United States Patent [19]

Martin

[11] **3,756,699**

[45] **Sept. 4, 1973**

[54] **MAILABLE DISPOSABLE VIEWER**

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[22] Filed: **July 21, 1971**

[21] Appl. No.: **164,503**

[52] **U.S. Cl.** **350/250,** 350/140

[51] **Int. Cl.** **G02b 7/02**

[58] **Field of Search** 350/245, 250, 140

[56] **References Cited**

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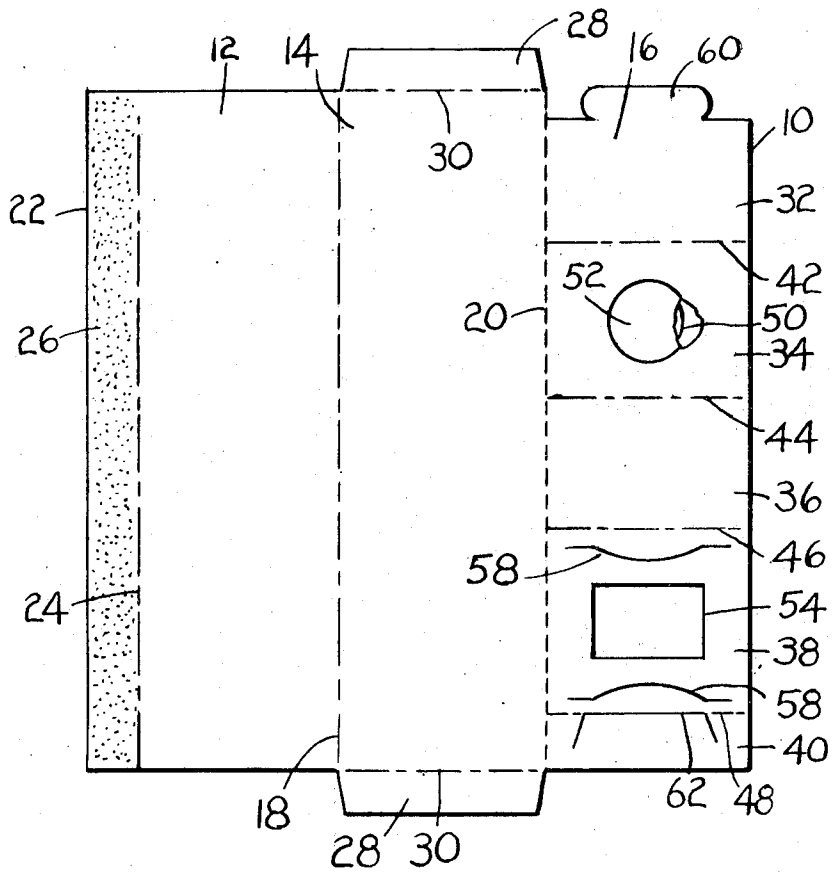
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[57] **ABSTRACT**

A viewer made of inexpensive material such as paper and designed to be disposed of after minimum usage. The viewer is constructed of a blank of paper having means for forming an envelope around the viewer portion for mailing and being separable from the viewer portion for disposing of such envelope portion. The viewer portion has a magnifying lens and means for receiving a slide viewable through the lens and is foldable into a box-like viewer having a handle.

2 Claims, 8 Drawing Figures



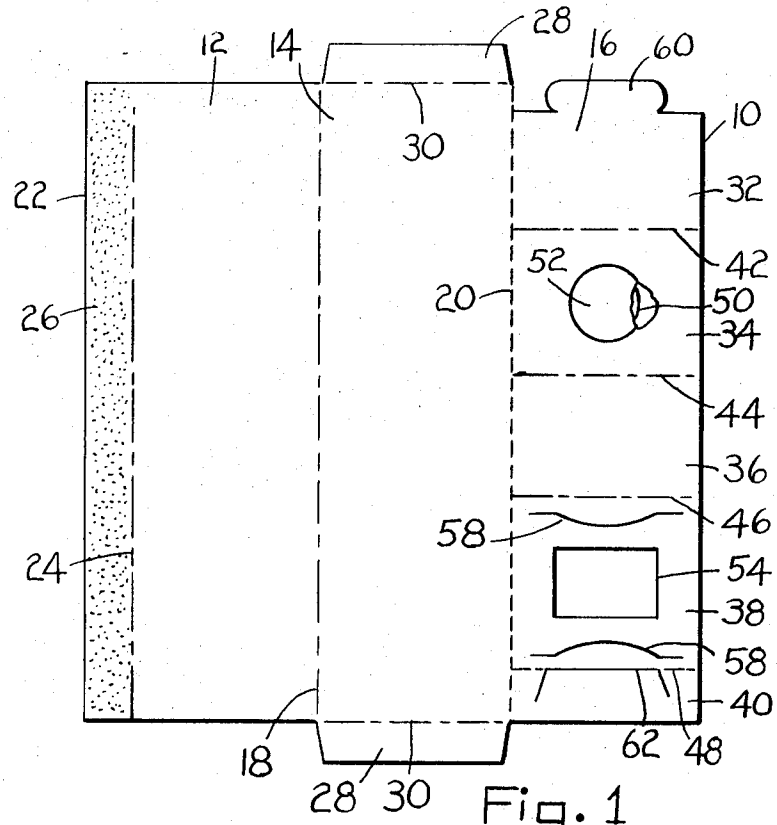


Fig. 1

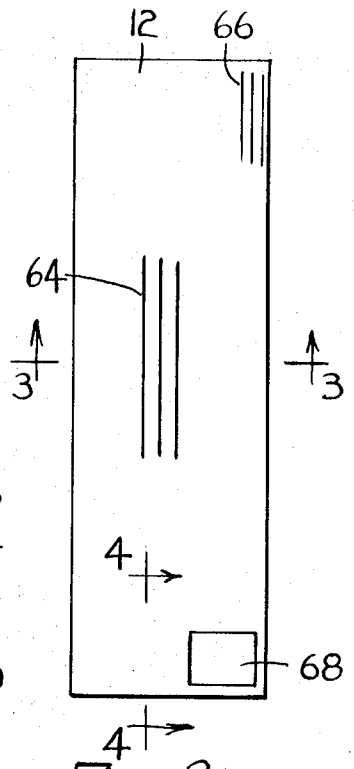


Fig. 2

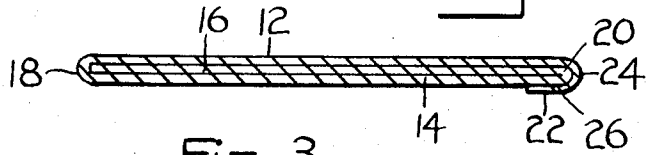


Fig. 3

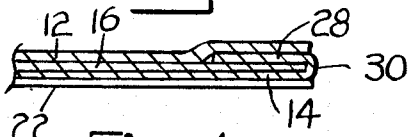


Fig. 4

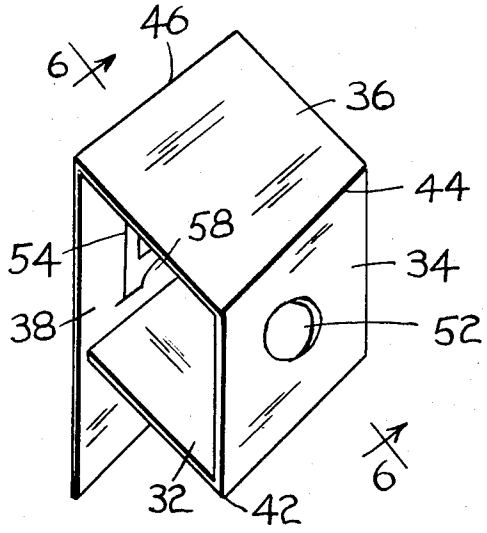


Fig. 5

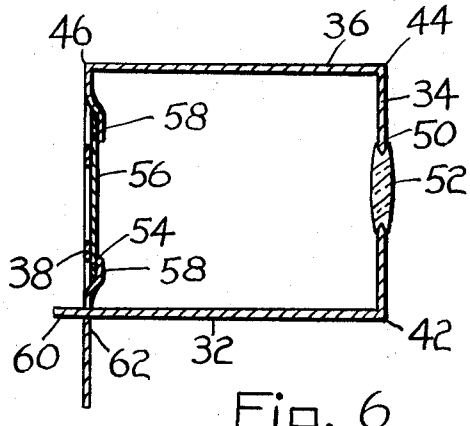


Fig. 6

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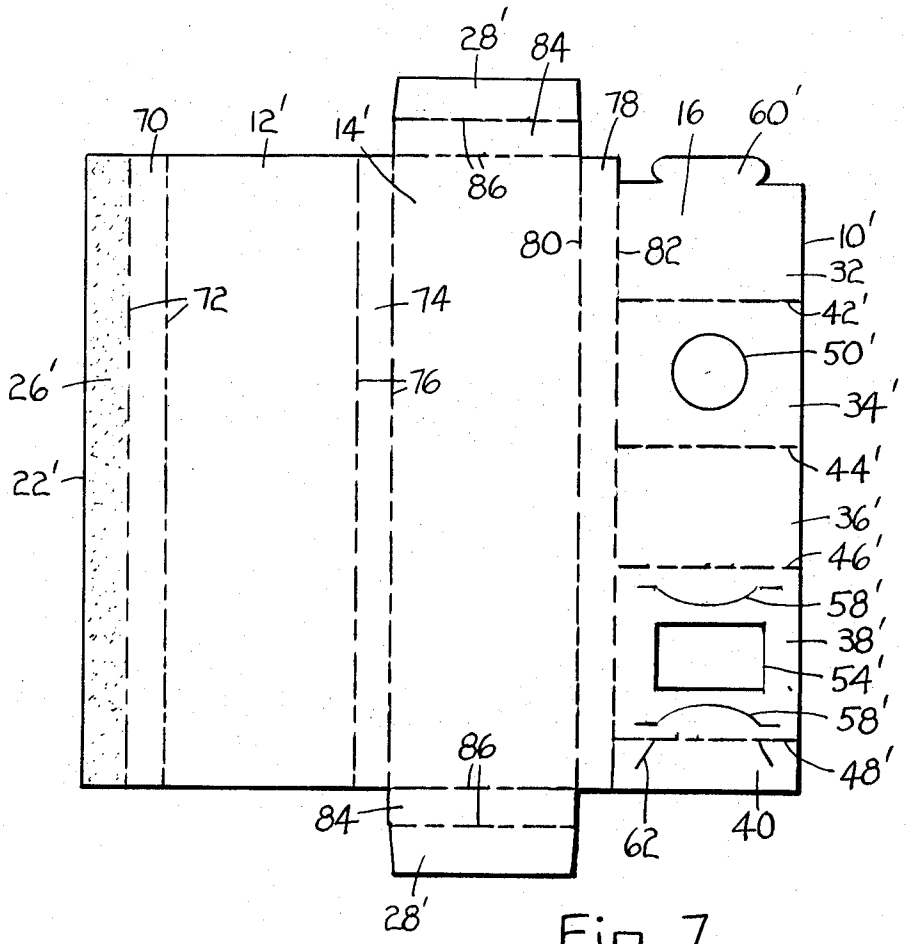


Fig. 7

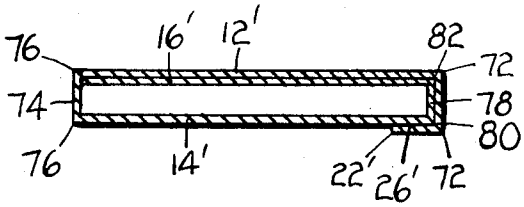


Fig. 8

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MAILABLE DISPOSABLE VIEWER

This invention relates to new and useful improvements in viewers arranged to receive transparencies or the like for viewing in enlargement, the viewer being of a type which can be disposed of after minimum usage.

A primary objective of the present invention is to provide a novel structure of viewer which is intended for disposable use after minimum usage and which in its manufacture from a blank comprises a separable part of a blank portion which before being separated comprises foldable flaps for serving as an envelope.

Another object is to provide a viewer arranged to be constructed from a blank of paper having a novel arrangement of fold lines, glue lines and cut-out portions serving to accomplish construction of the above mentioned viewer.

Another object is to provide a viewer of the type described which has face surfaces capable of carrying advertising messages.

The invention will be better understood and additional objects and advantages will become apparent from the following description taken in connection with the accompanying drawings which illustrate a preferred form of the device.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a plan view of a blank from which the viewer of the instant invention is constructed;

FIG. 2 is a plan view of the viewer folded with its envelope portion thereof into a mailable position;

FIG. 3 is an enlarged cross sectional view taken on the line 3—3 of FIG. 2;

FIG. 4 is an enlarged fragmentary sectional view taken on the line 4—4 of FIG. 2;

FIG. 5 is a perspective view of a viewer portion of the present invention separated from the envelope portion and folded into a viewer construction;

FIG. 6 is a cross sectional view of the viewer portion taken on the line 6—6 of FIG. 5;

FIG. 7 is a plan view of a blank from which a modified structure of viewer is constructed; and

FIG. 8 is a cross sectional view of a viewer formed from the blank of FIG. 7 with the viewer being shown in folded condition for mailing.

DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT

One form of viewer of the present invention is constructed from a blank of paper **10**, FIG. **1**. This blank comprises in general three main longitudinal panels **12**, **14** and **16**. Panels **12** and **14** are connected by a fold line **18** and panels **14** and **16** are connected by a perforated line **20** which as will be seen hereinafter serves as a fold line for holding the panel **16** into a compact unit with the other panels for mailing and also as a tear line to remove the panel **16** when desired. Panel **12** has a narrow panel **22** connected longitudinally along its outer edge by a fold line **24** and this panel has a glue surface **26** thereon.

Panel **14** has end tabs **28** connected thereto by fold lines **30**.

Panel **16** comprises the viewer portion and has five sections **32**, **34**, **38** and **40**. Sections **32** and **34** are connected by a fold line **42**, sections **34** and **36** are connected by a fold line **44**, sections **36** and **38** are connected by a fold line **46**, and sections **38** and **40** are connected by a fold line **48**. Sections **34** has an aperture **50** therein for supporting a lens **52**, and section **38** has a viewing aperture **54**, which as will be seen hereinafter comprises a viewing aperture for a slide **56**, FIG. **6**, to be viewed through the lens **53** when the viewer is folded. Section **38** has a pair of tabs **58** cut therein on opposite sides of the aperture **54** for removably supporting a slide **56** on the viewer, FIG. **6**, as will be more apparent hereinafter. For purposes of assembly, the lens has a peripheral groove **53** and has snap-in engagement in aperture **50**.

Panel **16** is shorter at one end than the panel **14**, and extending from such shorter end of the panel **16** is a tab **60**. The opposite end of the panel **16**, namely, the section **40** thereof, has a U-shaped cut line **62** arranged to receive the tab **60** in a folded position of panel **16**, hereinafter described in greater detail. Such panel when separated from the rest of the blank can be formed into the viewer shown in FIGS. **5** and **6**. However, before its separation the other panel sections are arranged to serve as an envelope for mailing the viewer. For this latter purpose, and with reference to FIGS. **1**, **3** and **4**, the panel **16** is folded over on top of the panel **14** by means of the fold line **20**. The flaps **28** are then folded inwardly to overlie the panel **16**. Thereupon, the panel **12** is folded on top of the flaps **28** and the panel **16** and the glue panel **22** folded under and glued to the bottom of panel **14** for holding the folded unit together. Such structure forms an enclosure for the panel **16** and as seen in FIG. **2** the panel **12** may be provided with a suitable address **64**, a return address **66** and a postage stamp **68** for mailing.

If desired, the panels **12** and **14** which are originally connected to the viewer portion panel **16** may be used for purposes other than an envelope, such as for supporting panel **16** as a tear sheet in magazines or books, whereby the printer can assemble the blank with the magazine or books and then said viewer, namely the panel **16**, torn out by the consumer. Panels **12** and **14** thus serve in an instance as carrying means, whether serving as an envelope or as support therefor in magazines or books.

To form the viewer, the panel **16** is torn from the remaining portion of the blank. Thereupon, it is folded into the box-like shape of FIGS. **5** and **6** and the tab **60** inserted in the cut line **62** for locking engagement. The fold lines **42**, **44** are formed into square joints whereupon a portion of the viewer will form a rectangular box-like structure with the lens **52** and viewing aperture **54** being substantially horizontally aligned. A slide **56** is then mounted behind the tabs **58** for viewing through the lens. Slide **56** can be a single slide as shown or multiple slides mounted in a single holder and viewed successively in the aperture **54** by lateral movement of the holder. Section **40** serves as a handle for holding the viewer.

The viewer has many surfaces upon which advertising matter can be printed, such as on the face of section **34**, the top section **36**, the back of section **38**, and the projecting or handle portion **40**.

FIGS. **7** and **8** show an alternative form of the invention. It comprises a blank **10'** the structure of which is the same as the embodiment of FIG. **1** to the extent that it has three main longitudinal panels **12'14'** and **16'**. The blank **10'** also has a narrow panel **22'** with a glue surface **26'** on one side. The panel **16'**, as in FIG. **1**, has individual sections **32'**, **34'**, **36'**, and **40'**. Section **34'** has an aperture **50'** for receiving a lens and section **38'**

has a viewing aperture 54'. Section 38' also has tabs 58' for removably supporting a slide, and section 40' has cut lines 62' for receiving a tab 60' on section 32' when the viewer is folded. The viewer panel 16' is provided with fold lines 42', 44', 46' and 48' as in the first embodiment.

Panel 22' is connected to panel 12' by an intermediate narrow panel strip 70 with fold lines 72 being provided on each side of the panel 70. Similarly, panels 12' and 14' are connected together by a narrow panel strip 74, with the connections on opposite sides of the panel strip 70 comprising fold lines 76. Also, panels 14' and 16' are connected together by a narrow panel strip 78, with the panel strip 78 being connected to the panel 14' by a fold line 80 and being connected to the panel 16' by a tear line 82, whereby the panel 16' may be separated from the remaining portion of the blank.

Panel 14' has end tabs 28' connected thereto in spaced relation by strip portions 84 through means of a pair of fold lines 86.

The blank 10' is folded for mailing identical to the embodiment of FIG. 1. The added strips 70, 74, 78 and 84, however, provide a box-like structure when the blank is folded. A folded condition of the viewer is shown in FIG. 8 which comprises a cross sectional view. Such folded box-like construction forms a container which may be used to enclose slides or the like.

The viewer of FIG. 7 is similar to the FIG. 1 embodiment in that when received by the purchaser the panel portion 16' can be torn off on line 82 and folded into the viewer of FIG. 5.

It is to be understood that the form of my invention herein shown and described is to be taken as a preferred example of the same and that various changes in the shape, size and arrangement of parts may be resorted to without departing from the spirit of my invention or the scope of the subjoined claims.

Having thus described by invention, I claim:

1. A disposable viewer comprising a blank of sheet material, an elongated viewer portion of said blank of sheet material having transverse fold lines selectively arranged to form top bottom, front and rear wall sections as well as a depending handle upon shaping said viewer portion at said fold lines into a box-like structure wherein said front and rear wall sections of said viewer portion are disposed in parallel spaced relation, the sides of said box-like structure being open, a lens in said front wall section, means defining a viewing aperture in said rear wall section for viewing display material in magnified relation through said lens, a pair of opposed tabs on opposite sides of said viewing aperture arranged to removably support display material in said aperture, a tab on one end of said viewer portion, means defining a cut portion adjacent the other end of said viewer portion for receiving said tab for holding said viewer portion in its box-like structure, a carrying portion in said blank of sheet material having a pair of elongated panels connected longitudinally by a fold line, said carrying portion being connected to said viewer portion in parallel relation thereto, said connection of the carrying portion to the viewer portion comprising a tear line for removal of the carrying portion when the viewer portion is to be folded, said viewer portion having a length at least as short as said carrying portion and said two panels being arranged to be wrapped around the viewer portion forming a mailing envelope therefor, a glue tab on one of said panels for holding the panels wrapped around said viewer portion, and end tabs on one of said pair of panels arranged to overlie the ends of said viewer portion and to confine loose display material within the envelope.

2. The disposable viewer of claim 1 wherein said viewer portion is connected to one of said pair of panels by a panel strip which has a fold line connection with said one of said pair of panels and said tear line connection with said viewer portion, said two panels being arranged to be folded around the viewer for forming a mailing envelope therefor, said panel strips in the folded position of the two panels forming side walls of the envelope tp provide space on the interior thereof, said end tabs on the carrying portion being connected to said one of said pair of panels by a panel strip having fold line connections with said one of said pair of panels with said tab to form end walls of the envelope.

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