Dec. 8, 1959 E. E. FINNELL 2,915,842

CARD

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Fig 1

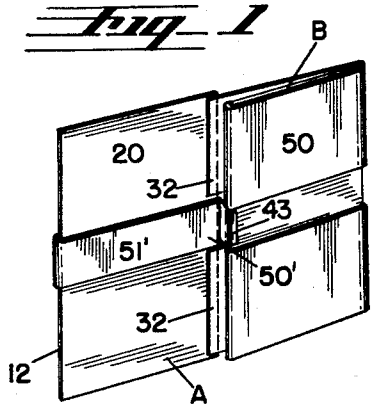


Fig 2

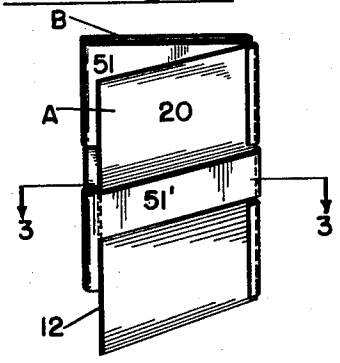


Fig 4

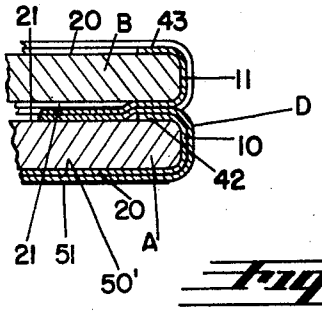


Fig 3

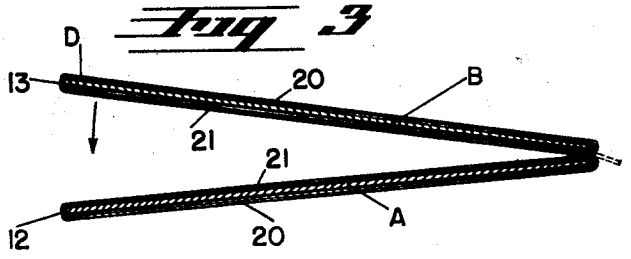


Fig 5

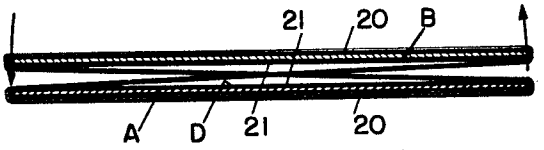


Fig 12

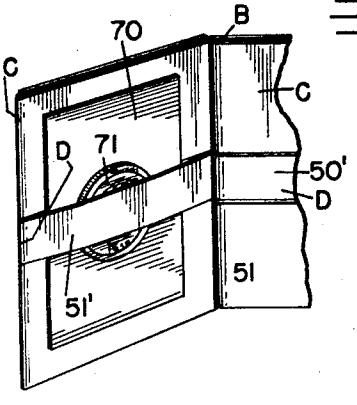
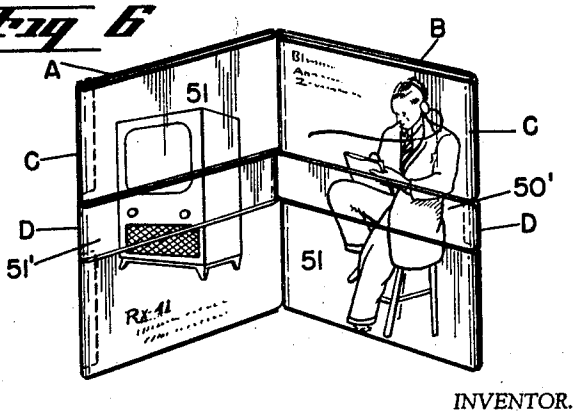


Fig 6



INVENTOR.

EUGENE E. FINNELL

BY

George E. Finnell

AGENT

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CARD

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Fig 7

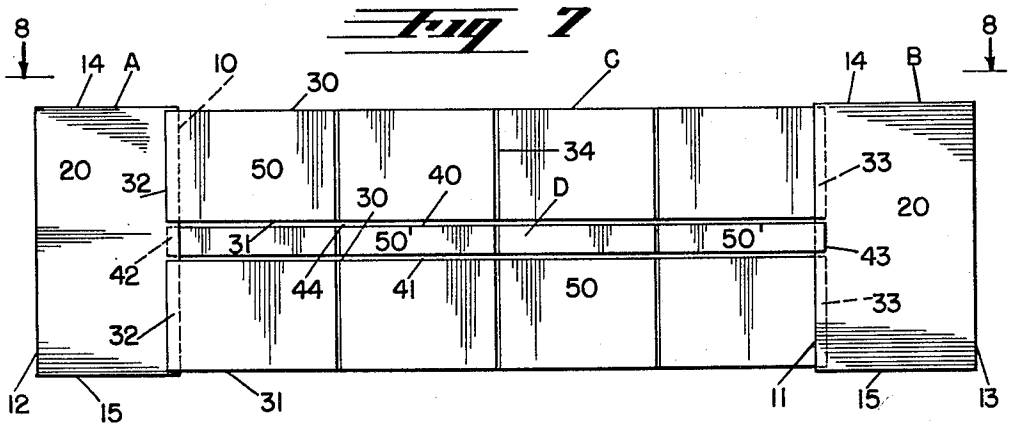


Fig 8

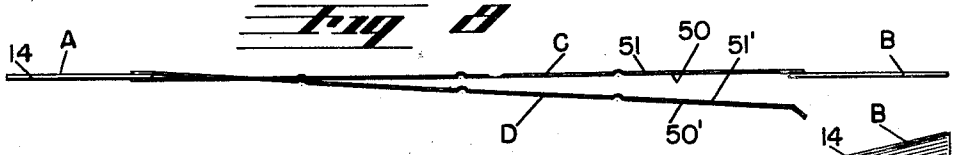


Fig 9

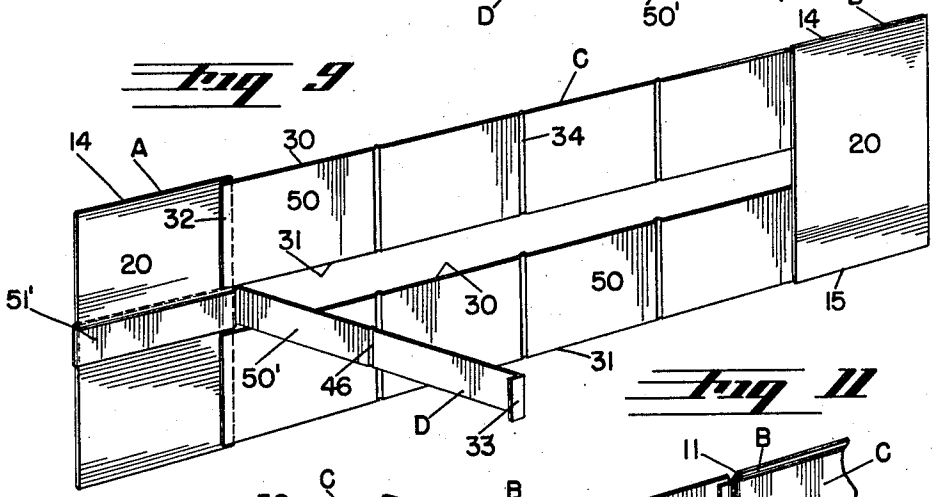


Fig 10

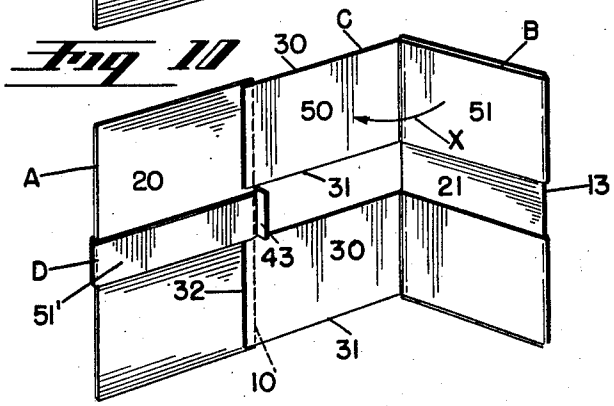
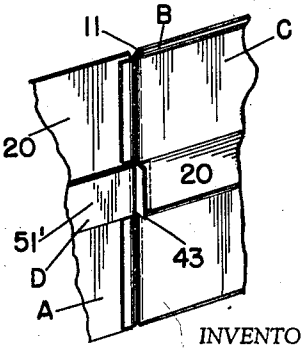


Fig 11



INVENTOR.

EUGENE E. FINNELL

BY

AGENT

United States Patent Office

2,915,842

Patented Dec. 8, 1959

2,915,842

CARD

Eugene E. Finnell, Torrance, Calif.

Application March 19, 1959, Serial No. 800,556

10 Claims. (Cl. 40—102)

This invention relates to a novel card construction and is more particularly concerned with a card construction involving a pair of cards secured together by a plurality of elongate strips engaged about and secured to the cards so that a side edge of one card is always adjacent a side edge of the other card and so that the two cards can be successively turned relative to each other, to simultaneously wind certain of the strips on one card and the other strip or strips on the other card.

Another object of the invention is to provide advertising material, or the like, on the surfaces of the cards and strips, which material is brought into view as the cards are turned.

It is a general object of the present invention to provide an elongate strip-like structure on which advertising and the like, can be applied and which is cut and folded in such a manner that it remains in the nature of a card with a single fold and is not subject to extending fully.

Another object of the present invention is to provide a novel card of the character referred to which can be employed as a puzzle type piece of advertising material wherein a person must rotate and turn the structure about in order to gain a proper sequence and/or find the answer.

Another object of this invention is to provide a card construction of the character referred to that can be advantageously established of any suitable bendable sheet material, a construction which is easy and economical to manufacture and a construction which is both highly effective and dependable in operation.

The various objects and features of my invention will be fully understood from the following detailed description of a typical preferred form and application of my invention, throughout which description reference is made to the accompanying drawings, in which:

Fig. 1 is a perspective view of the construction showing it in its first open position.

Fig. 2 is a perspective view showing the construction in an intermediate folded position.

Fig. 3 is an enlarged sectional view taken as indicated by line 3—3 on Fig. 2.

Fig. 4 is an enlarged detailed sectional view of the right end portion of Fig. 3.

Fig. 5 is a view similar to Fig. 4 and showing the construction in an advanced turned position.

Fig. 6 is an open perspective view of my new construction showing it in its last position and showing advertising material thereon.

Fig. 7 is a plane view of the structure in an unfolded position.

Fig. 8 is a view taken as indicated by line 8—8 on Fig. 7.

Fig. 9 is a perspective view of the structure shown in Fig. 7 and 8 partially wound.

Fig. 10 is a perspective view showing the structure in an advanced wound position.

Fig. 11 is a perspective view similar to a portion of Fig. 10 and illustrating the last step in the assembly of the construction.

Fig. 12 is a perspective view of my new construction showing it employed as a carrier of other material.

Referring first to Fig. 7 of the drawings, the construction provided by the present invention involves generally, a pair of end cards A and B, a plurality of primary strips C and one or more secondary strips D fixed to and adapted to be wound about the cards, as will hereinafter be described.

The cards A and B are simple, elongate vertically disposed rectangular members formed of any suitable card stock or sheet material and are arranged in lateral spaced relationship to each other.

The cards A and B have parallel, vertically disposed inner opposed edges **10** and **11**, outer parallel, vertically disposed edges **12** and **13** and top and bottom edges **14** and **15**. Each card has a front surface **20** and rear surface **21**.

The primary strips C are simple, elongate, horizontally disposed strips of flexible paper or other suitable sheet material. The strips C have straight, horizontally disposed top and bottom edges **30** and **31** and vertical parallel ends.

The strips C can vary in longitudinal extent, but their length must be a multiple of the width of the cards A and B, that is, the length of the strips is two, four or six times the width of the cards, as circumstances require, or as desired. In the particular case illustrated, I have shown the length of the strips being four times the width of the cards.

The opposite ends of the strips are provided with elongate, vertical tabs **32** and **33** which tabs are in the nature of extensions on the strips and serve to fix the ends of the strips to the cards, as will hereinafter be described.

In practice, the strips are made of lighter, more flexible material than the cards and are provided with vertical scoring lines **34** at nodules along their longitudinal extent. The lines **34** are spaced apart a distance corresponding to the width of the cards A and B and serve to establish fold lines to facilitate winding the strips about the cards.

In practice, if desired, the strips C and cards A and B could be formed integrally from a single sheet of material, however, this would be controlled largely by the nature of the material being employed and at present does not appear commercially practical.

The strips C can vary widely in vertical extent and can vary in number, as circumstances require. In the instant case, I have shown the construction provided with two strips C of considerable vertical extent.

The strips C are arranged to extend between the opposed inner edges **10** and **11** of the cards A and B, in vertical spaced relationship with each other.

The tabs **32** of the strips are secured to the front face **20** of the card A, adjacent the edge **10** thereof as by means of glue, or the like. The tabs **33** of the strips are secured to the rear face **21** of the card B, adjacent the edge **11** thereof as by means of glue, or the like.

The secondary strip or strips D are similar to the strips C.

In the case illustrated, I have shown a single secondary strip D.

The strip D corresponds in longitudinal extent with the strips C and like the strips C, has top and bottom edges **40** and **41**, end tabs **42** and **43** and longitudinally spaced score lines **44**.

The strip D corresponds in vertical extent with the space between the strips C and is arranged therebetween to extend between the cards A and B.

The tab **42** on the strip D is secured to the rear face **21** of the card A adjacent the inner edge **10** thereof, as by glue, or the like, while the tab **43** at the other end of the strip D is adapted to be secured to the front face **20**

of the card B, adjacent the edge **11** thereof, when the structure is folded, as will hereinafter be described.

The strips C and D have front and rear surfaces, which surfaces are divided into longitudinally spaced front and rear faces **50** and **51** on the strips C by the score lines **34**, and faces **50'** and **51'** on the strip D by the score lines **44**.

The several faces on the strips C and D have advertising material, or the like, printed on them and in such a manner that when the strips are wound about the cards, in a manner yet to be described, the printed matter on the strips C and D register with each other as the construction is folded and manipulated to present the said surfaces to view.

After the cards A and B and the strips C and D are assembled in the manner set forth above, and as illustrated in Figs. 7 and 8 of the drawings, the strip D is wound about the card A in a clock-wise direction, as illustrated in Fig. 9 of the drawings, and to the position shown in Fig. 10, where the tab **43** projects forwardly, adjacent the inner edge **10** of the card A.

The card B is then turned so that the strips C are wound in a counter clock-wise direction, as indicated in Fig. 10. The card B is then folded one more turn as indicated by the arrow X, so that the face **21** thereof is disposed rearwardly and the edge **13** occurs adjacent the edge **10** of the card A and the forwardly projecting tab **43** on the strip D. The tab **43** is then turned over and fixed to the front face **20** of the card B, as by means of glue, or the like, and as illustrated in Fig. 11 of the drawings.

With the above relationship of parts, that is, with the strips C wound counter clock-wise about the card B and the strip D wound clock-wise about the card A, and the opposite ends of the said strips fixed to the inner edges of the cards A and B, it will be apparent that the cards A and B can be folded or turned relative to each other in a manner to unwind the strips C and D from their related cards A and B and onto the other card and that as the above folding or turning operation is being carried out, the cards are maintained in adjacent relationship to each other at all times, to the end that the structure is never extended in the manner shown in Fig. 8, but always remains in the nature of a book, or single folded or double card, as illustrated in Fig. 1 through 6 of the drawings.

It will be further apparent that as the cards are folded, and the strips are transferred from one card to the other, the several faces of the strips and cards are brought into view.

It is to be understood that the card construction described can be made up of varying sizes and shapes and involving various numbers of strips C and D and that the particular construction illustrated is only typical of one preferred carrying out of the invention.

In practice, and as illustrated in Fig. 12 of the drawings, the card construction can be employed to carry a second card **70** and/or article, such as a good luck tool **71**. In employing the structure for this purpose, the material to be carried is slid behind and held by a portion of the strip D. The material can be engaged at any point along the longitudinal extent of the strip D and acts as a stop to limit further turning of the cards in one direction. This necessitates the removal of the said material before turning of the cards can be continued and thereby brings special attention thereto.

Having described only a typical preferred form and application of my invention, I do not wish to be limited or restricted to the specific details herein set forth, but wish to reserve to myself any modifications or variations that may appear to those skilled in the art and fall within the scope of the following claims.

Having described my invention, I claim:

1. A card construction of the character referred to including, a pair of end cards, a plurality of elongate, primary strips fixed to and extending between the cards and wound about one of the cards in one direction and a plurality of secondary strips fixed to and extending between the cards and wound about the other card in the opposite direction.

2. A card construction of the character referred to including, a pair of end cards, a plurality of elongate, primary strips fixed to and extending between the cards and wound about one of the cards in a clockwise direction and a plurality of secondary strips fixed to and extending between the cards and wound about the other card in a counter clockwise direction.

3. A card construction of the character referred to including, a pair of end cards having parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips fixed to and extending between the opposing edges of the cards and wound in one direction about one of the cards, a plurality of elongate secondary strips fixed to and extending between the opposing edges of the cards and wound in the other direction about the other card.

4. A card construction of the character referred to including, a pair of end cards having parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips fixed to and extending between the opposing edges of the cards and wound in a clockwise direction about one of the cards, a plurality of elongate secondary strips fixed to and extending between the opposing edges of the cards and wound in a counter clockwise direction about the other card.

5. A card construction of the character referred to including, a pair of end cards having parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips fixed to and extending between the opposing edges of the cards and wound in a clockwise direction about one of the cards, a plurality of elongate secondary strips fixed to and extending between the opposing edges of the cards and wound in a counter clockwise direction about the other card, said strips being of equal longitudinal extent and a multiple of the width of the cards, whereby said strips define a longitudinal row of faces which are separately brought into view by turning the cards in an opposite direction relative to each other.

6. A card construction of the character referred to including, a pair of end cards having parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips fixed to and extending between the opposing edges of the cards and wound in a clockwise direction about one of the cards, a plurality of elongate secondary strips fixed to and extending between the opposing edges of the cards and wound in a counter clockwise direction about the other card, said strips being of equal longitudinal extent and a multiple of the width of the cards, whereby said strips define a longitudinal row of faces which are separately brought into view by turning the cards in an opposing direction relative to each other, said cards and faces on the strips having printed matter thereon.

7. A card construction of the character referred to including, a pair of like end cards having front and rear faces, a plurality of elongate primary strips having front and rear faces extending between the cards and wound about one of the cards in a clockwise direction and a plurality of secondary strips fixed to and extending between the cards and wound about the other card in a counter clockwise direction, said front and rear faces of the cards and strips having matter printed thereon to be brought into view by rotating the cards relative to each other.

8. A card construction of the character referred to including, a pair of like end cards having front and rear faces and parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips having front and rear faces extending between the opposing edges of the cards and wound in a clockwise direction about one

of the cards, a plurality of elongate secondary strips having front and rear faces extending between the opposing edges of the cards and wound in a counter clockwise direction about the other card.

9. A card construction of the character referred to including, a pair of like end cards having front and rear faces and parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips having front and rear faces extending between the opposing edges of the cards and wound in a clockwise direction about one of the cards, a plurality of elongate secondary strips having front and rear faces extending between the opposing edges of the cards and wound in a counter clockwise direction about the other card, said strips being of equal longitudinal extent and a multiple of the width of the cards, whereby the front and rear faces of said strips define a longitudinal row of face sections which are separately brought into view by turning the cards in an opposite direction relative to each other.

10. A card construction of the character referred to including, a pair of like end cards having front and rear faces and parallel side edges and arranged in side by side relationship, a plurality of elongate primary strips having front and rear faces extending between the opposing edges of the cards and wound in a clockwise direction about one of the cards, a plurality of elongate secondary strips having front and rear faces extending between the opposing edges of the cards and wound in a counter clockwise direction about the other card, said strips being of equal longitudinal extent and a multiple of the width of the cards, whereby the front and rear faces of said strips define a longitudinal row of face sections which are separately brought into view by turning the cards in an opposite direction relative to each other, said opposite faces of the cards and face sections on the strips having printed matter thereon.

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