

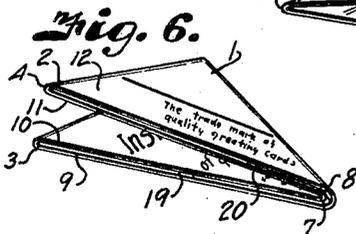
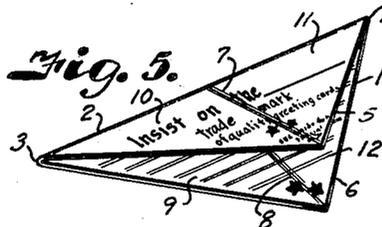
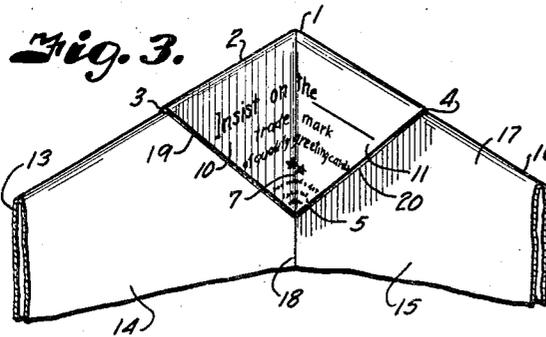
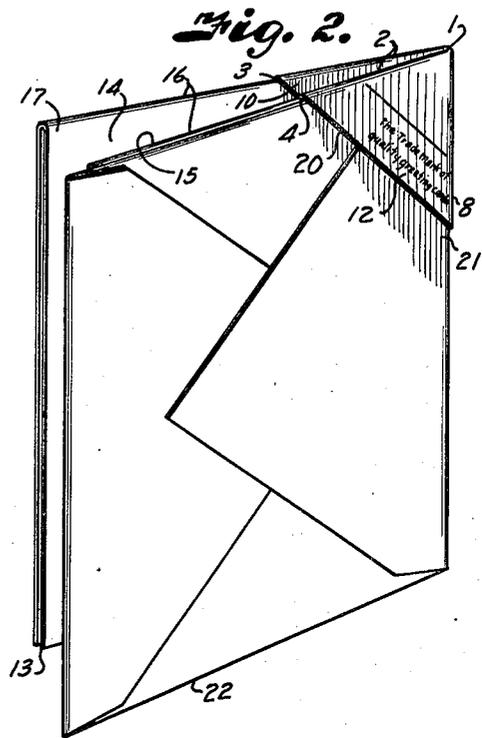
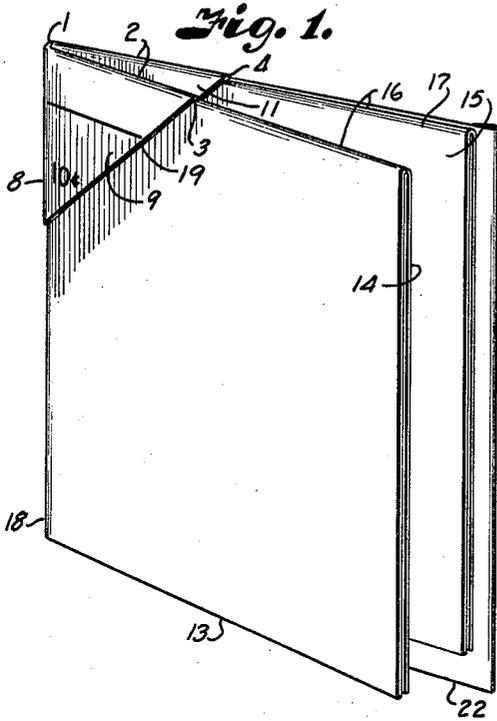
July 6, 1943.

W. R. FOWLER, JR

2,323,653

MARKER

Filed Oct. 6, 1939



INVENTOR
William Raymond Fowler Jr.
BY *Arthur C. Brown*
ATTORNEY

UNITED STATES PATENT OFFICE

2,323,653

MARKER

William Raymond Fowler, Jr., Chicago, Ill., assignor to Hall Brothers, Incorporated, Kansas City, Mo., a corporation of Missouri

Application October 6, 1939, Serial No. 298,260

2 Claims. (Cl. 40—2)

This invention relates to markers and more particularly to markers for greeting cards and the like, the principal objects of the invention being to provide for ready application and removal of the marker to and from the object it identifies and to so arrange the marker as to convey different types of intelligence concerning the object with which the marker is associated.

A further object of the invention is to so arrange a marker for a greeting card or the like that it may identify the card and/or maker of the card and at the same time secure a cover or envelope for the card thereto.

Other objects of the invention are to obviate the necessity for the employment of clips, pins, adhesive and/or other attaching devices in applying the marker for identification purposes; to provide a simple, economical, convenient, and efficient marker for the purposes indicated; and to provide improved elements and arrangements of them in a marker of the noted character.

In accomplishing these and other objects of the present invention, I have provided improved details of structure, the preferred form of which is illustrated in the accompanying drawing, wherein:

Fig. 1 is a perspective view of a folded card and envelope therefor disclosing a marker embodying the present invention applied thereto.

Fig. 2 is a rear perspective view of the card, envelope and marker illustrated in Fig. 1.

Fig. 3 is an inside fragmentary perspective view of a foldable card in partly opened condition with my improved marker applied thereto.

Fig. 4 is a bottom plan view of a marker embodying the present invention.

Fig. 5 is a perspective view of my improved marker folded on a diagonal.

Fig. 6 is a perspective view of a marker constructed and folded in accordance with the present invention.

Referring more in detail to the drawing:

1 generally designates a marker constructed in accordance with the present invention, which preferably includes a foldable, printable blank of polygonal, preferably rectangular, and in the present instance square, conformation, the blank preferably being of paper or other suitable material.

A line of fold 2 is preferably provided on the blank connecting diagonally opposed corners 3 and 4 of the blank, the blank, when folded on the line 2, being divided into flaps 5 and 6 on opposite sides of the line 2, as shown in Fig. 5.

Lines of fold 7 and 8 are also provided on the blank and connect the line 2, preferably intermediate its ends, with the respective corners of the flaps 5 and 6 that are spaced from the line 2, the blank, when folded on the lines 7 and 8, being divided into connected triangular sectors 9, 10, 11 and 12, as shown in Fig. 6.

As shown in Figs. 1 to 3, the marker so formed is arranged to convey intelligence relating to a folded member 13, such as a greeting card or the like, when applied thereto. The sectors 9 to 12 of the blank are adapted to bear indicia for this purpose, the preferable arrangement of such indicia being that trade marks and/or price marks are provided on the outer faces of the sectors 9 and 12. Indicia of related continuity, such as advertising matter, is provided across the outer faces of the sectors 10 and 11. Indicia of a character different from the indicia on the outer faces of the sectors 9 to 12 is provided on the inner faces of the sectors, which, as shown in Fig. 4, may relate to purchasable items available in an establishment offering for sale the card marked in accordance with the present invention.

In operation, a folded card 13 is expanded, as shown in Fig. 3, for facilitating application of the sectors 10 and 11 to the inner faces 14 and 15 of the card 13 adjacent the fold 16 at the top edge 17 of the card, the blank fold line 7 aligning with the interior fold line 18 of the card. The sectors 9 and 12 are thus arranged to overlie adjacent portions of the outer faces of the card, the fold line 8 of the blank aligning with the outer fold line of the card.

The fold line 2 of the blank thus rests on the top edge of the card; the flap 5 depending therefrom to anchor the blank in marking relation to the card; and the flap 6, and particularly the outer faces of the sectors thereof, conveying intelligence in accordance with the type of indicia appearing thereon.

The sectors of the flap 6 also form pockets 19 and 20 in cooperation with the fold lines 2, 7 and 8 of the blank and with the outer faces of the card into which a corner 21 of an envelope or cover 22 for the card may be inserted, as shown in Fig. 2, for facilitating disposal of the card and envelope as a unit.

It is apparent, therefore, that a marker has been provided of simple and economical construction, convenient application and efficient operation, wherein necessity for additional fastening devices is obviated.

While but a single form of invention has been illustrated, it is apparent that many modi-

fications may be resorted to without departing from the spirit of the invention.

What I claim and desire to secure by Letters Patent is:

1. A marker including, a member of foldable material having a fold extending substantially transversely through the center of said member to form flaps adapted to overlie the inner and outer faces of a folded greeting card and having a fold transverse of the first named fold forming a hinge adapted to register with the fold of the card, said flap portion of the marker which engages the outer face of the card being adapted to cooperate with the card in forming a triangular-shaped pocket for receiving the corner of an envelope in which the greeting card is to be enclosed.

2. A marker including, a square of foldable material folded on a line extending through diagonal corners of the square to provide flaps adapted to engage the inner and outer faces of a folded greeting card therebetween and having a transverse fold through the other corners of said square to form a hinge connection registering with the fold line of said card, said portion engaging the outer face of said card being adapted to cooperate with the card in forming a triangular-shaped pocket adapted to receive the corner of an envelope in which the greeting card is to be enclosed.

WILLIAM RAYMOND FOWLER, JR.