June 7, 1955 S. ROBINS 2,710,095

MAILING PIECE

Filed April 20, 1950 2 Sheets-Sheet 1

Fig. 1

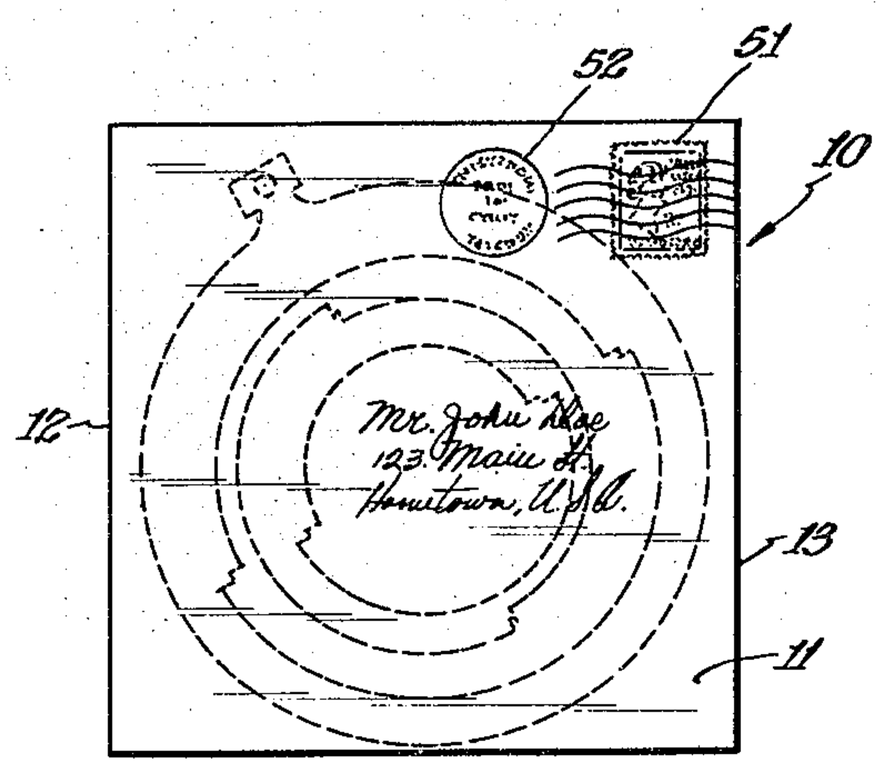

Fig. 2

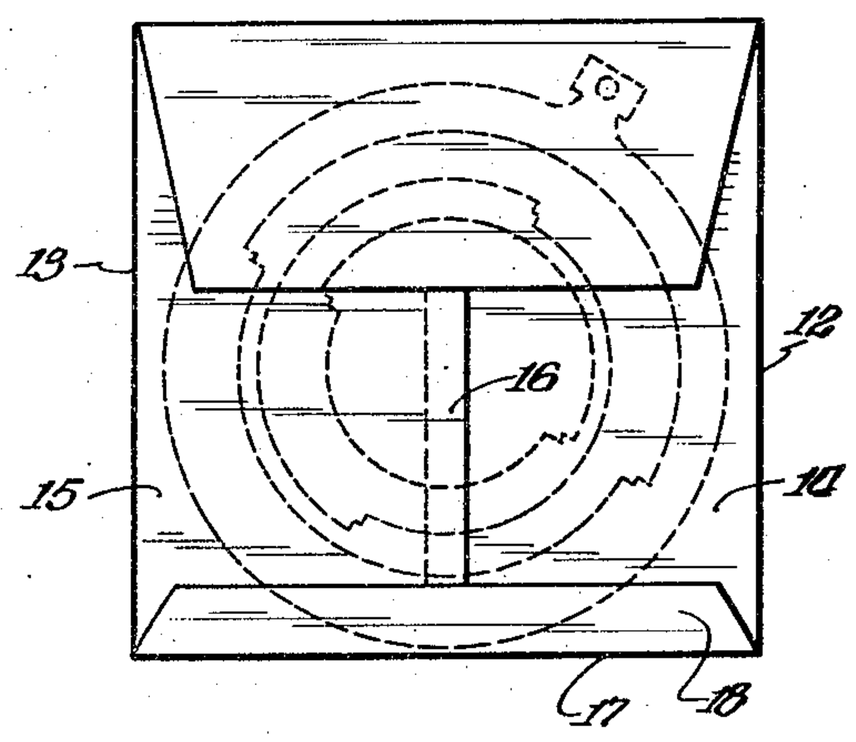

Fig. 3

Inventor:
Seymour Robins.
By: Clarence J. Lopatin
Attorney.

June 7, 1955 S. ROBINS 2,710,095

MAILING PIECE

Filed April 20, 1950 2 Sheets-Sheet 2

Fig. 5

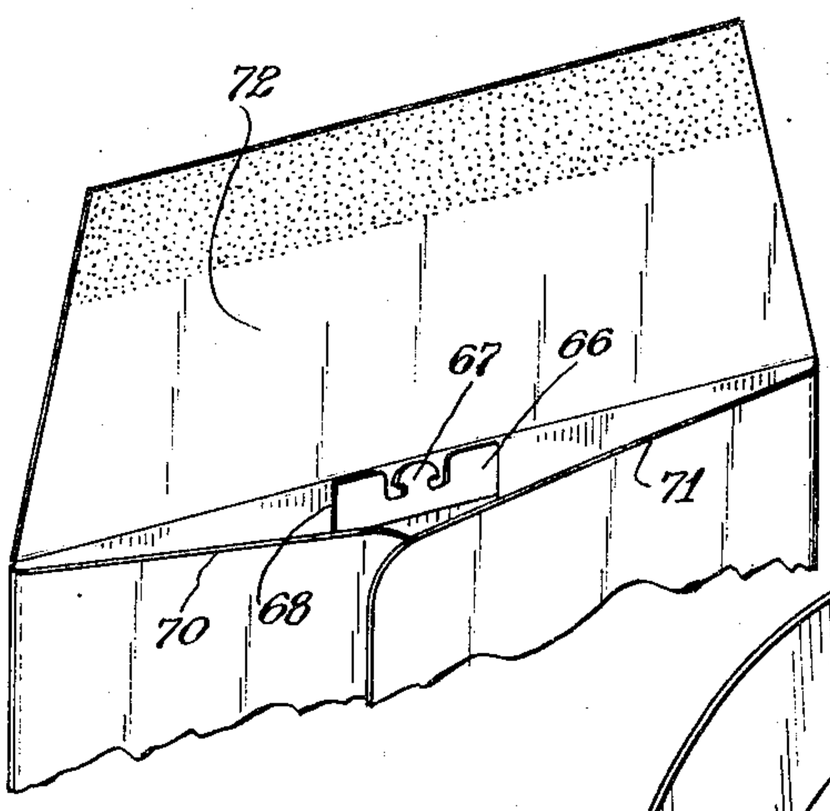

Fig. 4

Inventor:
Seymour Robins.
By: Clarence J. Loftus
attorney.

United States Patent Office

2,710,095

Patented June 7, 1955

2,710,095

MAILING PIECE

Seymour Robins, New York, N. Y.

Application April 20, 1950, Serial No. 157,134

2 Claims. (Cl. 206—46)

This invention relates to greeting cards and the like, and has particular application to Christmas greetings. It is the primary aim of the invention to provide a novel type of mailing piece which serves a dual function; that is, it may be used much in the manner of a conventional Christmas card, yet is also suited for use as a Christmas tree ornament. So far as known, the art is devoid of any suggestion that any single device could be so designed that it would serve both of these purposes. No doubt this is because of the fact that, according to prior teachings, the requirements for a satisfactory tree ornament are entirely different from those of a suitable greeting card, with the result that any device suited for one purpose would necessarily be unsuitable for the other. This is, of course, because of the fact that a tree ornament should be of some ornamental three-dimensional shape, while a Christmas greeting card should be capable of lying perfectly flat in an ordinary envelope and be able to withstand the rough handling to which Christmas mail is subjected.

It is, therefore, the primay object of the present invention to reconcile these conflicting requirements and to provide, as an article of manufacture, a mailing piece including a simple paper envelope and an enclosure therein which lies flat for mailing, yet which is so designed that it will expand into a three-dimensional ornamental shape when it is removed from the envelope and suspended.

A further object of the invention is to provide an article of manufacture of the type described above, wherein the three-dimensional shape is so designed and constructed that it will automatically open and expand, as by force of gravity, when it is removed from the mailing envelope and suspended.

A still further object of the invention is to provide such an article of manufacture wherein the ornament is provided with a hanger, preferably in the form of a flexible cord and wire hook, so that it may be easily suspended in position, and further, to provide an envelope having a support to hold this hanger in predetermined position during mailing, so that the hanger will be held at a point of convenient accessibility, where it may be easily grasped when the mailing envelope is opened.

A still further object of the invention is to provide, in the mailing envelope for a device of the type described above, a hanger support positioned and arranged to secure the hanger of the ornament at a point remote from the location of the postage stamp and postmark, so that envelopes enclosing the ornaments may be passed through automatic stamp canceling machinery without danger of damage resulting from the action of the feeding or printing rollers of the canceling machines on the wire hooks of the hangers.

In accomplishing the foregoing objects, the applicant has provided a novel mailing piece which includes an expansible three-dimensional ornament and hanger therefor, the ornament being so designed that it can be folded flat for mailing and will expand to three-dimensional shape when lifted from the envelope by its hanger. In the preferred embodiment of the invention illustrated herein, the

ornament comprises a plurality of thin, flat, circular cards of progressively different sizes, interlocked with coacting notches so that the entire unit is capable of lying perfectly flat in the envelope, but will swing to a three-dimensional shape when withdrawn therefrom. This expansible ornament is provided with an envelope of proper size and shape to enclose it in its flattened condition, and has its flexible hanger supported on a hanger support within the envelope and under the closure flap thereof, so that when the envelope is opened, the recipient may lift the entire ornament out of the envelope by the hanger and thus allow it to assume its three-dimensional shape.

In the drawings of the present disclosure:

Figure 1 is a front elevational view of a mailing piece in accordance with the present teachings, showing the exterior of the envelope with the address, stamp and postmark in conventional position thereon and illustrating in dotted lines the greeting card and ornament assembly enclosed therein;

Figure 2 is a rear elevational view of the mailing piece shown in Figure 1;

Figure 3 is an enlarged rear elevational view, partly in section, showing the mailing piece as it appears with the closure flap lifted;

Figure 4 is a perspective view illustrating the manner in which the expansible greeting card ornament may be lifted from the mouth of the envelope by its hanger; and

Figure 5 is a perspective view of a modified form of envelope, showing a somewhat different arrangement of hanger support.

The mailing piece illustrated in Figures 1 to 3, inclusive, includes a rectangular envelope generally designated as **10** which, as illustrated, has a front panel **11** having reverse folds **12** and **13** at the opposite sides terminating in overlapping back flaps **14** and **15** which are adhesively secured together at **16**. As shown, the lower edge of the envelope comprises a reverse fold **17** terminating in a bottom flap **18** which is adhesively secured to the flaps **14** and **15**. As shown in Figure 3, the flaps **14** and **15** are cut back at **21** to facilitate access to the mouth, or open side of the envelope, and the envelope is provided with a closure flap **22** hinged to the front panel along the fold line **23**, and provided with an adhesive **24** for sealing.

The expansible ornament within the envelope consists of four flat, circular cards **26**, **27**, **28** and **29** (Figure 4). It is contemplated that one or more of the cards may be inscribed with appropriate legends, verses or greetings, conveying thoughts of the holiday season from the sender to the recipient. The card **26** is a relatively small circular disc having diametrically opposed notches **31** which are in interlocking engagement with coacting notches **32** extending outwardly from the open center portion **33** of the card **27**. The cards **27**, **28** and **29** are all of generally ring-like configuration, and are interlocked to each other by notches **34—35** and **36—37**. The card **29** is provided with a tab **38** to which a flexible thread or cord **39** is attached. The cord may be attached in any convenient manner, as by tying it through the punched opening **40** and, as shown, the cord extends to an eye **41** on the wire hook **42**. In the form of the invention illustrated, this hook has a relatively long shank portion **43**, a somewhat shorter end portion **44**, and a reverse bend **45** which extends from the end portion back alongside the shank portion **43**.

The hook is carried by a hanger support which (in the Figure 3 illustration) comprises a small paper tab having an enlarged head **47**. The tab is formed by notching the upper edge of the back flap **14** of the envelope. It is to be noted, however, that the hook **42** is shaped so that it locks itself in position on the enlarged head of the tab, but can be easily inserted thereon without distorting the tab by slipping the relatively long shank

portion 43 crosswise under the end of the tab and then turning the entire hook to bring it to the position shown. It is also to be noted that when the hook 42 is in position on the tab 47, the cord 39 extends over the upper edge of the flap 14 and the hook lies at a point where it will be just under the edge of the closure flap 22 when the flap is sealed. It will, however, be on the opposite end of the envelope from the stamp 51 or postmark 52 which appear on the face panel of the envelope above the addressee's name and address. Thus, when the envelope is opened, the hook 42 and flexible hanger cord 39 are easily accessible, irrespective of whether the envelope is opened by breaking the adhesive and lifting the flap 22 or whether it is opened by slitting the flap along the fold 23. In either case, the recipient can easily grasp the hook 42 and hanger cord 39, and lift the entire ornament from the mouth of the envelope as illustrated in Figure 4.

The Figure 4 illustration differs from the illustration of Figure 3 in one respect. In the device of Figure 4, the hanger support comprises a filler card 61 of size and shape corresponding to the size and shape of the envelope 62, and provided with a supporting notch 63 on one edge of the card, so that when the card is inserted in the envelope as shown, the notch 63 will lie directly under the closure flap 64. With this form of the invention the envelope 62 may be of any usual or conventional construction.

A further modification of the invention is illustrated in Figure 5, wherein the hanger support comprises a relatively small card or slip of heavy paper 66 which has a supporting notch 67 to receive the hook 42 in much the same manner as shown in Figure 3. In this form of the invention, however, the card 66 is not an integral part of the envelope but is adhesively secured to the inside of the back panel at 68 in a position just above the edges 70 and 71 of the envelope flaps and below the closure flap 72.

From the foregoing it will be seen that the expansible ornament of the present disclosure is so designed that when suspended from its hanger, the ring 29, which is supported at a point far remote from its center of gravity, will assume a substantially vertical position, while the ring 28, which is pivotally mounted to 29 by the interlocking notches 36—37, will normally lie in substantially balanced position. This is because the axis of tilting of the ring (represented in Figure 4 by the line 75), passes through the center of gravity of this ring. Thus, when suspended, the cards 28 and 29 move into right-angled angular relationship to each other and give the ornament a three-dimensional form. The cards 26 and 27 may be balanced on the notches 34—35 and 31—32 if desired, or these notches may be formed at points slightly off-center, to cause the cards to move into any desired degree of tilting. As shown, the several cards are so interlocked that they each lie in a different plane. This is of obvious advantage since it provides the greatest light reflecting properties and affords an ornamental design of unusual interest.

It is also to be noted that since the several cards are loosely connected by the interlocking notches, they are free for a certain amount of relative motion in response to moving currents of air, so that they coact to form an assembly of individually moving parts. As such, the unit is ideally suited to use as a tree ornament, for example, and if desired, the several cards may be provided with colored or foil coated surfaces to enhance the appearance of the device and increase the light reflective properties.

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

1. In a mailing piece, in combination, an interlocking hanger and support comprising a paper envelope having a closure flap and a back flap adjacent said closure flap whereby it may be covered thereby, with notches in said back flap forming a supporting tab thereon, said tab including a reduced neck portion and a head having a width greater than the width of said neck, together with a hook comprising a shank, an end portion and a return bend integrally formed of a single length of wire, with the end portion of said hook extending across the neck of the tab and of a length greater than the width of the neck but less than the width of the head portion thereof, whereby the reverse bend and shank portions of the hook encircle the neck and secure the hook in position thereon, said shank portion being at an acute angle to the end portion and of a length exceeding the width of the head, whereby the hook may be pivoted with respect to the tab to extend the shank portion across the neck of the tab and permit the hook to be passed over the head of the tab and attached thereto without distorting or tearing said tab.

2. In a mailing piece, in combination, an interlocking hanger and support comprising a paper envelope having a pair of slots through one of its back flaps forming an exposed supporting tab thereon, said tab including a reduced neck portion and a head having a width greater than the width of said neck, together with a hook comprising a shank, an end portion and a return bend integrally formed of a single length of wire, with the shank and return bend of the hook concealed within the envelope and the end portion of said hook projecting outside of the envelope and extending across the neck of the tab, said end portion being of a length greater than the width of the neck but less than the width of the head portion thereof, whereby the reverse bend and shank portions of the hook encircle the neck and secure the hook in position thereon, said shank portion being at an angle to the end portion and of a length exceeding the width of the head, whereby the hook may be pivoted with respect to the tab to extend the shank portion across the neck of the tab and permit the hook to be passed over the head of the tab and attached thereto without distorting or tearing said tab.

References Cited in the file of this patent

UNITED STATES PATENTS

606,349	Lefferts	June 28, 1898
792,130	Heftler	June 13, 1905
1,464,435	McDermott	Aug. 7, 1923
1,639,672	Schraysshuen	Aug. 23, 1927
1,697,588	Burt	Jan. 1, 1929
1,821,354	Meyer	Sept. 1, 1931
1,908,278	Angell	May 9, 1933
2,004,098	Andrews	June 11, 1935
2,144,300	Stryker, Jr.	Jan. 17, 1939

FOREIGN PATENTS

218,275	Germany	Feb. 3, 1909