June 22, 1965 E. R. McLAUGHLIN ETAL 3,190,541

GREETING CARD ASSEMBLY

Filed Nov. 18, 1963 2 Sheets-Sheet 1

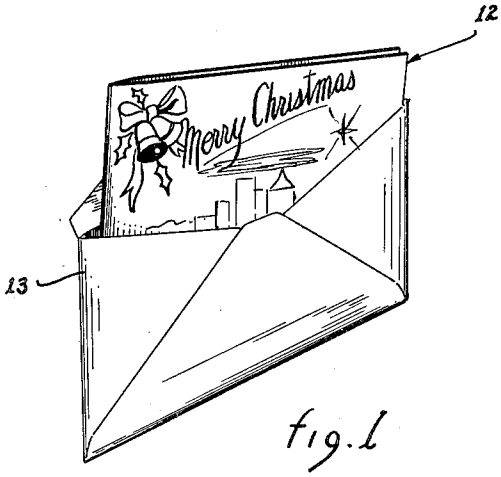

Fig. 1

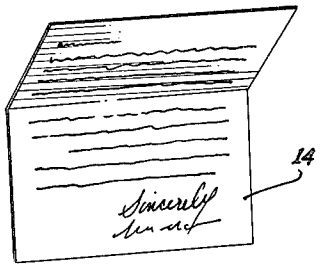

Fig. 3

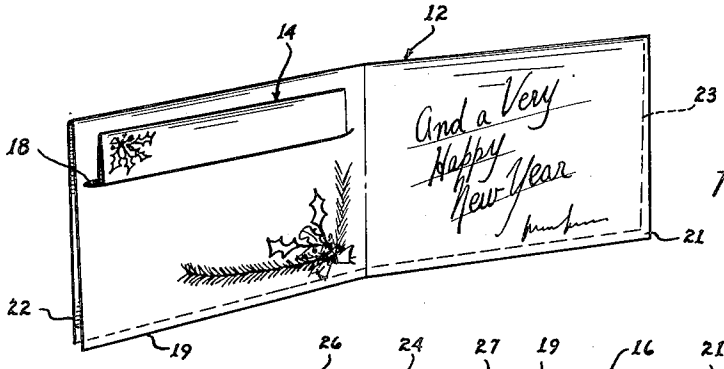

Fig. 2

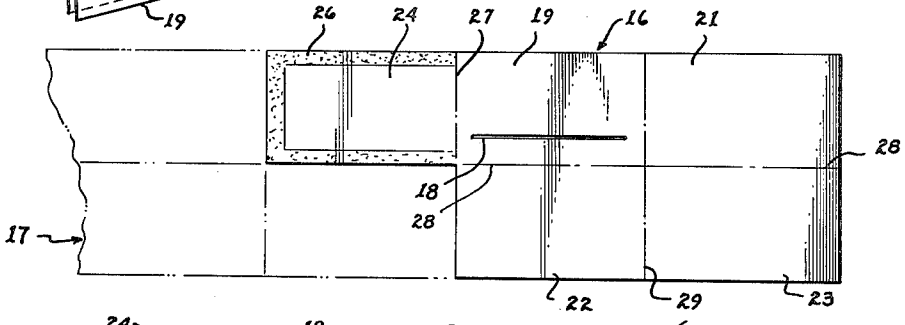

Fig. 4

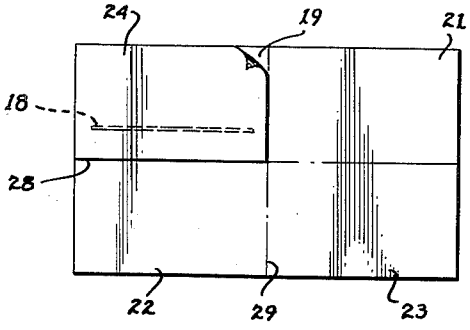

Fig. 5

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June 22, 1965 E. R. McLAUGHLIN ETAL 3,190,541

GREETING CARD ASSEMBLY

Filed Nov. 18, 1963 2 Sheets-Sheet 2

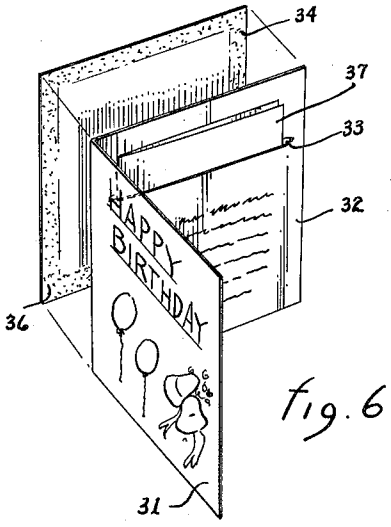

Fig. 6

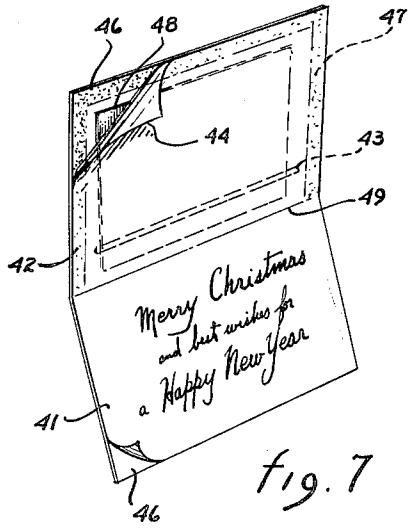

Fig. 7

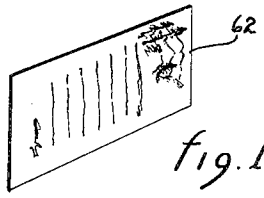

Fig. 11

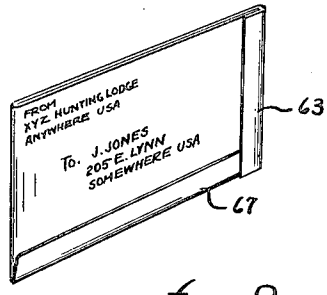

Fig. 9

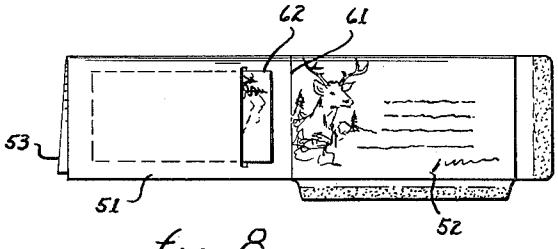

Fig. 8

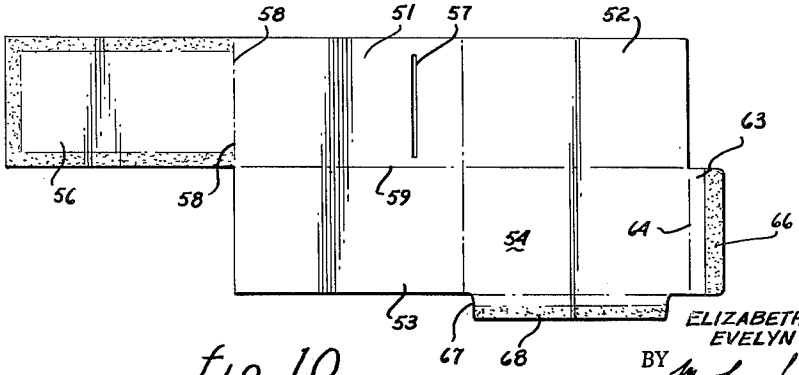

Fig. 10

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3,190,541

GREETING CARD ASSEMBLY

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Filed Nov. 18, 1963, Ser. No. 324,532
10 Claims. (Cl. 229—92.8)

Our invention relates in general to greeting cards of all types. It relates more in particular to a greeting card of more or less conventional design, which has releasably associated with it relatively smaller sheets of writing paper permitting the sender of the card to enclose a personal letter or the like without mutilating display portions of the greeting card by excessive writing thereon.

The greeting card industry is a very extensive one. In addition to Christmas cards and cards containing other seasonal greetings, it also includes birthday cards, cards of greeting on anniversaries of various kinds, and place cards usually provided by hotels and resorts for use of their patrons. In the case of greeting cards such as Christmas cards, birthday cards, and the like, these may be specially printed with the name of the sender or not. But in any case they usually include at least one side or panel surfacing showing a printed greeting sometimes in the form an appropriate picture, and at least one panel surface containing a printed greeting sometimes in the form of an appropriate verse or verses. When sending greeting cards, many people realize that they have been remiss in keeping up ordinary letter correspondence with the addressee so that as a result they write special matters in long hand on any empty surface of the greeting card. This practice renders an otherwise attractive card "messy" if the writing should be extensive, and we know of course that frequently the writing is very extensive because there is no brief stopping point. The same situation occurs in the case of birthday cards and other greetings cards, although usually the practice is not quite so prevalent as in the case of Christmas cards.

A type of greeting card is also frequently used by hotels and resorts to advertise their existence, their locations, and their features and advantages. Frequently this is an ordinary post card with a picture on one side and the opposite side divided up between a mailing portion and a message portion. In other instances hotels and resorts furnish ordinary paper and envelopes for the use of their guests, but in these cases advertising is of necessity extremely limited. Most hotels and resorts, particularly the latter, feature a brochure type of document frequently in the form of a single sheet of paper folded on itself twice in a manner which we may call quarto fold, usually leaving four panels or pages for advertising and message. Usually this is inadequate, and guests normally are not interested in using for correspondence a document which is blatantly worded for advertising purposes. While greeting cards may take various forms, for our purpose we find greeting cards of modern conventional type to comprise either the quarto fold type document or the double fold document consisting of two relatively hard panels foldable to rest against each other.

The principal object of our invention is the provision of an improved greeting card.

Another object is the provision of a greeting card assembly which is of conventional type and in good taste but which provides substantial space for writing a letter if necessary and including it with the greeting card.

Still another object of our invention is the provision of an improved assembly comprising a greeting card and note paper releasably associated with each other, and adapted to be enclosed in the normal mailing envelope

which would be used for the greeting card without the note paper.

A further object is the provision of an improved greeting card assembly which may utilize all of the conventions, designs, and equipment, known in the industry but which also furnishes additional features of design not now available.

A still further object is the provision of a greeting card assembly of the type identified which may be used with the conventional envelope or which may be modified in a simple manner, particularly when advertising is to be associated with it, so that the greeting card may comprise its own cover.

In accordance with the main features of the invention we provide a simple slot and associated pocket, preferably on an inside surface of a folded greeting card, together with at least one sheet of note paper usually folded once but adapted to be divided in small dimension and without fold if desired, so that a short message or even along letter may accompany the greeting card, leaving the decorated surfaces of the card unblemished except of course for the usual signature. Since normally the greeting card will be enclosed within a mailing envelope, it is not essential that the note paper be entirely inserted within the pocket, nor that the greeting card be so folded as to prevent the note paper from being extracted. We may, however, so relate the slot to a normal line of fold of the greeting card, that the note paper may remain projecting from the slot or easy and simple removal, but in which the note cannot be extracted from its pocket without unfolding the card. Preferably the entire greeting card, including that portion thereof forming the pocket, is made from a single blank, and the blank so designed that there will be little or no loss of paper stock as the blanks are cut out. Under appropriate conditions, however, a separate pocket-forming sheet or leaf or panel of paper is provided as the specific description will make clear. The blank which is folded to produce a greeting card may also have a tab associated therewith for closing the folded blank so that it may comprise its own cover or envelope for mailing. In such case the pocket should be located that extraction of the note paper is impossible.

Other objects and specific features of the present invention will be apparent from the following detailed description, taken with the accompanying drawings, wherein:

FIG. 1 illustrates a preferred embodiment of the greeting card assembly of our present invention as it is being inserted into an envelope;

FIG. 2 shows the greeting card removed from the envelope and opened to show two inner faces, together with the slot and manner of supporting the note paper;

FIG. 3 shows the note paper removed from its pocket;

FIG. 4 shows a blank from which the greeting card of the preferred embodiment of the invention is formed;

FIG. 5 is a similar view showing the first folding operation in producing the greeting card;

FIG. 6 is a perspective view, with one panel shown in exploded relation to illustrate construction;

FIG. 7 shows a greeting card essentially similar to that shown in FIG. 6 but with the slot in a different position, and the outside panels or surfaces only being visible;

FIG. 8 shows still another form of greeting card such as one in which advertising would appear;

FIG. 9 shows the FIG. 8 form of greeting card folded to form its own mailing cover;

FIG. 10 shows the blank from which the FIG. 9 card is formed, and

FIG. 11 shows a form of note paper which could be used with the FIGS. 9 and 10 embodiment.

Referring now first to FIGS. 1 through 5, a preferred form of greeting card produced in accordance with our

invention is indicated by the reference numeral **12** in FIG. 1 as it is being placed in a conventional mailing envelope **13**. Looking at FIG. 1, it could be a conventional modern type of Christmas card, millions of which are purchased and mailed annually. One or more pieces of note paper **14** (FIG. 3) are so associated with the Christmas card, however, as not to affect or mar its beauty and symmetry in any way. Actually, however, the note paper **14** may be used to effect certain advantages in design of the card as will be explained hereinbelow. We recognize that when the letter on the note paper **14** is enclosed with the card, it will normally be necessary in accordance with present day rules that the Christmas card be mailed first class rather than second class. We have observed, however, that personal greeting cards are almost always, or at least very frequently mailed first class to assure early delivery, so that on a practical basis very little if any penalty will result from the use of the features of our invention. The note paper **14** is placed in a suitable pocket as will be described, but before going into the details of the pocket we wish to point out a preferred manner in which the greeting card of our invention will be produced.

Referring to FIG 4 a blank **16** shown in full lines in FIG. 4 is cut from a suitable strip of paper which may already have been printed to apply designs, pictures, greetings, verses and the like on suitable surfaces. The strip shown may be only part of a strip which in actual practice has a width comprising a multiple of the width of the blank **16**, in all instances printing and cutting mechanism being employed which is common in the industry. The numeral **17** indicates in broken lines a separate portion of the strip, and it will be observed that a succession of blanks may be cut from a strip with little or no loss of paper stock.

As the blank **16** is cut by means of a suitable die a slot **18** is also cut away. Provision is thus made for panels **19**, **21**, **22**, **23**, and **24**. Panel **24** is provided with an adhesive peripheral strip **26** at three sides thereof but not along the line of fold **27**. When the blank is in the position shown in FIG. 4 the surfaces which we see are blank surfaces, the surfaces containing indicia of all kinds being on the opposite faces or surfaces which we do not see when the blank is in this particular position.

The first movement in shaping the greeting card is to bend the panel **24** along the line of fold **27** so that it lies over and completely covers panel **19** as shown in FIG. 5. The panel **24** is held in position by the adhesive **26**, but in FIG. 5 we show one of the corners raised for purposes of illustration. It will be observed that in actual practice the panel **24** will be secured tightly against panel **19**. It will be observed also that the slot **18** is also covered, and that if anything were to be inserted through the slot on the opposite side of the blank to that shown in FIG. 5 it would lodge in a pocket between panels **24** and **19**.

The next operation is to articulate the panels **22** and **23** against a longitudinal line of fold **28** (FIGS. 4 and 5) so that panel **24** now becomes covered, and all of the surfaces which have not been printed in accordance with usual practice are concealed. If panels **22** and **23** are moved directly upwardly with the blank positioned as in FIG. 5 this result will be accomplished. We now have a blank of double thickness with one fold except of course for the special panel **24** provided in accordance with the present invention. In all other ways the resulting configuration is exactly the same as in conventional practice in the usual quarto-fold type of card.

Looking at FIGS. 4 and 5 it will be seen that there is indicated a vertical line of fold **29** crossing two panels. When the first fold has been accomplished, the line **29** is doubled on itself. If now the blank is again folded on itself along the center line **29**, with the exposed slot **18** on the inside of the fold, so as to constitute a page 2 if the surfaces were numbered as in a book 1, 2, 3, 4, a structure would be obtained identical with that shown in FIG. 1 and identical with that shown in FIG. 2 when in partly opened position. The note paper **14** is now introduced into the slot **18**. The Christmas card or other greeting card as the case may be can be associated with its envelope **13** and is ready for movement through the channels of trade. In FIG. 2 we have identified the panels appropriately, it being understood that panel **24** is entirely concealed in back of panel **19**, but panel **23** occupies the same relative position with respect to panel **21** that panel **22** does to panel **19**.

It will be noted that while the adhesive **26** covers only three sides of the pocket, the fold along the line **27** effectively closes the fourth side. It should be noted also that the note paper is so dimensioned with respect to the pocket, that is to say that part of the pocket between the slot **18** and the bottom of panel **19**, that the note paper will always project slightly up above the slot **18** and can always be seen and readily extracted. There is a plus factor in the construction shown, particularly in instances where the greeting card is for a purpose other than a Christmas greeting and there is a wish to introduce some element of surprise, levity, or amusement. While the note paper preferably will be completely blank, it may in fact have imprinted thereon the name of the sender or any other indicia which may be desired. It may also be dimensioned so that either folded or in the form of a single sheet of paper unfolded, it extends to any desired position above the slot **18**. It should be remembered that the slot **18** may be placed near the very top of the panel **19** or down near its center portion or even below. The note paper **14** may then be used as a part of a scheme of design, to change a message, to show a surprise feature underneath the note paper, or for any other amusing decorative or the like reason. Illustratively the name of the sender could be printed underneath the note paper on the face of panel **19** and the top of the note paper could bear a legend such as "Guess Who" or anyother question depending upon the age, relationship and the like of the sender and receiver.

While the greeting card assembly of our present invention is particularly well adapted for the production of quarto-fold type cards, it may be used also for cards having a single fold and normally made from relatively heavier paper stock than the card shown in FIG. 1. Looking at FIG. 6 the greeting card thereshown is of a standard type in all respects with a front panel **31** folded to lie flat against a rear panel **32** in the manner of a book; but with a transverse slot **33** in the panel **32** and a backing sheet **34** secured to the back of the panel **32** to form a pocket. Normally the panels **31** and **32** will be of relatively heavy stock and commonly are glazed. As a rule, in most greeting cards the back face of the panel **32** is bare except for showing the name of the producer and frequently the number or other catalog identification of the card in question. Usually the backing sheet **34** will have the same dimension as the back panel **32** but it will have a peripheral strip of adhesive **36** holding it so firmly against the back panel as in effect to form a single sheet. Normally if the stock from which the panels **31** and **32** are formed is glazed the backing sheet **34**, or at least its rear surface will also be glazed. It also be blank in accordance with the usual practice except for identification symbols, or if desired its exposed face may also contain greeting material. Note paper indicated by the reference character **37** is of such dimension that when it is inserted into the pocket through the slot **33** the portion of it will always remain projecting above the slot so that it can be easily removed. As shown the note paper **37** is folded on the left so as to open like the ordinary book, but the note paper may be single unfolded sheets, and of course it may be folded in any way desired.

In producing the greeting card shown in FIG. 6, present conventional methods of production may be used. The back panel **34** may be applied at any suitable time and should be applied by means of automatic equipment. One method is to match inside side edges of the panel **32** with

the backing strip 34, and after the adhesive has been set, to cut or trim a slight amount of stock from the other side edges to produce a clean finished edge.

The greeting card shown in FIG. 7 is similar to that shown in FIG. 6 with, however, certain modifications. Here the front panel 41 and rear panel 42 comprise two sheets of paper. A slot 43 is formed in one sheet of paper comprising the rear panel 42, and that portion of the sheet 44 secured to the sheet 46 having the slot 43 is secured thereto by adhesive 47 indicated as being along the peripheral edge of the panel 42. So far as panel 41 is concerned, the sheets 44 and 46 may be secured together by adhesive covering the entire matching surfaces. In producing the FIG. 7 form of the invention, two strips of paper are attached together, sheet 46 being preliminarily cut to form the slot 43. After the sheets are rigidly and firmly secured together, so that in effect they comprise a single sheet except in an area defining a pocket terminating in the slot 43, the side edges of the sheets forming the card as shown are trimmed to produce clean edges having the appearance of a single relatively thick sheet of paper like the ordinary paper board used in many greeting cards. Note paper 48 may be introduced as in the previously described embodiments, and as shown in dotted lines, it will project above the slot 43 so that it can always be readily removed. In the FIG. 7 form of the invention, it will be noted also that when the card is folded so that the two surfaces which are exposed in FIG. 7 are on the outside, the note paper 48 is so held that it cannot be removed. It projects generally along the line of fold 49 between the panels 41 and 42.

Referring now to FIGS. 8, 9, 10 and 11, the form of invention thereshown is generally similar to that shown in FIGS. 1 through 5, except that the card thereshown is finished in such a way that it provides its own cover and does not need an envelope. This particular form of the invention is particularly adapted for use by hotels, public parks, amusement places and resorts of all kinds. It permits of the maximum amount of advertising through a relatively inexpensive medium with substantially as much writing space as would be afforded to the visitor if ordinary writing paper and envelopes were furnished.

Looking now first to FIG. 10, the blank there shown is folded to produce the card shown in an open position in FIG. 8 and in a sealed condition ready for mailing as shown in FIG. 9. In this instance also the blank can be cut out in such a way that there is relatively little wastage of paper stock, and while the stock used may be the same as that discussed in connection with FIGS. 1 through 5, generally it is apt to be of a somewhat inferior grade because cost to the hotel or resort owner in quantity lots is an important factor.

The blank comprises panels 51, 52, 53, and 54 with a gummed panel 56 adapted to fold over and engage against panel 51 so as to close slot 57 at side and produce a pocket below the slot on the other side. The first movement therefore is to bend or fold the blank along the line of fold 58. Next movement is to fold the blank along the line of fold 59 to produce the form of card shown in FIG. 8 which is already scored along the line of fold 61 so that the card can be folded like a book to place together the exposed surfaces of panels 51 and 52 as shown in FIG. 8. Note paper 62 (FIG. 11) is here shaped relatively long and narrow, although of course the shape may vary depending upon the dimensioning of the card itself. When the card is folded with the two panels 51 and 52 lying against each other the note paper 62 cannot be removed. The panel 51 of course has the panel 56 secured to it on that side which cannot be seen in FIG. 8.

Panel 54 has a tab extension 63, and a score line 64 is provided between the panel 54 and the tab 63. Tab 63 is provided with a suitable mucilaginous coating 66 which will become adhesive when wetted, so that when it is folded over into the position shown in FIG. 9, the entire card will be held in loose but assembled relation, so that it will be accepted for mailing purposes. If desired, but we believe not necessary, a tab may also be extended from the bottom edge of panel 54 and provided with mucilage, so that the bottom edge of the card can also be sealed. Such a tab 67 is shown and it is provided with an adhesive 68. The card of our invention however may be prepared with or without the sealing tab 67.

A study of all of the various forms of the present invention will show a common element throughout, namely the utilization of a standard form of greeting card with at least two panels folded on each other, with a concealed pocket below a slot on in inner surface and note paper projecting into the slot in such a manner as to be secured therein but not to be entirely enclosed so that the note paper may readily be removed. The card is standard and conventional in all other respects and may be used by a sender with or without the note paper. In instances for example where a greeting card produced in accordance with the present invention is made available to its customers by a hotel or resort, the note paper may be provided entirely separately from the card, so that the final assembly is not produced until the guest employs the additional writing surface and partially encapsulates the note paper within the material of the greeting card by projecting at least a part thereof through a slot provided for such purposes.

A significant advantage, as already indicated, and one which may be obtained regardless of the form of the invention used, is to utilize the note paper, if desired, to complement the card. Thus it may have any desired relation as to color, texture, pictures, decoration or other design feature. As a single example, without limiting the generality, the card may be formed of a material like parchment which does not readily accept ink, but with a good grade of writing paper on which even the signature of the sender may be written. In vending the card, it is not essential that the paper actually be inserted in the pocket. This may be left to the retail purchaser.

Our invention has been described in great detail and several embodiments thereof shown and described so that those skilled in the art may understand the manner of using the same. The scope of the invention however is defined by the claims.

We claim:

1. A greeting card assembly comprising
(a) a blank folded at least once along a line to form two substantially equal size panels, each such panel having an inner surface and said inner surfaces facing each other,
(b) one such inner surface having a slot therethrough,
(c) pocket forming means including a piece of paper adhesively secured to a surface opposite said inner surface bearing said slot, said slot lying within an area defined by said piece of paper, and
(d) letter writing note paper with a portion thereof extendable into said pocket through said slot.

2. A greeting card assembly comprising
(a) a blank folded at least once along a line to form two substantially equal size panels, each such panel having an inner surface and said inner surfaces facing each other,
(b) one such inner surface having a slot therethrough,
(c) pocket forming means including a piece of paper adhesively secured to a surface opposite said inner surface bearing said slot, said slot lying within an area defined by said piece of paper,
(d) letter writing note paper with a portion thereof extendable into said pocket through said slot, and
(e) a sealing tab extending from one such panel in a position to be secured to said opposite panel to hold the same in face-to-face relation with said note paper disposed in said pocket between the panels to form said card into an envelope-like structure with out-

side faces for applications of name and address of sender and person to whom addressed.

3. A greeting card assembly comprising

(a) a blank folded at least once along a line to form two substantially equal size panels, each such panel having an inner surface and said inner surfaces facing each other,

(b) one such inner surface having a slot therethrough,

(c) pocket forming means including a piece of paper adhesively secured to a surface opposite said inner surface bearing said slot, said slot lying within an area defined by said piece of paper,

(d) letter writing note paper with a portion thereof extendable into said pocket through said slot,

(e) said panels comprising a single piece of relatively heavy paper stock and consisting of front and rear panels foldable together along said line, said slot being in said rear panel, and

(f) said pocket forming paper means secured to said back panel outside the same so that said slot lies between the panels when folded.

4. A greeting card assembly comprising

(a) a single piece of relatively heavy paper stock folded along a line to form substantially equal size front and rear panels with inner and outer surfaces,

(b) one such panel having a slot within its periphery,

(c) a paper sheet adhesively peripherally secured to the outside surface of said panel bearing said slot forming a pocket accessible through said slot and said slot being accessible only at an inside surface between the panels, and

(d) a sheet of note paper somewhat longer than said pocket so that a portion thereof will project from said pocket between said panels.

5. A greeting card assembly comprising

(a) a single piece of relatively heavy paper stock folded along a line to form substantially equal size front and rear panels with inner and outer surfaces, one such panel having a slot within its periphery,

(b) an integral projection from the said panel bearing said slot coextensive in area and shape with said panel,

(c) a line of fold between said panel and its projection causing said panel and projection to lie in face-to-face relation,

(d) peripheral adhesive between said panel and projection forming a single piece panel-like unit with a pocket between contiguous faces, said slot communicating with said pocket in said panel-like unit, and

(e) generally rectangular paper long enough to project at least slightly from said slot when inserted in said pocket.

6. A greeting card assembly comprising

(a) a blank in the form of relatively heavy laminated paper stock adhesively secured together to form relatively heavy stock,

(b) said blank folded along a line to form substantially equal size front and rear panels with inner and outer surfaces formed by said laminated paper sheets, and

(c) one of said panels having its inner and outer sheets adhesively secured only marginally to leave an open space forming a pocket,

(d) said inner sheet having a slot communicating with said pocket so that said slot lies between said panels,

(e) said pocket adapted to receive a sheet of note paper of a size such that at least a part of said sheet

of note paper projects beyond said slot between the panels.

7. A greeting card assembly comprising

(a) a blank quarto-folded to produce two panels,

(b) each such panel having inner and outer sub-panels,

(c) one inner sub-panel having a slot therethrough, and

(d) pocket forming means including an additional sheet adhesively secured to said slotted sub-panel between the inner and outer sub-panels, a pocket area formed by said additional sheet defining an area including said slot.

8. A greeting card assembly comprising

(a) a blank quarto-folded to produce two panels,

(b) each such panel having inner and outer sub-panels,

(c) one inner sub-panel having a slot therethrough,

(d) pocket forming means including an additional sheet adhesively secured to said slotted sub-panel between the inner and outer sub-panels, a pocket area formed by said additional sheet defining an area including said slot, and

(e) note paper having such dimension with respect to said pocket that when inserted therein will leave at least a portion thereof projecting from said slot for easy extraction.

9. A greeting card assembly comprising

(a) a quarto-folded blank producing two panels, each with inner and outer sub-panels,

(b) one inner sub-panel having a slot therethrough, and

(c) an extension contiguous to and co-extensive in dimensions and area with said sub-panel bearing said slot, said extension forming a part of said blank and folded to lie in face to face relation with said slotted sub-panel between said sub-panels,

(d) said extension being adhesively peripherally secured to said inner sub-panel to form a pocket into which writing note paper may be inserted through said slot.

10. A greeting card assembly comprising

(a) a quarto-folded blank producing two panels, each with inner and outer sub-panels,

(b) one inner sub-panel having a slot therethrough,

(c) an extension contiguous to and co-extensive in dimensions and area with said sub-panel bearing said slot, said extension forming a part of said blank and folded to lie in face to face relation with said slotted sub-panel between said sub-panels,

(d) said extension being adhesively peripherally secured to said inner sub-panel to form a pocket into which writing note paper may be inserted through said slot, and

(e) note paper of such a size as to substantially fill said pocket and leave a margin thereof projecting exteriorly of the pocket between the panels.

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