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 surface showing a printed greeting sometimes in the form of 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 greeting 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 envelopes and post cards 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 blantly 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 resist 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 conveniences, 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 first of all printed by a suitable printer 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 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 respects 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 back upon itself which may be in accord with the usual practice. If now the blank is again folded on itself along the center line 29 with the exposed slot 19 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 part 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 3, 4, 5 and 7, FIG. 3 are so associated with the Christmas card, however, as not to affect or mar its beauty and symmetry in any way.
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 rear 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 before wetting 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 paperboard used in many greeting cards.

Note paper 45 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 there shown is generally similar to that shown in FIGS. 1 through 5, except that the card there shown is finished in such a way that it provides its own cover and does not need an envelope. This particular form of 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 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 may 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 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 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 the 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 is 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 sending 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-
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,
(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,
(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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JOSEPH R. LECLAIR, Primary Examiner.
GEORGE O. RALSTON, FRANKLIN T. GARRETT, Examiners.