May 3, 1955 G. C. WAGSTAFF 2,707,589

MAILING CONTAINER

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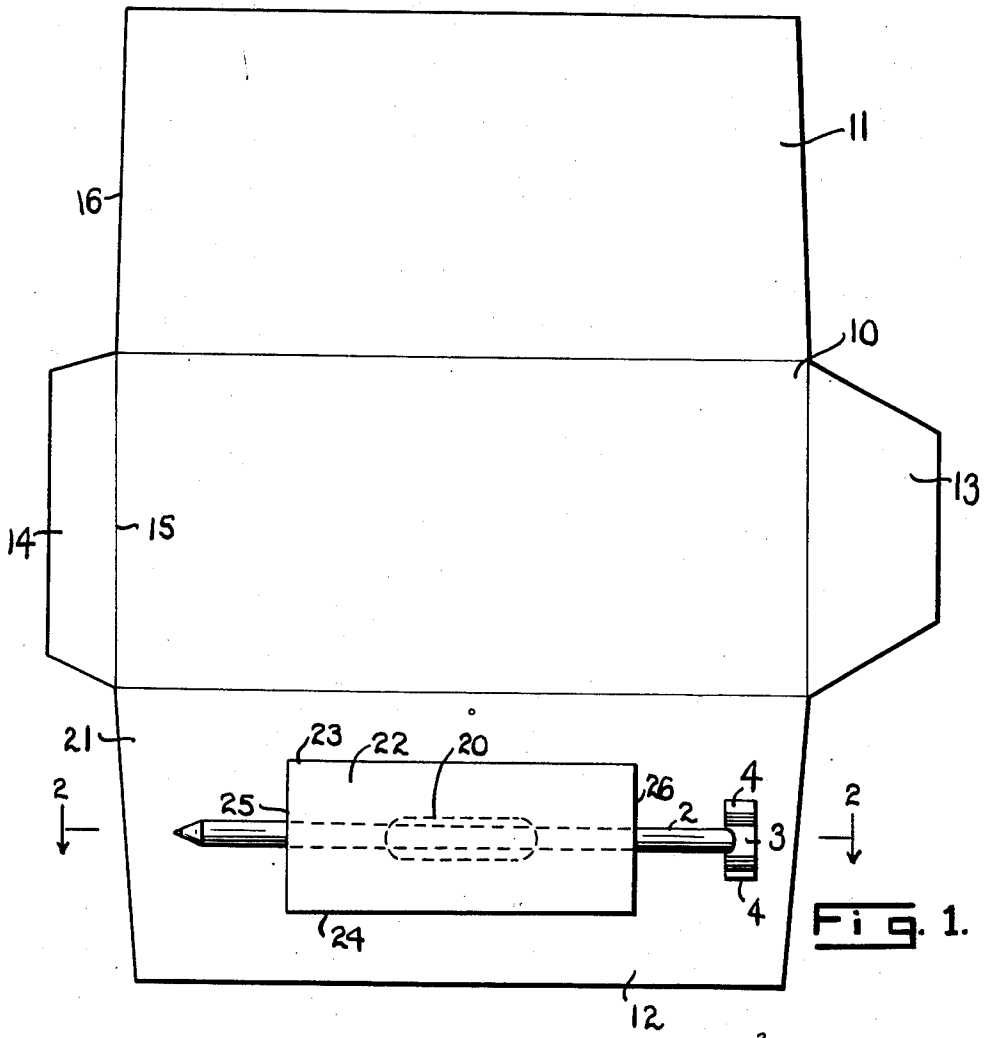


Fig. 1.

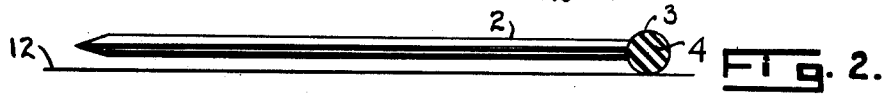


Fig. 2.

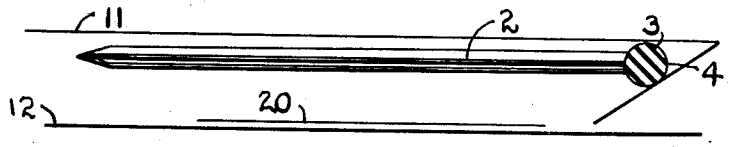


Fig. 3.

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MAILING CONTAINER

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1 Claim. (Cl. 229—92.8)

The invention relates to a mailing container and advertising device which can be arranged to be deposited in the mail.

Permission of the Postal Department has been obtained to mail containers of this sort.

The invention relates to a mailing container which can be made up of a sheet of paper folded in the form of an envelope, and comprising a plurality of flaps arranged around the body of the sheet which is the central portion of the container.

Any suitable thickness of material may be employed and in practice various colors of material have been used.

The invention, as a matter of fact, relates to a structure used in making up the mailing container.

It is one object of the invention to provide a container wherein one of the flaps thereof has an open window beneath which is arranged a transparent sheet affixed at its longitudinal edges and opened at its ends so that an article of advertising may be inserted between the flap of the container and the transparent sheet so that it is visible through the opening and so that the article is retained in the container for mailing.

Another object of the invention is to provide a container in which an advertising device may be inserted and displayed for mailing.

A still further object of the invention is to provide a series of advertising containers, each of which may be arranged to contain a different advertising article or a monthly series to cover, for instance, a yearly period.

A still further object of the invention is to provide an advertising container which, when opened, displays a suitable slogan in combination with an advertising device.

A still further object of the invention is to provide an advertising container or envelope which may be folded to secure an article of advertising therein.

Other and further objects of the invention will be readily apparent when the following description is considered in connection with the acompanying drawings wherein:

Figure 1 is a plan view of the sheet of material from which the container may be made and illustrates the window in one of the flaps, the transparent sheet thereover for securing the advertising device in position so that it is visible through the window and illustrates the arrangement fo the flaps which go to make up the container.

Figure 2 is a section taken longitudinally along the line 2 of Figure 1, is a plan view looking down on the container with the advertising article ready to be inserted beneath the transparent retainer sheet.

Figure 3 is a perspective of a portion of the container showing the general assembly.

Generally, the advertising device may take any desired form, but for purposes of illustration, a pencil has been shown. A particular type of pencil too has been illustrated which has a cross-head 3, each end of which carries an eraser 4, so that the pencil takes the form of a miniature hammer. It is contemplated that various

types of heads may be arranged on the pencil, or that any other suitable article of manufactre may be inserted here as the advertising device for the purpose.

The container is made up of a sheet of paper 10 having a generally rectangular shape and formed therewith there will be the top flap 11, the bottom flap 12, the first end flap 13, and the second end flap 14 with the fold lines 15 illustrated in the drawing.

It will be noted that the edges 16 of all of the flaps are somewhat tapered so that when the container is folded in position it will present a neat appearance.

The lower flap 12 is provided with an open window 20 relatively elliptical in shape and adjacent the central portion of this bottom flap 12. Positioned over the inside surface 21 of this flap 12 is a transparent retainer member 22 which extends in each direction beyond the contour of the window 20, and this member 22 will have its edges 23 and 24 secured to the inside surface 21 of the flap 12 by a suitable adhesive so that the ends 25 and 26 thereof will be free to be lifted for the insertion of the advertising device 2 which in the drawing is illustrated as a pencil. This retainer member 22 serves to hold the pencil in position over the window.

When the container is being readied for mailing, the advertising device 2 will be inserted under the retainer member as shown in Figure 1. Then the flap 12 will be folded over the body portion 10, and the flap 14 secured to the outer surface of the flap 12 with suitable adhesive to hold it in position.

Then the flap 13 will be tucked under the flap 12 and between the inside surface 21 of the flap 12 and over the advertising device 2, so that the advertising device cannot slip out of the container to the right as viewed in Figure 1, nor can it slip out of the container to the left because of the flap 14 being secured in position. The flap 11 may then be folded down over the flap 14 and the flap 12, and suitable address positioned on what is the rear side of the flap 11 in Figure 1. This rear surface will contain the address and the stamp and any return address that may be desired.

In actual practice, it has been found of advantage to place a printed frame work around the window 20 on the rear side of the flap 12, such as a decorative scroll of some sort.

On the flap 11 on the side which is visible in Figure 1, a suitable slogan may be arranged and a scroll may or may not be arranged around the slogan.

Broadly, the invention contemplates an improved mailing container.

What is claimed is:

A mailing container, comprising, an elongated rectangular central portion, top and bottom substantially rectangular flaps integral with the opposite sides of said central portion and extending throughout the length thereof, the width of each of said flaps being substantially equal to that of said central portion, said flaps having slightly tapered edges, one end of said central portion having a relatively large tapered end flap extending throughout the length of said end and integral therewith, the other end of said central portion having a relatively small tapered end flap extending throughout the length of said other end and integral therewith, adhesive means connecting the outer face of said smaller end flap when infolded to the inner face of the adjacent end of said bottom flap when the latter is folded over said central portion, said larger end flap being removably infolded between the adjacent faces of said central portion and the infolded bottom flap, an elongated window opening in said bottom flap intermediate its side edges and parallel thereto, a generally rectangular transparent retainer member mounted on the inner face of said bottom flap over said window, the sides of said retainer member

being affixed to said bottom flap above and below said opening, the ends of said retainer member extending outwardly beyond the opposite ends of said window and being unattached to said bottom flap, an advertising device inserted between said retainer member and the inner face of said bottom flap so that the portion of the device extending across said window opening will be visible therethrough to the exterior of the infolded lower flap, said top flap being foldable about the upper side of said central portion to cover substantially the entire outer face of the infolded bottom flap and the window opening, the free edge of said top flap terminating at a line contiguous to and parallel with the opposite side edge of said central portion and attachable thereto to close said container.

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