in FIGURES 1 and 2. It will be apparent that the sections 12 and 18 are folded over about the line 28 to provide the assembly illustrated in the other figures. Adhesive portions 30 are formed on the respective sections so that the assembly will be closed with the exception of the opening defined between the edges 32 and 34. It will be apparent that when the blank is folded and adhered together at its side edges, a pocket will be formed permitting the insertion of a photograph which can be viewed through the transparent sheet 16.

Integrally formed with the edge 34 is a tab member 36. A slot 38 is formed adjacent the edge 32 and after a photograph is inserted, a tab member 36 is adapted to be bent, and then received by the slot 38. As best shown in FIGURE 2, the tab 36 closes off the access to the interior of the construction so that a photograph will not be dislodged during mailing of the postcard.

FIGURE 4 illustrates a blank comprising an arrangement generally corresponding to the previously disclosed construction. In the arrangement, however, a pair of cutout portions 40 are formed in the section 42. An individual transparent sheet 44 may be provided for each cutout portion, however, it will be obvious that a single transparent sheet could extend across the entire section. Adhesive is formed along the lateral edges of the blank at 46, and an additional line of adhesive is formed at the center of the blank at 48. When the card is assembled, a pair of pockets will be formed with accesses being provided between the adhesively secured portions. Tab members 50 and corresponding slots 52 operate to close off the individual pockets in the same manner as described above.

It will be noted that the blank of FIGURE 4 defines a central score line 54. As shown in FIGURE 5, the as-

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sembled blank, designated 56, can be bent about the score line 54 whereby the card can be supported in an upright position on a table surface 58. This arrangement adds to the advantages of a construction of the type contemplated by this invention, and it will be understood that a similar feature is contemplated for other alternative forms of the invention.

The alternative form shown in FIGURE 6 embodies a blank 60 which includes sections 62 and 64. The section 64 defines a cutout portion 66 and carries a transparent sheet 68. A tab member 70 and slot 72 function in the manner described above, and adhesive 74 is provided along the lateral edges of the construction to provide the desired closure. Additional adhesive 76 is provided along the top and bottom edges of the blank to close off the construction except in the area of the pocket.

FIGURE 6 also illustrates a sheet 78 which comprises a background sheet attached to the section 62. Written information 80 is displayed by this sheet whereby one purchasing the card may determine the steps necessary for its use.

The box construction 82 of FIGURE 7 has been found to be particularly suitable for the carrying of cards of the type of this invention. This box is of a conventional rectangular shape; however, it includes shoulder portions 84 disposed along its bottom edges. It will be apparent that the cards of this invention such as shown in broken lines at 86 can be readily stored in a box of this type. The bottom edge of the card will rest on the shoulders while the tab portion 88 will ride free from contact with the bottom 90 of the construction. Accordingly, the cards can be placed in the container in an orderly fashion without difficulty.

It will be appreciated that the postcard construction which has been described embodies advantages over conventional postcards. With the construction described, one can readily mail a photograph along with a written message. There is little additional effort necessary as compared to the use of a conventional postcard.

One of the most significant factors of the instant invention involves the simplicity of its manufacture. The cards can be formed from a one-piece blank which includes the tab and slot members. The application of the cellophane or other transparent material to form a window is elementary, as is the application of the adhesive and the forming of the blank into the desired construction. Finally, the use of the blank, which requires only the insertion of a photograph and the placement of the tab, is an elementary operation.

In the above description and in the drawings, the cutout portion referred to has been rectangular in shape. It will be appreciated, however, that the functions of the instant invention can be readily achieved when these cutout portions comprise other shapes including round and oval shapes or various decorative shapes. In addition, various configurations which relate to a particular holiday season are clearly possible insofar as these cutout portions are concerned.

It will be understood that various changes and modifications may be made in the construction described which provide the characteristics of this invention without departing from the spirit thereof particularly as defined in the following claims.

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That which is claimed is:

1. A postcard construction comprising front and back sections divided by a fold line, at least one cutout portion defined by one of said sections, a transparent sheet extending over said cutout portion, said construction being folded on said fold line to thereby form the top edge of the construction, and said construction being sealed at least about its side edges to thereby form a pocket between said sections, said construction being open along the bottom edge adjacent said cutout portion whereby access to said pocket is available and whereby a photograph can be inserted into said pocket for viewing of said photograph through said transparent sheet, a tab member formed integrally with the bottom edge of one of said sections and a slot formed adjacent the bottom edge of the other of said sections, said tab being adapted to be bent over relative to the section to which it is attached and said slot being dimensioned to receive said tab, said tab being located in line with said cutout portion whereby said tab will extend over the access opening to said pocket when it is received in said slot to thereby serve as a means for holding a photograph in said pocket.

2. A construction in accordance with claim 1 wherein a single large cutout portion is provided in said one section.

3. A construction in accordance with claim 1 wherein a pair of cutout portions are provided in the same section of said construction.

4. A construction in accordance with claim 3 including a score line extending perpendicular to said fold line whereby said construction can be folded along a vertical line and can be supported in an upright position while standing on its bottom edge.

5. A construction in accordance with claim 1 including a background sheet formed on the interior surface of the section opposite the section carrying the cutout portion whereby said background sheet will be visible through said cutout portion, and wherein said background sheet carries directions for the use of said construction.

6. A construction in accordance with claim 5 wherein a single cutout portion is provided on one side of one of said sections and written material is provided on the opposite side of this section.

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