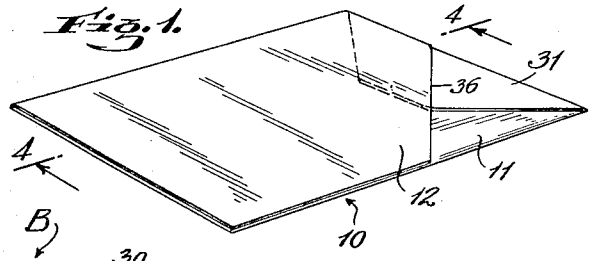
Jan. 10, 1933. A. DEUTSCHMEISTER 1,894,027

ADVERTISING CARRIER

Filed June 5, 1930

Fig. 1.



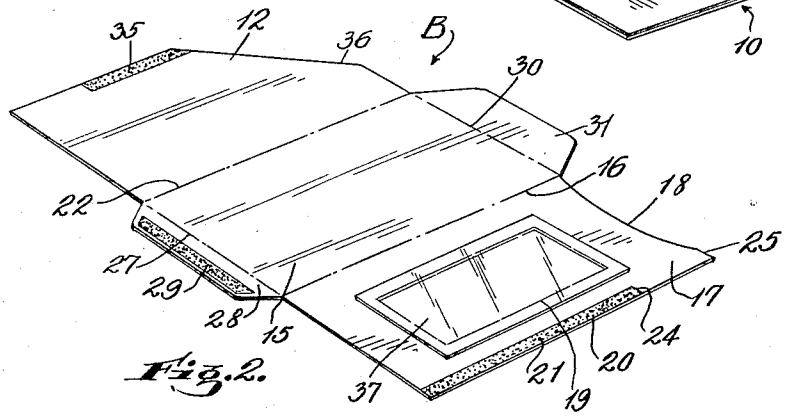


Fig. 2.

Fig. 3.

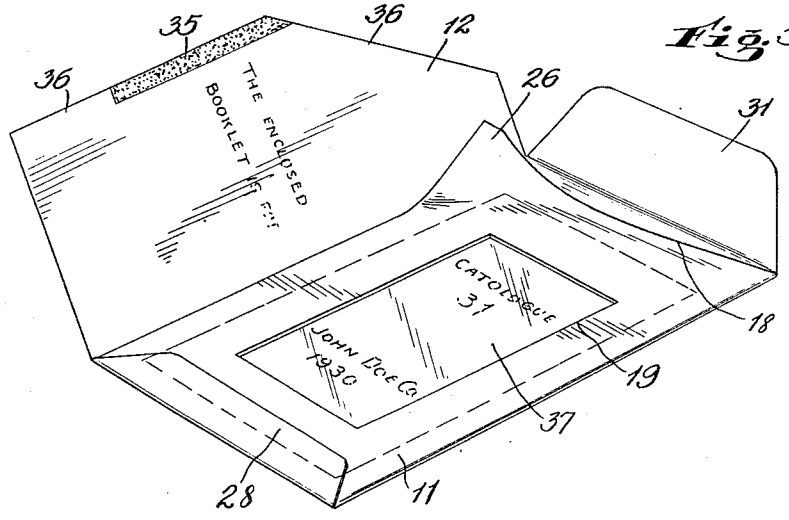
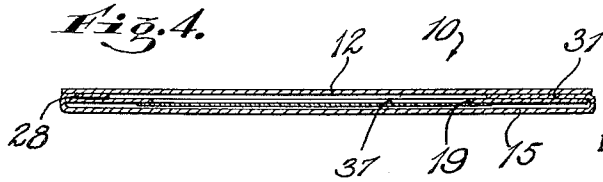


Fig. 4.



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UNITED STATES PATENT OFFICE

ABRAHAM DEUTSCHMEISTER, OF NEW YORK, N. Y.

ADVERTISING CARRIER

Application filed June 5, 1930. Serial No. 459,404.

This invention relates to advertising carriers or envelopes.

An object of this invention is to provide in a device of the character described, comprising a novel combination of an enclosing envelope for a booklet, pamphlet or the like printed matter and an extension for carrying a message or the like printed matter, window means on said envelope portion to permit viewing of a portion of the printed matter, pamphlet or merchandise or sample such as a swatch of cloth, within the envelope, said window moreover being adapted to be covered by said extension as for instance when mailing the device.

A further object of this invention is to provide in a device of the character described, improved means to facilitate the insertion of a pamphlet or booklet into the envelope.

A still further object of this invention is to so form the cover extension of the carrier that a portion of the envelope may be exposed to view even with the extension in closed position, whereby opening of the extension cover after the same has been attached to the envelope in closing position for mailing is facilitated, said structure further facilitating inspection of the contents of the device without detaching the cover, as for instance when using the device for third class mailing.

Other objects of this invention will in part be obvious and in part hereinafter pointed out.

The invention accordingly consists in the features of construction, combinations of elements, and arrangement of parts which will be exemplified in the construction hereinafter described, and of which the scope of application will be indicated in the following claims.

In the accompanying drawing, in which is shown one of the various possible illustrative embodiments of this invention,

Fig. 1 is a perspective view of an advertisement carrier or envelope embodying my invention;

Fig. 2 is a perspective view of a cut sheet or blank for making the advertising carrier embodying the invention;

Fig. 3 is a perspective view of my improved carrier showing the same in unfolded position; and

Fig. 4 is a cross-sectional view taken on line 4—4 of Fig. 1.

Referring now in detail to the drawing, 10 designates an advertisement carrier or enclosing device embodying the invention, here shown in the form of a mailing device for pamphlets, booklets, folders, merchandise, samples or the like articles, comprising an envelope portion 11 and a cover extension 12. The entire carrier may be made of a single sheet of material cut and creased to form a blank B shown in Fig. 2. Said blank comprises a central section 15 of any suitable rectangular shape, somewhat larger than the size of the pamphlet or booklet to be received within the carrier. Extending from the creased side 16 of said section 15 is a section 17 substantially of the same size as said section 15. Said section 17 may be provided with a curved cut-away portion 18 adjacent one end thereof, and with a central cut-away portion 19 of any suitable shape forming, as will hereinafter appear, a window to permit viewing of matter inserted in the envelope portion 11. Adjacent the outer edge 20 of said section 17, is applied a layer 21 of paste or the like adhesive substance whereby section 17 may be folded over the section 15 and pasted thereto adjacent the creased edge portion 22 of said section 15.

It will be noted that the layer of adhesive material 21 terminates as at 24, short of the end 25 of said section 17, so that when said latter section is folded and pasted in position as shown in Fig. 3, a free unpasted slit edge portion 26 is provided which may be somewhat opened or folded back to facilitate insertion or removal of the pamphlet, booklet, merchandise, samples, or the like articles or printed matter into or from the envelope portion 11. Extending from a creased end edge 27 of said section 15 is a flap 28 having a layer 29 of paste or other adhesive material, so that said flap 28 may be folded over the folded section 17 and attached thereto, as shown in Fig. 3 of the drawing. Extending from the creased edge 30 of said section 15

opposite the creased edge 27 is a second flap 31 adapted to be folded over the open end of the envelope portion 11. Extending from said creased edge 22 of said section 15 is the cover extension 12 which is foldable over the envelope 11 to cover the section 17 and opening or window 19 formed therein. Said cover 12 is provided with a coating 35 of paste or the like adhesive material adjacent the outer edge 36 thereof, whereby the cover may be attached to the outer section 17 for closing the carrier as for instance, when mailing the same.

One corner 36 of said cover extension 12 may be cut away to expose to view a portion of the folded flap 31 so that the person receiving the carrier may see a portion of the envelope 11 beneath the extension 12. Furthermore, when the cover 12 is in attached or closed position, the receiver of the carrier may insert a finger underneath the cut-away corner of the cover to facilitate detaching of the cover by tearing away the pasted portion 35.

If desired, a sheet 37 of glassine or the like transparent or translucent material may be attached to the section 17 in any suitable manner, for covering the window opening 19. The inner surface of the cover extension 12 may contain printed matter advertising or explaining the booklet within the carrier. A portion of the booklet may be seen thru window 19 and when mailing the carrier, said window is completely covered by the extension 12. This structure obviates the necessity for printing on the front face of the envelope to advertise the booklet or like article within the envelope, since the printing or colors on the booklet itself may thereby be seen thru the window opening.

The carrier 10 it will be noted forms a highly attractive and practical advertising folder or mailing wrapper. The same is simple in construction and when used for third class mailing allows access to the contents of the envelope for the purpose of inspection.

It will readily be seen that for the purpose of inspection, the finger may be inserted under the exposed portion of the flap 31 and said flap then easily lifted outwardly into open position to permit withdrawal of the pamphlet. After inspection, the pamphlet may be reinserted into the envelope portion and the flap 31 folded back into position beneath the adjacent portion of the cover extension 12 which may be folded back for this purpose.

The outer side of either cover 12 or central section 15 may be used for the purpose of addressing and stamping the carrier. It will furthermore be noted that removal of the pamphlet from the envelope portion 11 is further facilitated by folding back the free portion 26 of said section 17 as shown in Fig. 3 of the drawing.

A card on which is mounted a sample swatch of cloth or fabric may be inserted within the envelope portion, the cloth showing thru the window opening. The window may be shaped to have the configuration of a garment and the front face of the envelope portion decorated or printed to show a figure wearing such garment. The figure thus appears to be clothed within a garment made of the sample cloth or fabric.

Although the carrier is described herein as particularly adapted for mailing purposes, it will be understood that the same may have other uses, for example, for hand to hand delivery of merchandise or samples over the counter and the like uses.

It will thus be seen that there is provided a device in which the several objects of this invention are achieved and which is well adapted to meet the conditions of practical use.

As various possible embodiments might be made of the above invention, and as various changes might be made in the embodiment set forth, it is to be understood that all matter herein set forth or shown in the accompanying drawing is to be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

1. A carrier comprising an envelope having a rear section and a front section, said envelope being closed on three sides thereof and open at one end thereof only, a closure flap for the open end of said envelope foldable over said front section, and a cover section extending from a side of said envelope foldable over said front section, and means for attaching said cover section to said front section, said cover section having a portion thereon overlying said flap for retaining the same in folded position, and having a portion thereof cut away to expose a portion of said flap and front section, said cover being unattached to said flap to permit said flap to be opened for inspecting the contents of said envelope.

2. An article of manufacture comprising an envelope closed on three sides thereof and provided with one open end only, and a closure flap therefor foldable over the front face thereof, a section extending from one side of said envelope foldable over and attached to the front face of said envelope, said section being shaped to partially cover and expose a portion of said flap, and being unattached to said flap to permit the latter to be unfolded.

3. An article of manufacture comprising an envelope and closed on three sides thereof and provided with an end opening and a closure flap therefor foldable over the front face thereof, a section extending from one side of said envelope foldable over and attached to the front face of said envelope, said

section being shaped to partially cover said flap and expose a portion of said flap and a portion of said front face adjacent said flap said section being unattached to said flap to permit the same to be unfolded whereby access may be had to the interior of said envelope without detaching said section from the front face of said envelope.

4. A carrier comprising an envelope having a front and rear section and being open at one end, a closure flap for said end foldable over said front section, a portion only of one side edge of said front section adjacent said open end being unattached, a cover extension extending from a side of said envelope and foldable over said front section, said front section being formed with a window opening, said extension being adapted to cover said opening when in folded position.

5. A carrier comprising an envelope having a front and rear section and being open at one end, a closure flap for said end foldable over said front section, a portion only of one side edge of said front section adjacent said open end being unattached, a cover extension extending from a side of said envelope foldable over said front section and attached thereto, said front section being formed with a window opening, said extension being adapted to cover said opening when in folded position, a portion of said cover being cut away to expose a portion of said closure flap when said extension is in said folded position said extension being unattached to said flap whereby access may be had to the interior of said envelope without detaching said extension from said front section.

6. A carrier comprising an envelope closed on three sides thereof and open at one end only, a closure flap for said end foldable over the front face of said envelope, a portion only of one side edge of said front face adjacent said open end being unattached, a cover extension extending from the side of said envelope and adapted to be folded over the front face thereof and unattached thereto, a portion of said cover being cut away to expose a portion of said closure flap when said extension is in folded position said cover being unattached to said flap to permit the same to be unfolded.

7. A carrier comprising an envelope closed on three sides thereof and open at one end only, a closure flap for said end foldable over the front face of said envelope, a portion only of one side edge of said front face adjacent said open end being unattached, a cover extension extending from the side of said envelope and adapted to be folded over the front face thereof and attached thereto, a portion of said cover being cut away to expose a portion of said closure flap and a portion of said front face when said extension is in folded position, said cover being unattached to said flap to permit said flap to be unfolded to give access to the interior of said envelope.

8. As an article of manufacture, a carrier made of a single sheet of material comprising a rear section, a front section extending from one side of said rear section and foldable thereover, means for attaching said front section to the opposite side of said rear section, and to one end of said rear section for forming an envelope closed on three sides and open at one end only, a closure flap for said open end of the envelope extending from the opposite end of said rear section, said flap being foldable over said folded and attached front section, and a cover section extending from the opposite side of said rear section foldable over said front section, an adhesive strip on said cover section overlying said front section, for attaching the cover section thereto, said adhesive strip terminating short of said flap whereby said flap is unattached to permit the latter to be unfolded.

9. As an article of manufacture, a carrier made of a single sheet of material comprising a rear section, a front section extending from one side of said rear section and foldable thereover, means for attaching said front section to the opposite side of said rear section, and to one end of said rear section for forming an envelope closed on three sides and open at one end only, a closure flap for said open end of the envelope extending from the opposite end of said rear section, said flaps being foldable over said folded and attached front section, and a cover section extending from the opposite side of said rear section foldable over said front section, an adhesive strip on said cover section overlying said front section, for attaching the cover section thereto, said adhesive strip terminating short of said flap whereby said flap is unattached to permit the latter to be unfolded, said front section being formed with a window opening, said cover section overlying said window to cover the same.

10. As an article of manufacture, a carrier made of a single sheet of material comprising a rear section, a front section extending from one side of said rear section and foldable thereover, means for attaching said front section to the opposite side of said rear section, and to one end of said rear section for forming an envelope closed on three sides and open at one end only, a closure flap for said open end of the envelope extending from the opposite end of said rear section, said flap being foldable over said folded and attached front section, and a cover section extending from the opposite side of said rear section foldable over said front section, an adhesive strip on said cover section overlying said front section, for attaching the cover section thereto, said adhesive strip terminating short of said flap whereby said flap is unattached to permit the latter to be unfold-

ed, said front section being formed with a window opening, said cover section overlying said window to cover the same, and said cover section being provided with a cut away corner to expose a portion of said flap and an adjacent portion of said front section.

11. A carrier comprising an envelope having a rear section and a front section and closed on three sides thereof and open at one one end only, a closure flap for the open end of said envelope extending from said rear section and foldable over said front section, said front section being formed with a window, a cover section extending from one side of said envelope, foldable over said front section and flap, and adapted to cover said window, and means for attaching said cover to said front section.

In testimony whereof I affix my signature.

ABRAHAM DEUTSCHMEISTER.