

Nov. 27, 1951

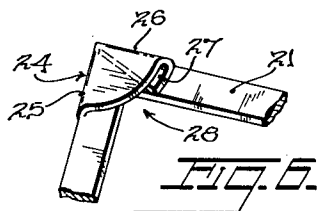
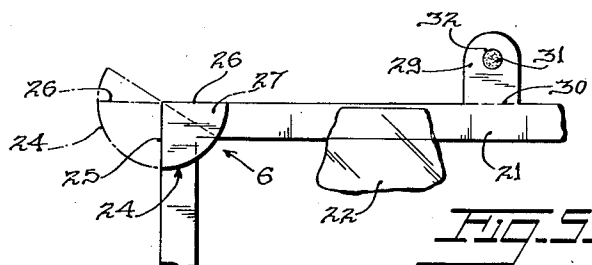
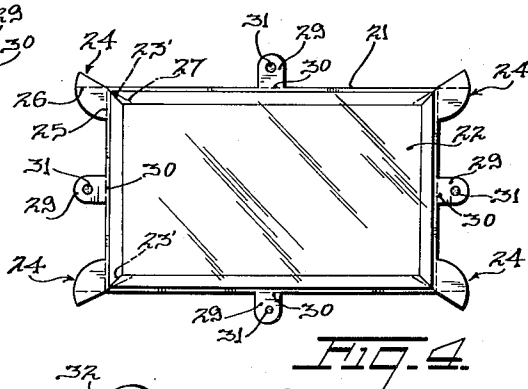
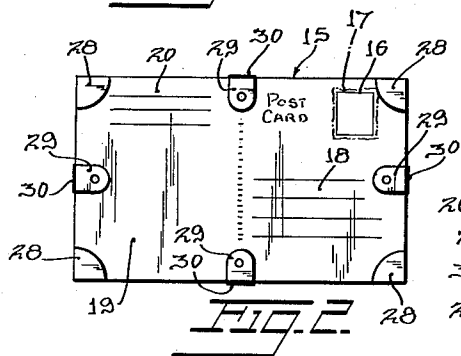
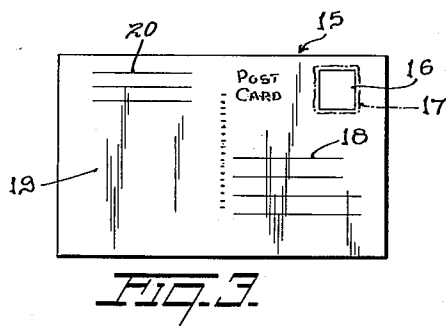
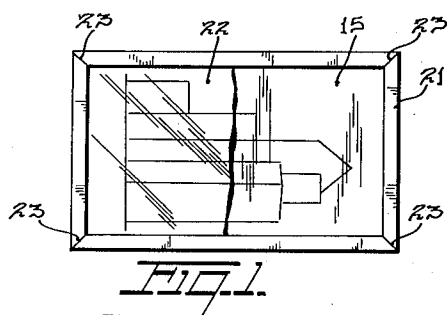
S. BLY

2,576,667

ENVELOPE FRAME PICTURE CARD

Filed Dec 22, 1947

3 Sheets-Sheet 1



INVENTOR.
SIMON BLY

BY

John H. Black

ATTORNEY

Nov. 27, 1951

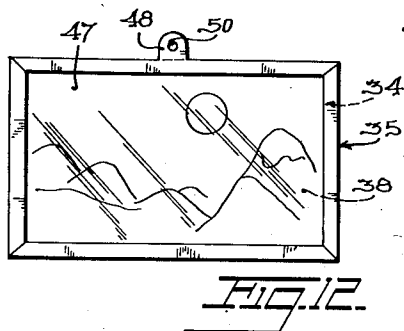
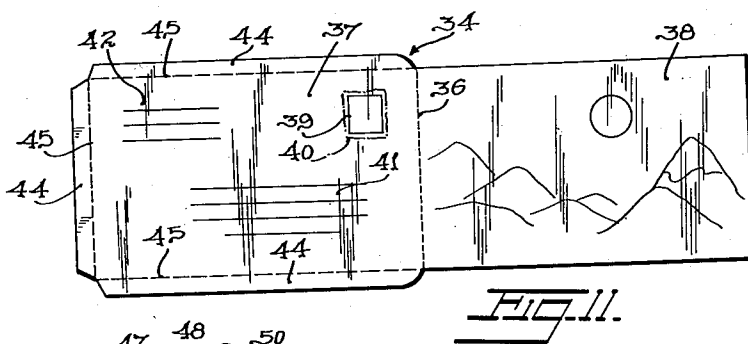
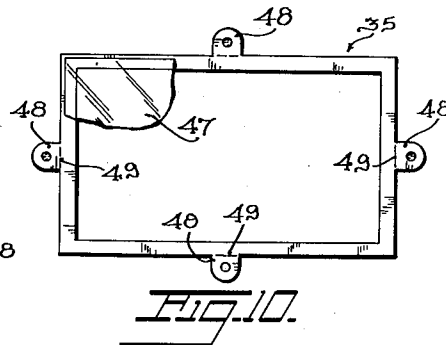
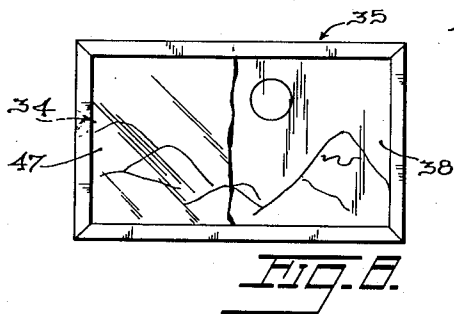
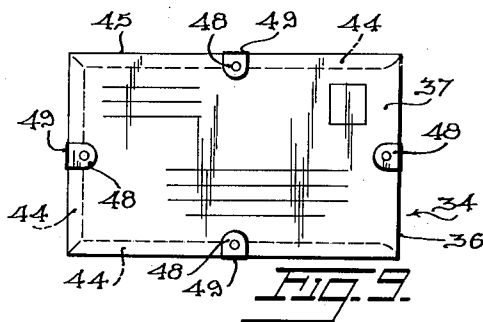
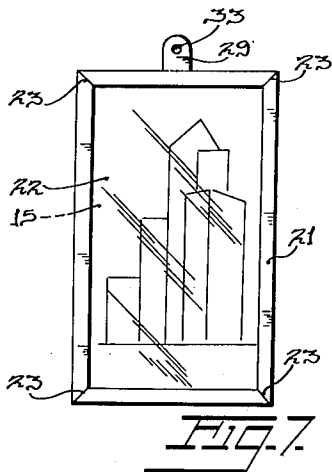
S. BLY

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ENVELOPE FRAME PICTURE CARD

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3 Sheets-Sheet 2



INVENTOR.
SIMON BLY
BY
John H. Holcomb
ATTORNEY

Nov. 27, 1951

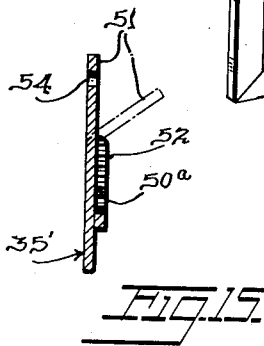
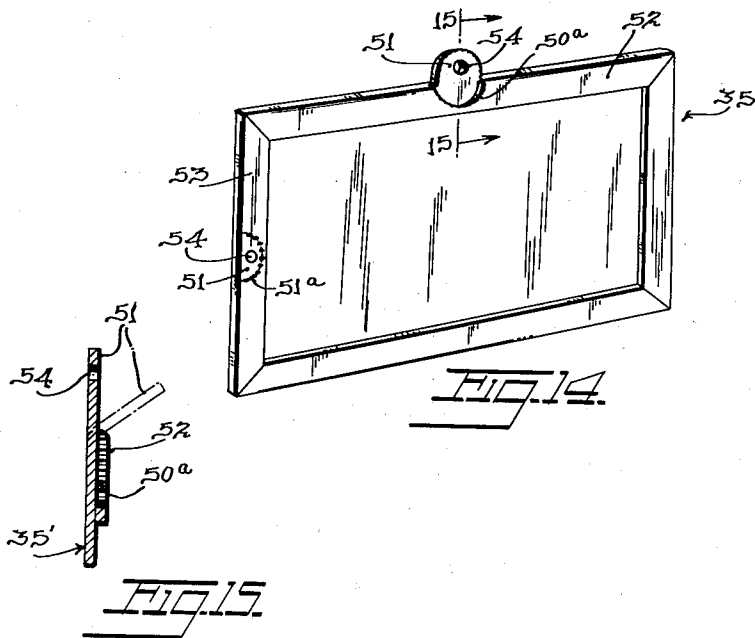
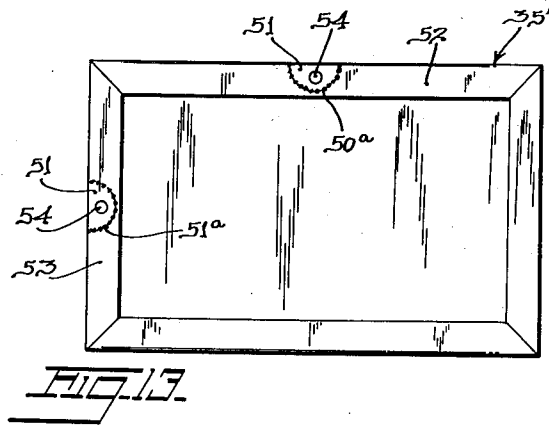
S. BLY

2,576,667

ENVELOPE FRAME PICTURE CARD

Filed Dec. 22, 1947

3 Sheets-Sheet 3



INVENTOR.

SIMON BLY

BY

Gottlieb H. Polach

ATTORNEY

UNITED STATES PATENT OFFICE

2,576,667

ENVELOPE FRAME PICTURE CARD

Simon Bly, New York, N. Y.

Application December 22, 1947, Serial No. 793,127

1 Claim. (Cl. 40—152)

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This invention relates to new and useful improvements in articles to be despatched through the mails.

Expressed in one way, the invention may be said to provide a transparent plastic envelope element forming part of a structure for containing an artistic card, sheet or the like to be presented to view and preserved against soilage or damage, not only while in course of delivery through the mails but also thereafter, as when hung upon a wall by the recipient.

An object of the invention is to provide a correspondence envelope that shall set off and emphasize the artistic value of the aesthetic content thereof. As preferably practiced, the invention contemplates the use in the envelope of a post card or letter, for the usual purposes of either, but also for the purpose of carrying over one side of the post card or over one side of a sheet of the letter the artistic picture or representation.

Another object is to protect and enhance the appearance of an embossed design, as one constituted by an original painting or a reproduced painting, on a paper card or sheet or on a sheet-like carrier of a synthetic material, and in that connection to give a picture framing effect; such effect contributed by a main part of said envelope.

Still another object is to provide one or more tabs carried as lesser parts of the said envelope for coupling the parts to provide a mailable article, particularly one satisfactory to the postal authorities; one or more of said tabs having the further utility that they will be of use, by the recipient of the mailed article, for giving a display placement to the article, as by pasting a tab to a suitable support or suspending a tab from a nail or the like attached to a suitable support.

A further object is to provide a correspondence envelope of novel construction, which exhibits to view the rear face of an enclosed letter or card, so that the names and addresses of the sender and addressee, plus a written message, may be inscribed thereon. Desirably, the card will have an area for the written message and an area for giving the name and address of the addressee, and the letter will have to have exposed space for the names and addresses of the sender as well as of the addressee.

For further comprehension of the invention, and of the objects and the advantages thereof, reference will be had to the following description and accompanying drawings, and to the appended claim in which the various novel fea-

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tures of the invention are more particularly set forth.

In the accompanying drawings forming a material part of this disclosure—

Fig. 1 is a front view of a now favored embodiment of the invention including a post card, that is, a view showing the side of said embodiment carrying the artistic representation.

Fig. 2 is a rear view of said embodiment, that is, a view showing the side thereof carrying the stamp and written matter.

Fig. 3 shows the post card itself, looking at the side thereof to be stamped and addressed.

Fig. 4 shows a blank of cardboard or the like which, after being folded, and while carrying a transparent sheet attached thereto, forms a part of said embodiment.

Fig. 5 is an enlarged detail view, showing parts of said blank and sheet as seen in Fig. 4, and illustrating certain folds and other details.

Fig. 6 is an enlarged fragmentary perspective view, looking in the direction of the arrow 6 of Fig. 5.

Fig. 7 is a view similar to Fig. 1, but showing the article as hung for display following its delivery to the addressee after having been mailed to the latter.

Fig. 8 is a view similar to Fig. 1, but of an embodiment including a sealed letter.

Fig. 9 is a rear view of Fig. 8.

Fig. 10 shows a blank of cardboard or the like, which, after being folded, and while carrying a transparent sheet attached thereto, forms a part of the embodiment shown in Figs. 8 and 9.

Fig. 11 shows a blank for use in providing said sealed letter, the side of this blank here shown being that for including the side of one leaf to carry the picture or other artistic representation and the side of another leaf to be stamped and to carry the names and addresses of the addressee and sender.

Fig. 12 is a view similar to Fig. 8, but showing the article as hung for display following its delivery to the addressee after having been delivered to the latter.

Fig. 13 is a similar view to Fig. 8, showing another modification of the invention.

Fig. 14 is a perspective view of the modified form shown in Fig. 13.

Fig. 15 is a vertical sectional view taken on the line 15—15 of Fig. 14.

The mailable article, according to the form of the invention shown in Figs. 1 to 7, includes a post card 15 having on one side thereof the printed words "Post card," an outline 16 with-

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in which a stamp 17 is to be affixed, an area marked as at 18 for the name and address of the addressee, an area 19 for the message to be inscribed, and, if desired, an area marked as at 20 for the name and address of the sender.

The opposite side of the post card 15, that shown in Figs. 1 and 7, carries a painting, a painting reproduction or other representation of sufficiently high artistic value as to warrant a desire on the part of the addressee to frame and display such painting or the like. Preferably, said representation, such as the city-skyscraper landscape shown, is made by embossing the card 15 to give an effect simulating a canvas surface, and the picturization carried thereby is applied so that it will actually be or closely resemble a picture painted on canvas. The picture as thus made is subjected to a painting or spraying application of varnish, shellac, or any synthetic lacquer, thereby to give the illusion of an actually hand painted picture.

In combination with such a post card 15 there is employed an envelope or containing structure incorporating a blank 21 of cardboard or the like, and a sheet 22 of transparent material, as one of a thin but strong plastic like Cellophane, pasted or otherwise suitably marginally secured to that side of the blank 21 seen in Fig. 4 and opposite to the side thereof seen in Fig. 1.

The main central portion of the blank 21 is a rectangular frame, which, on the side thereof opposite to the side against which the sheet 22 is placed, that is, the side thereof through which the picturization on the card 15 is to be viewed, is preferably embossed and colored to simulate closely the appearance of a costly frame of natural wood, gilded or silvered wood, metal, or the like. The frame, as shown in Fig. 1, is provided with small diagonal markings 23, to give the effect that the frame is apparently made by mitering together four separate side pieces. As a matter of fact, the frame may actually be made of four separate such side pieces, as indicated by the diagonal lines 23', seen in Fig. 4; these pieces locked together in a way which will become clear in a moment.

Offset from each of the four corners of the framing portion of the blank 21 is a tab 24, each such tab having scored lines 25 and 26. As shown in the case of the tab 24 at the upper left hand corner of Fig. 4, that is, in the case of the tab 24 shown in Figs. 5 and 6, each tab is folded first on the line 26 to provide an underlying tab-ply 27, and, with the underside of this ply 27 coated with a suitable adhesive, said ply 27 is folded on the line 25 and laid down and pressed against the rear side of the main or frame portion of the blank 21 to establish a pocket 28. The four pockets thus established are formed around the four corners of the card 15, with each corner of said card so lying in its pocket that between the blank 21 and the card is interposed the tab-ply 27. As will be understood, the sheet 22 at its four corners underlies said tab-plies 27.

Thereby the card 15 is secured immovably on the rear side of the blank 21, with the picture on the card showing through the framing portion of said blank and behind the transparent sheet 22.

These parts are further steadied, to withstand handling in the mails, by four tabs 29 offset from the central points along each of the four sides of the framing portion of the blank 21. Less than four of these tabs can be used, but four are here shown, as just stated. At the base of each

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tab is a scored line 30, so that the tabs may be folded in as shown in Fig. 2.

As shown most clearly in Fig. 5, near the outer end of each tab is a spot 31 of water softenable adhesive 31, this within an area defined by a small circular scoring or partial cutting through of the material of which the blank 21 is made, as indicated at 32.

When the tabs 29 are folded at the lines 30 they may be disposed as shown in Fig. 2. The tabs are thus disposed following moistening of their spots 31, for securing the tabs 29 in place to act for steadying the parts to withstand handling in the mails; and, on delivery of the article to the addressee, the appropriately located tab 29 may be readily freed from its attachment to the blank 21, by forcibly lifting such tab, thereby tearing the main portion thereof from the part within the scoring 32 and adhering to the blank 21, and thereby in turn automatically providing an aperture 33, as in Fig. 7, for hanging the framed picture right side up as shown in said Fig. 7.

Referring to the form of the invention illustrated in Figs. 8-12, the mailable article includes a sealed-letter component 34, and a frame-supplying and containing component 35.

The sealed-letter component 34 is shown as a two-sheet blank having sheets 37 and 38, and so one containing four pages. The two pages hidden from view in Fig. 11 would carry the written letter. As will be understood, this component could include one or more additional sheets, each separated from an adjoining sheet by a score line similar to and parallel with a score line 36, which separates the sheets 37 and 38, and with such extra sheet or sheets each providing two more pages for the written letter and to be folded in and sandwiched between the sheets 37 and 38, incidental to folding the sheets 37 and 38 on the line 36 to place outermost the side of the sheet 38 seen in Fig. 11 and so to place outermost the side of the sheet 37 seen in Fig. 11.

The last referred to side of the sheet 37 carries an outline 39 within which a stamp 40 is to be affixed, an area marked as at 41 for the name and address of the addressee, and an area marked as at 42 for the name and address of the sender. The last referred to side of the sheet 38 carries a painting, a painting reproduction or other representation of sufficiently high artistic value as to warrant a desire on the part of the addressee to frame and display such painting or the like. Preferably, said representation, such as the mountainous landscape shown, is made by embossing the sheet 38 to give an effect simulating a canvas surface, and the picturization carried thereby is applied so that it will actually be or closely resemble a picture painted on canvas. The picture as thus made is subjected to a painting or spraying application of varnish, shellac, or any synthetic lacquer, thereby to give the illusion of an actually hand painted picture.

Extended beyond the three free sides of the sheet 37 are narrow flaps 44 separated from the main central portion of the sheet 37 by score lines 45; these flaps, coated with a water softenable adhesive, at their sides opposite to the sides thereof seen in Fig. 11, are used to seal the letter when the writing of the same is completed.

In combination with the thus sealed letter, there is employed the frame-supplying and containing component 35 which comprises a blank of cardboard or the like, and a sheet of transparent material 47 like the sheet 22 and pasted or

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otherwise suitably marginally secured to that side of the blank 35 seen in Fig. 10, and opposite to the side thereof seen in Fig. 8.

This blank 35, as will be noted, is shown as exactly like the blank 21 except that the tabs 24 of the latter are omitted; and the decorative appearance of the side of the blank 35 seen in Fig. 8 may be made exactly like that described for the side of the blank 21 seen in Fig. 1.

Here, however, as in the case of the blank 21, the blank 35 has four tabs 48 offset from the central points along each of the four sides of the framing portion of the blank 35. At the base of each tab 48 is a scored line 49, so that the tabs may be folded in as shown in Fig. 9. Near the outer end of each tab is a spot of water softenable adhesive, like the spot 31 of Fig. 5, and this within a small circular scoring or partial cutting through the material of the blank, like the scoring 32 of Fig. 5. These tabs 48 are folded and adhesively secured to the now-sealing flaps 44 of the sealed letter made from the blank 34, following moistening of the spots of adhesive. The four tabs 48 may then be relied on to provide sufficient coupling for the sealed letter and the framing carrier.

On delivery of the article to the addressee, the appropriately located tab 48 may be freed as explained in connection with Figs. 1-7, thereby providing an aperture 50, as in Fig. 12, for handling the framed picture right side up as shown in said Fig. 7; the three remaining tabs holding the frame in perfect relation to the picture while the article is thus hung.

Whenever in the appended claim an artistic addition is referred to there is meant a painting, a painting reproduction or other representation of sufficiently high artistic value as to warrant a desire on the part of the recipient to frame and display such painting or the like, and a representation embossed or otherwise non-unipolarly surfaced to give an effect simulating a canvas surface, with the picture or design thus made covered by a coating of varnish or the like, thereby to give the illusion of a hand painted picture or design.

In Figs. 13, 14 and 15 another modification is shown in which the blank 35' is similar to the blank 35. In this form of the invention, tabs 50 and 51 are shown to be perforated at 50^a and 51^a in the narrow flaps 52 and 53, respectively. The tab 50 or 51 may be lifted by breaking the perforations and the corresponding per-

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forated aperture 54 will be removed so that the apertured tab may be used as a hanger tab for the postcard.

While I have illustrated and described the preferred embodiment of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and the right is reserved to all changes and modifications coming within the scope of the invention as defined in the appended claim.

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

In a mailable article, a postcard having a picture on its one side and its other side imprinted to have a stamp applied thereto and be inscribed with the name and address of the addressee, a blank the same size as said postcard extended across the one side of said postcard over the picture, said blank having its center cut away forming a frame through which the picture can be viewed, pockets formed on the corners of said blank at the rear face thereof into which the corners of said postcard are engaged, tabs offset from the side edges of said blank midway between said pockets to be bent about the side edges of said postcard, and adhesive on the faces of said tabs facing the other side of said postcard for securing said tabs to said postcard to maintain said postcard in position with its corners engaged in said pockets, so constructed and arranged that when the article is received by the addressee one of said tabs can be pulled loose and used for hanging the article on a wall.

SIMON BLY.

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