

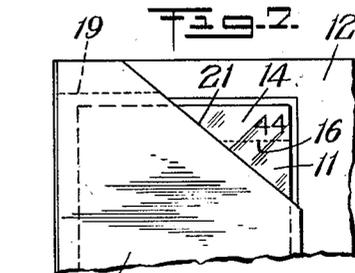
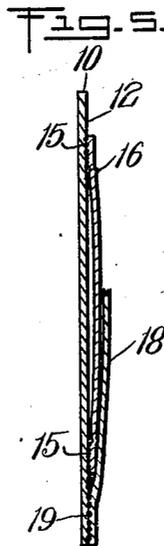
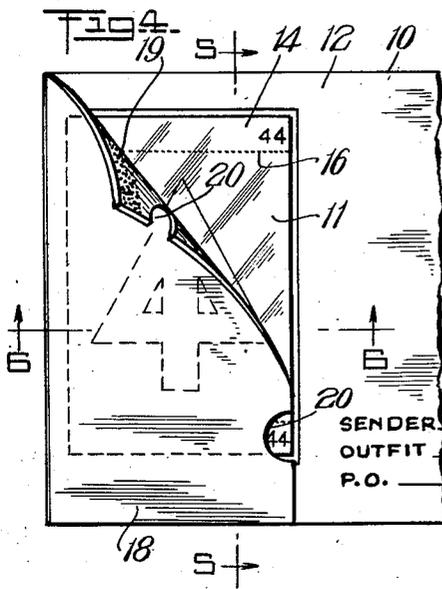
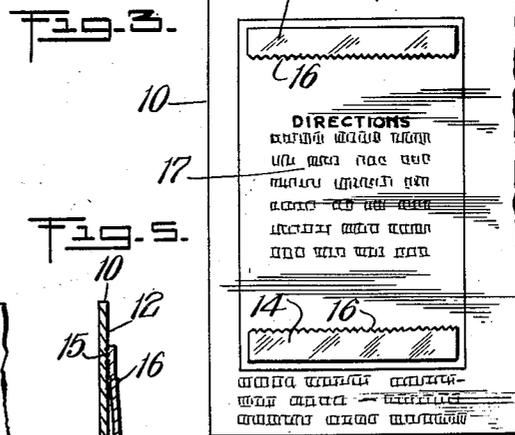
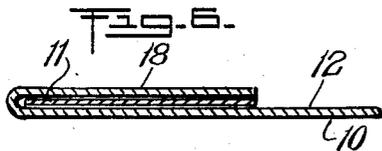
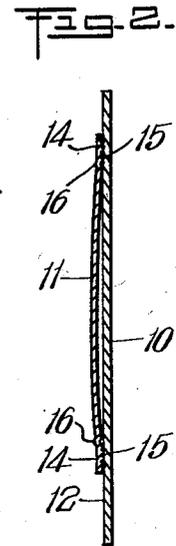
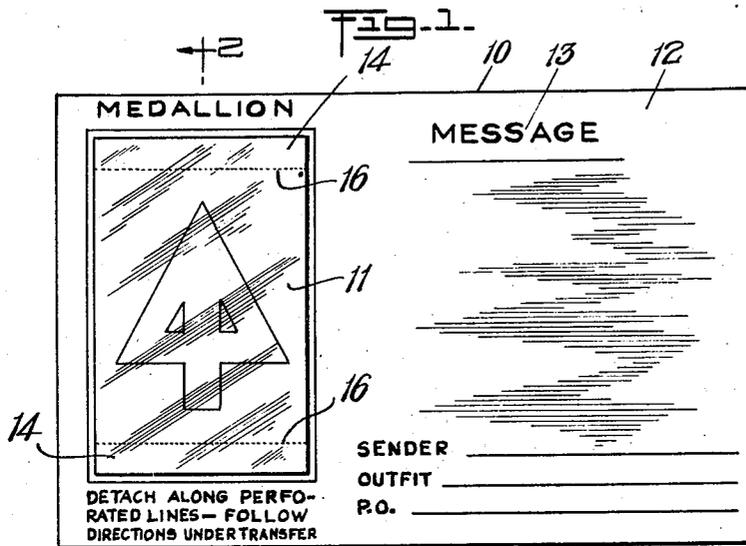
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L. S. RITTER

2,363,472

MAILING CARD

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INVENTOR.
LOUIS S. RITTER
George Schlack
 ATTORNEY

UNITED STATES PATENT OFFICE

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MAILING CARD

Louis S. Ritter, Darien, Conn.

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5 Claims. (Cl. 229—92.8)

This invention relates to improvements in mailing cards, and more particularly to mailing cards bearing detachable decalcomania transfers.

Objects

Among the principal objects which the present invention has in view are: to provide a mailing card having on the one side the usual provision for postage and the addressee's name; to provide a mailing card, the side opposite to the addressee and postage, with means for securing a detachable decalcomania transfer at a part thereof, with directions for detaching and for applying to a surface when detached, the other part of the side of the card to be utilized for a message and identification of the sender; to be enabled to use various decalcomania transfer emblems, medallions, and for advertising detachably secured to mailing cards at minimum cost; to provide a mailing card with a protective covering for the decalcomania transfer; to be enabled to remove the protective covering without distorting or mutilating the transfer underneath on the card; to provide the protective covering with means whereby the decalcomania transfer may be easily identified; to provide an identification marking on the decalcomania transfer to be in registration with the means on the protective covering; to secure simplicity of construction and operation; and to obtain other advantages and results as may be brought out in the following description.

Drawing

Figure 1 is an elevation of one side of a mailing card embodying my invention;

Figure 2 is a vertical sectional view shown as taken on line 2—2 of Figure 1;

Figure 3 is a fragmentary view and similar to Figure 1 and showing the transfer as detached from the card;

Figure 4 is a view similar to Figure 1 and showing a slightly modified construction;

Figure 5 is a vertical sectional view shown as taken on line 5—5 of Figure 4;

Figure 6 is a longitudinal sectional view shown as taken on line 6—6 of Figure 4; and

Figure 7 is a view similar to Figure 4 and showing a still further modified construction.

Description

Referring now more particularly to the drawing, the reference numeral 10 indicates a mailing card having the one side (not shown) with the usual provision for postage stamp, name

and address for whom the card is to be sent. The card of the present invention is particularly directed for conveniently sending through the mails by persons in the armed service, fraternal organizations, government service and others desiring to send decalcomania transfers of various designations, such as, the army, naval, fraternal organizations, business concerns for advertising and so forth. The transfers preferably may be emblems which may easily and conveniently be detached from the card and after its removal may be transferred to any article having a smooth surface, such as, glass, windshields of automobiles, porcelain, metal, wood, mirrors and any other article having a smooth surface, as a reminder of the particular branch the sender may be, or advertising or fraternal organizations to which the decalcomania emblem may be designated. In this connection the transfer emblem 11 may conveniently and preferably be on the card 10 on the side opposite to the address side and secured towards the one outer edge thereby allowing sufficient space for the sender to print or write in a message as well as to fill in the name of the sender as may be required.

Referring now more particularly to Figures 1 to 3 inclusive, there is shown only the one side of the card, and for purposes of this description will be referred to as the emblem side 12. Said emblem side may conveniently be provided with approximately two-thirds of the space for writing a message as indicated by the printed word "Message" 13 thereon towards the upper longitudinal edge of the card and having therebelow sufficient blank space for a written message by the sender. The other one-third of the space to be conveniently utilized for the transfer emblem 11 and which preferably may be adjacent the outer edge of the card on the emblem side 12. In addition to the blank space for a written message there may be provided adjacent the bottom longitudinal edge a printed designation such as, "Sender," "Outfit," "P. O." or other printed matter dependent on the kind of transfer emblem which may be on the card.

The present invention is merely illustrative of one particular kind of decalcomania transfer emblem 11, which in the present instance may be the emblem or medallion of the "44th Division" of the U. S. Army. Said emblem 11 may be conveniently attached to the emblem side 12 of the card 10 as by having its upper and lower marginal edges 14, 14 securely adhered by a suitable adhesive to the card as at 15, 15. Said

marginal edges may be determined as being directed outwardly towards the outer edges thereof by a line of perforations or indentations 16 extending laterally across the emblem from side to side. By virtue of said perforations or indentations the space between the outer edges of the transfer emblem and perforations will be adhered to the card and the space between the perforations or indentations facing each other will be the body portion of the transfer emblem and since that portion is not adhered to the card it conveniently may be detached from the adhered marginal edges when desired. After the body portion has been detached from the marginal edges 14, 14 the emblem side 12 of the card may be provided with suitable printed matter 17, which in this instance may be the directions for transferring the emblem or medallion on the decalcomania to the surface of an article as heretofore described. These printed instructions preferably may be printed on the card before the decalcomania is made a part thereof since the printed matter is only exposed after the transfer emblem has been detached. Also, it is to be noted that only the adhered marginal edges 14, 14 remain secured to the card after the body portion has been detached as clearly shown in Figure 3. The card itself with the message thereon may be retained by the receiver as a remembrance of the sender, especially should the sender of the card be a member of the armed service.

Though I have shown in Figures 1 to 3 inclusive a preferred construction of detachable decalcomania transfer 11 as exposed and without any protection to possible mutilation when in the mails, I do not necessarily limit myself to the exact construction shown or described. Accordingly, I have shown in Figures 4 to 6 inclusive a means for protecting the decalcomania transfer 11. One such means may be in the form of a protective covering or flap 18 which in practice may conveniently be an integral part of the card 10 and as extending outwardly away from the normal edge thereof. Said extension may be provided with a crease line as extending from the top of the card to the bottom and when in use may be folded on the crease line in an inward direction to overlie the transfer emblem 11. As in the preferred showing, there may be provided a similar decalcomania transfer 11, having marginal edges 14, 14 adhered along said edges to the emblem side 12 as at 15, 15. The body portion of the transfer preferably may be free of adhesive since it is to be detached from the marginal edges along the perforations or indentations 16 when desired. The protective cover or flap 18 when folded to overlie the decalcomania transfer is made secure to the card in any suitable manner, such as by being provided with a dry adhesive along its outer edges at the top and bottom, and when moistening the adhesive the cover will be made secure along the said edges to the card.

With the protective cover or flap 18 adhered to the card along the top and bottom edges, the decalcomania transfer 11, as shown in Figure 4, will be partially hidden from view. In this respect and in order to readily identify the decalcomania transfer which may be underneath the protective cover or flap, I have found it convenient to place a designation at the outer corners at the top and bottom of the marginal edges 14, 14, which in this instance may be the numerals "44." Said numerals accordingly will identify

the transfer as of the "44th Division." In order that the numerals may be exposed to view, the flap 18 overlying the transfer 11 conveniently may be provided with cut-out arcuate portions 20, 20 which preferably will appear directly over the numerals "44" on the decalcomania transfer. By virtue of the said cut-out portions 20, 20 the identification of the transfer will at all times be visible. Also it is well within the scope of the present invention that the cut-out portions may function to conveniently serve as the means for releasing the protective cover or flap 18 from its adhered position over the decalcomania transfer. Accordingly, and when desiring to remove the cover or flap, the cut-out portions may be gripped and with slight pulling pressure it may be lifted and mutilated along the edges where adhered to the card without interfering with the decalcomania transfer. When the cover or flap has been removed as the protective cover over the decalcomania transfer, the transfer may then be easily detached from the card as heretofore described.

In the showing of Figure 7 the construction in many respects is similar to that shown in Figures 4 to 6 inclusive, with the exception that the protective cover or flap 18 instead of completely overlying the transfer 11 as heretofore may have its one corner portion cut away on a diagonal line 21 thereby exposing the one corner of the decalcomania transfer 11 therebelow. The exposed corner of the transfer preferably may have as heretofore the marking "44" printed on the one marginal edge 14 between the perforation or indentation 16 and the outer edge of said transfer. The said identification marking will clearly identify the particular decalcomania transfer which will not be exposed by virtue of the protective cover hiding it from view. As in Figures 4 and 5, the cover or flap 18 may be provided with a dry adhesive along its upper and lower outer edges. As shown, the adhesive 19 extends only to the edge of the cut-away portion and permits easy manipulation of the cover when desiring to remove the same from over the decalcomania transfer.

Obviously other detail changes and modifications may be made in the construction and use of my improved mailing card without departing from the spirit or scope of the invention, and I do not wish to be understood as limiting myself to the exact construction or operation shown or described.

I claim:

1. A package comprising a basal member having a surface area, a decalcomania transfer mounted on said area and detachable therefrom for transferring to a smooth surface, said decalcomania transfer having an identification in a corner thereof, and a protective cover overlying the said decalcomania transfer and leaving the identification at the corner of the decalcomania exposed.

2. A package comprising a basal member having a surface area, a decalcomania transfer mounted on said area and detachable therefrom for transferring to a smooth surface, said decalcomania transfer having an identification in a corner thereof, a protective cover overlying the said decalcomania transfer, and said cover having a part thereof cut away whereby said identification may be exposed to view while the cover protects the rest of the said decalcomania transfer, said cover being secured to the surface area

of the basal member at a part thereof beyond the decalcomania.

3. A package comprising a basal member having a surface area, and a decalcomania element, said element in its entirety overlying a part of said surface area and said element having opposite end portions thereof secured to a part of said area at the face of the element next said area and having an intermediate portion between said end portions with the face of said intermediate portion next said area loose with respect to said area subtended thereto, said intermediate portion being detachable from the end portions and basal member for separate use.

4. An article of manufacture comprising a card having a surface area, a flat element of less surface area than the surface area of said card, said element having a portion thereof juxtaposed and permanently attached flatwise on a part of said surface area of the card, and a utilizable portion flatwise of and in its entirety overlying a portion

of said surface area and free of attachment at its face next the card, and means holding the said utilizable portion flatwise of the card, said holding means being separable from and thereby permitting detachment of said utilizable portion of the element from the card for separate use.

5. An article of manufacture comprising a card having a surface area, a flat element of less surface area than the surface area of said card, said element having a portion thereof juxtaposed and permanently attached flatwise on a part of said surface area of the card, and a utilizable portion flatwise of and in its entirety overlying a portion of said surface area and free of attachment at its face next the card, and means holding the said utilizable portion flatwise of the card and overlying said portion for protecting the same, said holding means being separable from and thereby permitting detachment of said utilizable portion of the element from the card for separate use.

LOUIS S. RITTER.