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T. B. HAIRE

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TRANSPARENT JACKET FOR MAILING MAGAZINES

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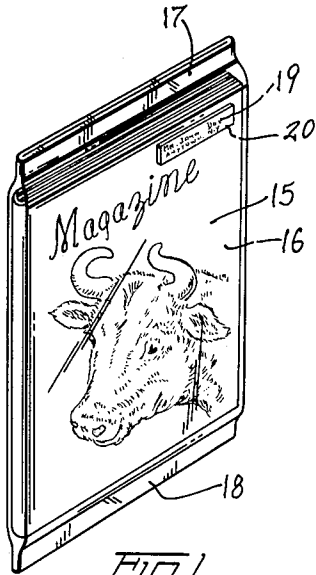


FIG. 1.



FIG. 2.

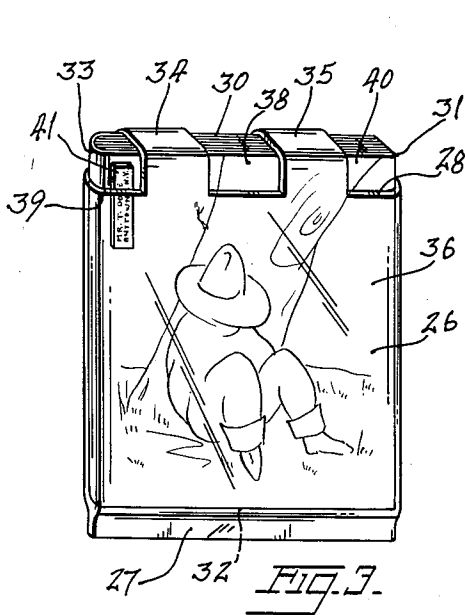


FIG. 3.

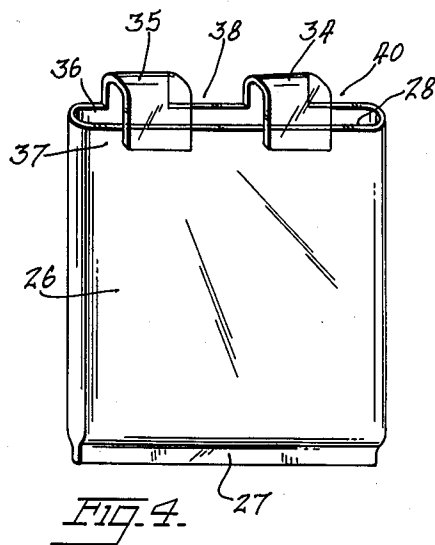


FIG. 4.

INVENTOR  
THOMAS B. HAIRE  
BY  
*Joltan Holachek*  
ATTORNEY

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**TRANSPARENT JACKET FOR MAILING  
MAGAZINES**

Thomas B. Haire, Lawrence, N. Y.

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1 Claim. (Cl. 206—46)

This invention relates to new and useful improvements in magazine mailing jackets and in methods of packaging magazines for mailing.

More particularly, the present invention proposes the construction of an improved magazine mailing wrapper which will protect the magazine and yet which will permit the full cover to be viewed as well as any address stamped thereon or printed on a tag and stuck thereon.

Another object of the present invention proposes forming the magazine mailing wrapper of a tube of transparent thermoplastic sheeting adapted to fit tightly around the magazine to be mailed and heat sealed at each end to provide tabs for ready removal of the wrapper.

Still further, the present invention proposes the method of wrapping a magazine wherein a wrapper of transparent thermoplastic tubing is drawn tightly over a magazine and the ends heat sealed and perforations formed in the heat sealed end portions for ready opening of the wrapper.

As a further object, the present invention proposes arranging the improved magazine mailing jacket in bag form of thermoplastic material, with one sealed end and one open end, and providing spaced integral straps extending from one side of the bag and foldable over the open end to enclose a magazine in the bag, the straps being adapted to be heat sealed to the other side of the bag.

The present invention further proposes making the mailing bag shorter than the magazine to be mailed so that the open end of the bag is spaced back from one unsealed edge of the magazine pages and spacing the straps apart to provide a gripping surface on the magazine for removal of the bag, the straps also being spaced from the corners of the bag at its upper end to provide means for postal inspection of the magazine and for insertion of an address tab.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawings, and to the appended claim in which the various novel features of the invention are more particularly set forth.

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

Fig. 1 is a perspective view of a magazine wrapped for mailing according to the method and in a wrapper constructed and arranged in accordance with the present invention.

Fig. 2 is a front view similar to Fig. 1 but illustrating a modification of the present invention.

Fig. 3 is a view similar to Fig. 2 but illustrating another modification of the present invention.

Fig. 4 is a rear view of the wrapper shown in Fig. 3 but with the magazine removed.

Referring more particularly to the drawings, the method and improved mailing jacket in accordance with the first form of the invention, is illustrated in Fig. 1. A mailing jacket in the form of a transparent bag 15 is shown with a magazine 16 completely enclosed therein.

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Bag 15 is made of transparent thermoplastic sheeting and preferably consists of a tube heat sealed at each end to provide tabs 17 and 18 at these ends for ready opening of the bag and removal of the magazine 16. The address 19 on the cover of the magazine 16 may be stamped directly on the cover or imprinted on a tag or sticker 20 and stuck on the cover by an adhesive.

Bag 15 may be made in bag form also with one end closed before the magazine 16 is inserted and the other end closed by the packer of the magazine for mailing by simply heat sealing. In any event, bag 15 should be adapted to be stretched taut around the magazine by the magazine when it is inside the bag.

The tabs or end portions 17 and 18 preferably extend beyond the ends of the magazine 16, but may be formed to extend beyond the side edges of the magazine and be sealed adjacent to these edges.

In the method of wrapping magazine 16 illustrated by Fig. 1, the magazine 16 is inserted in the transparent thermoplastic bag 15 so that the bag fits tightly around it and the ends 17 and 18 heat sealed together closing the bag. For large scale mass operation, the bag 15 may be formed from a continuous long length of thermoplastic tubing having an inside diameter to fit closely around magazine 16 and when the magazine is inserted in the tubing or the tubing drawn over the magazine, the tubing is then heat sealed together at each end of the magazine and the sealed portion then cut from the tube for wrapping the next magazine.

The modification of the invention illustrated in Fig. 2 is characterized by the provision of a thermoplastic bag 21 enclosing magazine 22, and tightly fitting around it with the ends 23 and 24 of the bag sealed together by dielectric heating or other heat sealing means, and the fused ends 23 and 24 having perforations 25 across them closely adjacent their inner sealed edge. To open the bag 21, either end 23 or 24 may be readily torn open along the perforations 25. The bag 21 is drawn taut across the magazine 22, and when an end is torn from the bag along its perforations, the tension in the material of the bag immediately opens that end.

In the modification illustrated in Figs. 3 and 4, a transparent thermoplastic mailing bag 26 is provided having one end 27 sealed closed and one end 28 open. The bag 26 is shorter than the magazine 29 to be mailed, so that the open end of the bag is disposed back from one free edge 30 of the magazine, magazine 29 having three free edges 30, 31 and 32 and one secured edge 33. Two spaced flaps, straps or extensions 34 and 35 are formed on the bag extending from one side 36 of the bag and adapted to fold over the free edge 30 of magazine 29 and the open end 28 of bag 26, and adapted to be heat sealed to the other side 37 of the bag to enclose the magazine in the bag.

Straps or flaps 34 and 35 are spaced apart to provide an opening 38 between them through which the magazine 29 may be gripped for removal of the wrapper or bag 26. The straps 34 and 35 are also spaced from the upper corner portions of the bag 26 adjacent the open end 28 to provide an end corner opening 39 adjacent the corner juncture of edges 30 and 33 of magazine 29 and another end corner opening 40 adjacent the corner juncture of edges 30 and 31 of the magazine.

Corner opening 40 provides means for postal inspection of the magazine permitting the leaves of the magazine to be leafed through at this corner. Corner portion 39 provides means for insertion of address tag 41 after the magazine has been wrapped for mailing. Tag 41 needs only to have the portion extending out of the wrapper or bag 26 adhered to the magazine by cement or ad-

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hesion substance as the wrapper or bag 26 will hold the remainder of the tag 41 secure.

While I have illustrated and described the preferred embodiments 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:

The combination, of a magazine mailing jacket and a magazine retained therein, comprising a wrapper of transparent thermoplastic sheeting material of shorter length than the retained magazine, said wrapper constituting a bag having its bottom end closed, two elongated flaps on the upper edge of the rear side of the bag folded over the upper edge of the magazine and sealed to the front

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side of the bag, said flaps being spaced a short distance inwardly from the sides of the bag and from each other exposing the magazine for inspection and identification, and a tag secured at one end to an exposed portion of the magazine adjacent one side thereof, the other end of the tag extending inwardly of the bag and being held in position by said bag.

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