

March 15, 1938.

E. L. WHITE

2,111,520

GREETING CARD

Filed Nov. 20, 1935

3 Sheets-Sheet 1

Fig.1.

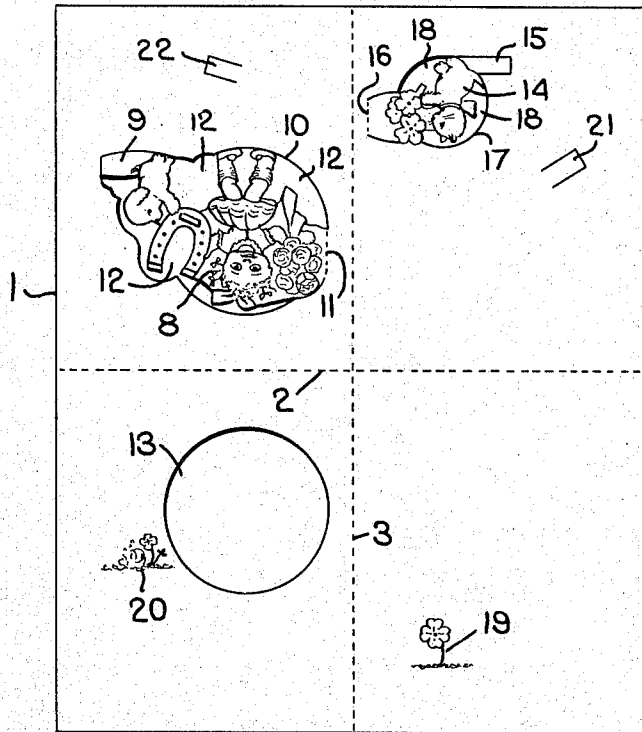


Fig.2.

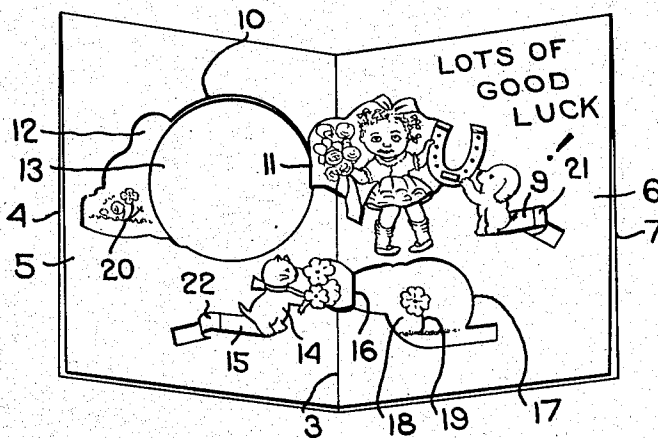
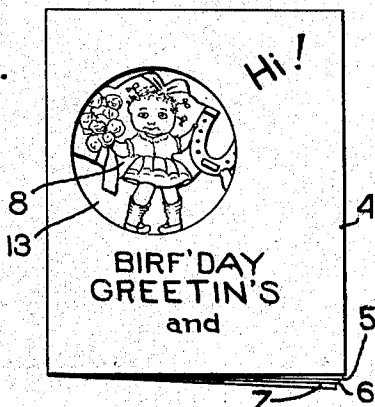


Fig.3.



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3 Sheets-Sheet 2

Fig.4.

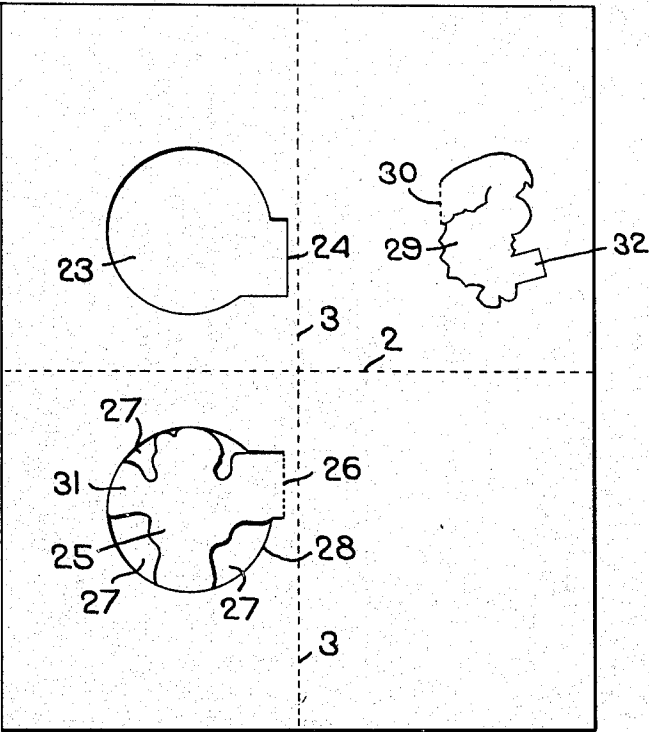
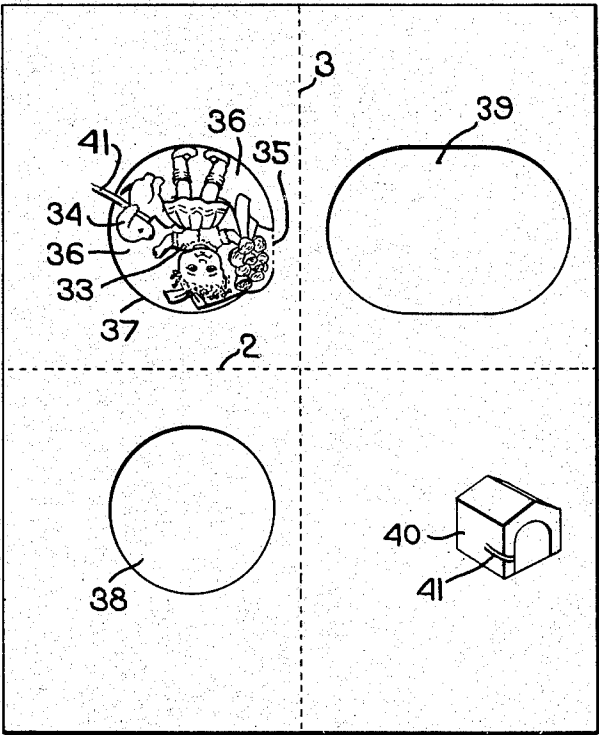


Fig.5.



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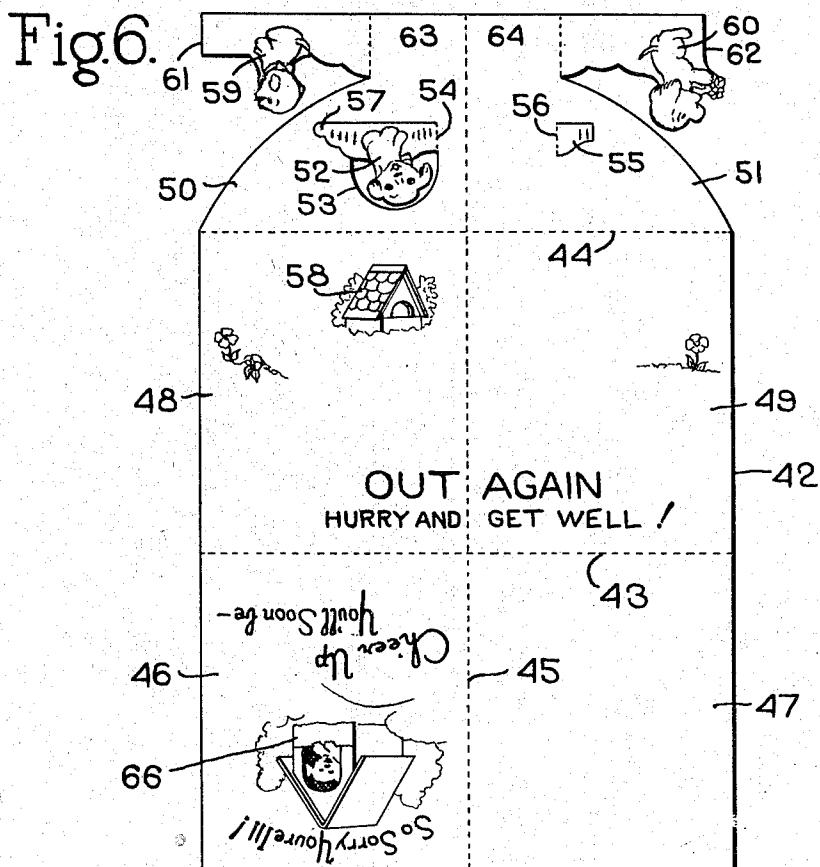
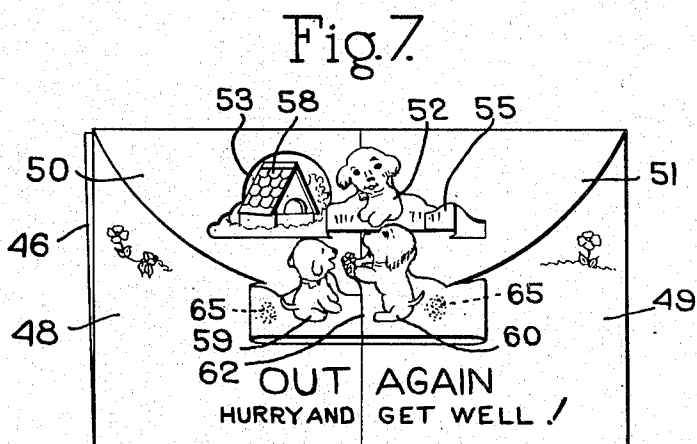
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3 Sheets-Sheet 3



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UNITED STATES PATENT OFFICE

2,111,520

GREETING CARD

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Application November 20, 1935, Serial No. 50,695

10 Claims. (Cl. 46—35)

This invention relates to improvements in greeting cards and the object thereof is to provide a card folded to provide front and back leaves and having a cut-out partially severed from one of said leaves but having a narrow portion integral therewith and means connecting the free portion of the cut-out to another leaf operable upon the opening of the card to offset the cut-out from its leaf, with a sight opening or openings permitting the offset to be viewed as in perspective when the card is opened.

A further object of the invention is to provide a greeting card of the character described with a message, such as a greeting, verse, or the like, appropriate portions of which appear upon the front and inner pages of the card respectively.

A further object of the invention is to provide a greeting card of the character described in which other illustrations than the cut-outs appear upon appropriate pages of the card, certain of which may be viewed through the sight opening or openings produced when the cut-out is offset by the opening of the card.

These and other objects and features of the invention will more fully appear from the following description and the accompanying drawings and will be particularly pointed out in the claims.

Preferred embodiments of the invention are illustrated in the accompanying drawings, in which,

Fig. 1 illustrates a sheet adapted to be folded along horizontal and vertical lines to provide a card having double front and double back sheets, showing the illustrations upon the sheet and the outlines of the cut-outs and the sight opening in the outer front leaf through which a cut-out when offset may be viewed as in perspective;

Fig. 2 is an illustration of the card when in open position and the offsets viewed as in perspective through the space between the open front and back sheets;

Fig. 3 is a view of the card when in closed position;

Fig. 4 is a similar view of another sheet adapted to be folded to provide a greeting card in which the cut-out, which is graphically illustrated, is partially severed from a different section, which forms a different leaf of the card from that shown in Fig. 1, with the sight opening in a different section from that of Fig. 1;

Fig. 5 illustrates another form of sheet having a different type of cut-out and with sections or leaves having sight openings differing from those illustrated in the preceding figures;

Fig. 6 illustrates another embodiment of the invention comprising a sheet adapted to be folded upon two horizontal lines and a single vertical line with the inside pages having cut-outs adapted to unite adjacent inside leaves and to be offset from such leaves when the card is opened; and,

Fig. 7 is a view of the card formed by folding the sheet illustrated in Fig. 6 with the card opened to display the cut-out illustrations as in perspective.

As heretofore stated, the invention comprises a greeting card formed of a sheet of suitable material to form a plurality of leaves, certain of which have a cut-out or cut-outs partially severed therefrom, but united thereto by a narrow integral portion, with means connecting the free portion of the cut-out of one leaf to that of another leaf in such a manner that when the card is opened the cut-out will be offset from its leaf, thereby permitting the offset cut-out and background to be viewed as in perspective when the card is opened.

The term "perspective" is employed herein in the sense of a visible scene giving a distinctive impression of distance, such as a vista, such impression being produced by offsetting the cut-out relatively to the sheet from which it is partially severed in such a manner that it may be viewed through a sight area or areas in the leaves of the card, or as offset from the background when the card is opened.

The particular embodiment of the invention illustrated in Figs. 1, 2, and 3, Fig. 1 shows the inner face of a sheet 1 of suitable material for a greeting card having a median horizontal fold line 2 and a median vertical fold line 3, which may or may not be impressed upon the sheet. In the manufacture of the card the sheet is first folded upon the horizontal fold line 2 and the sheet then folded on the vertical fold line 3, thereby providing a double front leaf and a double back leaf comprising an outer front leaf 4, an inner front leaf 5, an inner back leaf 6, and an outer back leaf 7 (see Fig. 2).

The sheet 1 illustrated in Fig. 1 is divided by the fold lines 2 and 3 into four sections or quarters and the section in the upper left hand quarter has printed upon it a suitable illustration 8 as, for example, the picture of a child holding in one hand a bouquet and in the other a horse-shoe with a small dog aiding in supporting the same, with an extension 9 projecting from the lower part of the illustration of the dog. The material of the sheet is severed along the outline of the figures and also along a border line

10 with the exception of a narrow portion 11 near the fold line 3 which serves to connect the cut-out integrally to the leaf formed by the upper quarter of the sheet. The several areas 12 between the outline of the figure and the border line 10 are removed so that the cut-out is free except for its integral connection 11 with the sheet.

A suitable portion of the lower quarter of the sheet is cut out to provide a sight opening 13 and the periphery of the sight opening when the sheet is folded preferably registers with and is complementary to the border of the whole or a portion of the area defined by the border line 10 of the cut-out area. The upper right hand section or quarter of the sheet may likewise be provided with a suitable cut-out 14 which as illustrated is in the form of a small kitten holding in its paws a bouquet and desirably is provided with an extension 15, the purpose of which will be hereinafter described. This cut-out is severed along its outline except for a narrow portion 16 which integrally connects it with the sheet. The sheet is also severed along a border line 17, for example, in the form of a circle, and the areas between the border line 17 and the areas 18 between the border line 17 and the outline of the cut-out 14 are removed.

The lower right hand quarter of the sheet is provided with a suitable illustration as a flower 19 which is located, when the sheet is folded, beneath the area of the cut-out 14. Desirably a suitable illustration 20 is located in the lower left hand quarter in such position that when the sheet is folded it will be in front of a portion of the area of the cut-out 8.

It will be noted that by reason of this construction all the illustrations may be simultaneously printed upon the same side of the sheet and the cut-outs and sight areas may thereafter be simultaneously severed from the sheet.

The free portion of the cut-out 8 is secured by a flexible connection to the inner back page 6 in any suitable manner. As illustrated herein the extension 9 of the figure of the dog is preferably adhesively secured to a tab 21 which is partially severed from the inner back sheet 6. The free portion of the cut-out 14 is similarly connected by a flexible connection to the inner front sheet by a flexible connection which, as illustrated herein, comprises a tab 22 preferably adhesively secured to the extension 15 from the kitten 14.

When the card is opened so that the double front leaf is separated from the double rear leaf, the flexible connections between the respective cut-outs and their leaves cause the cut-outs to be offset from the planes of the leaves from which they are severed so as to produce a perspective effect when the card is viewed from the front through the sight opening 13, or when it is viewed through the space between the opened front and back leaves. In the latter case, the illustrations 19 and 20 are also viewed through the areas from which the cut-outs are removed, thereby producing a perspective effect.

When the card is in closed position the cut-out is viewed through the sight opening 13 as shown in Fig. 3.

Desirably the card is provided with a suitable greeting message, appropriate portions of which appear upon the front of the outer front sheet and upon the front page of the inner back leaf, the greeting illustrated herein being the words "Birf'day Greetin's" upon the front of the card,

and "Lots of Good Luck" artistically arranged on the front face of the inner back leaf. By reason of the offsetting of the cut-outs the latter greeting also appears as in perspective.

The construction illustrated in Fig. 4 is of a similar character except that a sight opening 23 is provided in the upper quarter and has an extension terminating in a vertical border line 24 adjacent the vertical fold line 3. The illustrated cut-out 25 may be of any suitable design, but printed upon the front page of the section forming the outer front leaf when the card is folded. This cut-out is integrally connected to the outer front leaf along a narrow line 26, and the areas 27 between the outline of the cut-out and the border line 28 are removed as above indicated, thereby freeing the cut-out from its leaf excepting for the integral connection along the line 26.

In this construction another illustrated cut-out 29 is severed from the upper right hand quarter except for a narrow integral connection 30 and when the card is folded is adapted to overlap and be adhesively connected to a section 31 of the free portion of the illustrated cut-out 25. When the card is folded on the horizontal and vertical lines, as above described in connection with Fig. 1, the cut-out 25 will be drawn through the opening 23 in the front leaf so that the cut-out will be observed as in perspective through the sight opening formed in both front leaves, either when the opened or partially opened card is viewed from the front, or through the space between the double front and back leaves. Such a card may, as in the card first described, be provided with a suitable message, a part of which appears upon the front of the card and a part upon the inner page of the inner back leaf.

Another embodiment of the invention is illustrated in Fig. 5, in which the illustrated cut-out 33 appears upon the upper left quarter of the sheet, and as illustrated is in the form of a child holding a bouquet of flowers with an illustration of a puppy 34 standing on its hind legs with its front legs resting upon the skirt of the child. This cut-out is severed along its border line from the sheet except for a narrow integral connection 35 in proximity to the vertical fold line 3 of the sheet. The areas 36 between the outline of the cut-out and the circular border 37 are removed, thereby freeing the cut-out from the sheet except for its integral connection 35. The lower left hand quarter of the sheet is provided with a circular sight opening 38 which registers with the border 37 of the upper quarter when the sheet is folded on the horizontal fold line 2. The upper right hand quarter of the sheet is provided with an elliptical sight opening 39 and the lower right hand quarter has an illustration 40 of a dog house which, when the sheet is folded on the horizontal line, may be seen through the sight opening 39. In this construction a ribbon or cord 41 is attached at one end to the lower quarter near the door of the dog house.

After the card is folded on the horizontal and vertical lines as aforesaid the ribbon or cord 41 is carried through the sight opening 39 and secured to the collar of the puppy. This flexible connection is sufficiently short to offset the cut-out from its leaf when the card is partially opened. The flexible connection 41 extends through the opening 39 so that when the card is viewed either through the sight opening 38, or

viewed from the space between the front and back leaves when partially opened, it will give a perspective appearance of the illustrated cut-out and also of the dog house which is seen through the sight opening 39.

Another embodiment of the invention which is illustrated in Figs. 6 and 7 comprises a sheet 42 adapted to be folded upon two horizontal fold lines 43 and 44 and thereafter upon a vertical fold line 45 thereby providing triple front and triple back leaves. In folding the sheet illustrated in Fig. 6 to form the card illustrated in Fig. 7 the lower portion is folded back beneath the intermediate section to form an outer front leaf 46 and an outer back leaf 47. The central sections of the card form intermediate leaves 48 and 49 and the upper sections, which are folded forward upon the intermediate leaves, form an inner front leaf 50 and an inner back leaf 51 when the card is finally folded upon the vertical fold line 45. In this construction all of the illustrations are printed upon the same face of the sheet when in the unfolded position illustrated in Fig. 6. The messages also are printed upon the same face of the sheet as the illustrations.

In this construction the cut-outs are formed in the inner front and inner back sections 50 and 51. In the particular construction illustrated the cut-out 52 illustrating a dog with a ribbon about its neck is formed in the inner front leaf 50, the cut-out being severed along the contour of the figure and along the border line 53, the material of the card intermediate of the border line and the figure being removed to provide a sight opening. The cut-out is integrally secured to the leaf by a narrow flexible portion 54 which acts as a hinge about which the cut-out may be folded. A complementary cut-out 55, forming a continuation of the lawn upon which the dog is seated, is severed along its border line, but attached to the card by a narrow integral portion 56. When the card is folded the cut-out 55 is secured by a suitable adhesive to the free portion 57 of the cut-out 52, so that when the card is opened as illustrated in Fig. 7 the cut-outs are offset from their respective leaves. The intermediate front leaf 48 is provided with an illustration of a dog house 58 which is so located as to be visible through the sight opening from which the cut-out 52 is removed when the card is assembled, thereby enabling the cut-out and the dog house to be seen as in perspective when the card is opened.

Other cut-outs 59 and 60, one of which is in the form of a puppy sitting up and the other a companion puppy presenting a bouquet to him, are formed in the inner front leaf 50 and the inner back leaf 60, and the end portions 61 and 62 of the cut-outs are adapted to be adhesively secured together in such manner as to present the cut-outs 59 and 60 in offset relation to the plane of the leaves from which they are severed. The central portions 63 and 64 of the inner front and inner back leaves respectively are secured by spots of adhesive 65 to the intermediate leaves 48 and 49 respectively.

In this construction the outer front leaf is also an illustration of a dog in a dog house 66 which, when the card is folded, appears upon the front page of the front leaf. The message presented by this card is in sequence, the words "So Sorry You're Ill!"—and "Cheer Up!" You'll Soon Be—" appearing above and below the illustration of the dog in the dog house, and the remainder of the

message "Out Again" and "Hurry and Get Well!" appearing properly beneath the offset cut-outs upon the adjacent pages of the intermediate front and back leaves 48 and 49.

Other decorative illustrations, such as pictures or flowers, may also appear upon the intermediate front and back leaves to embellish the background.

In this construction, as in the others above described, the offsetting of the cut-outs and the appearance of the dog house through the sight opening in the inner front leaf gives a pleasing impression of perspective.

It will be particularly noted that in the construction illustrated in Fig. 6, and also that illustrated in Fig. 4, all the pictorial illustrations and the messages may be printed upon the same face of the sheet, thereby enabling the card to be printed more readily.

It will be understood that the constructions disclosed herein are of an illustrative character and that various modifications in the form of cut-out, sight openings, illustrations, and the like, may be made within the spirit and scope of the following claims.

It will also be understood that the present invention may be embodied in cards having a single vertical fold, or in cards having a greater number of folds, the leaves of which are provided with suitable cut-outs, sight openings, and illustrations.

It will also be understood that the cards may be provided with messages appropriate to the particular illustrations or to the sentiments which they are intended to convey.

Having thus described the invention, what is claimed as new, and desired to be secured by Letters Patent, is:

1. A greeting card comprising a sheet folded upon a horizontal median line to provide a front leaf and a back leaf, an illustrated cut-out partially severed from the front leaf but having a narrow portion integral therewith, means operable upon opening the card to offset the cut-out from its leaf thereby to produce a perspective effect either when viewed through the opening in the front leaf left by the displacement of the cut-out or between the open front and back leaves.

2. A greeting card comprising a sheet folded upon a horizontal median line to provide a front leaf and a back leaf having complementary illustrations thereon, a cut-out bearing one of said illustrations being partially severed from a front leaf but having a narrow portion integral therewith, means operable upon opening the card to offset the cut-out from its leaf thereby to impart a perspective effect to the completed illustration when viewed through the opening left in the front leaf by the displacement of the cut-out or when viewed between the open front and back leaves.

3. A greeting card comprising a sheet folded upon a horizontal median line and then upon a vertical median line to provide double front and double back leaves, an illustrated cut-out partially severed from a front leaf but having a narrow portion integral therewith, flexible means connecting the free portion of the cut-out to a back leaf acting upon opening the card to offset the cut-out from its leaf, and a sight opening in the other front leaf through which the cut-out may be observed whereby the cut-out appears in perspective whether viewed through the front leaf or through the space between the opened front and back leaves.

4. A greeting card comprising a sheet folded

- upon a horizontal median line and then upon a vertical median line to provide inner and outer front leaves and inner and outer back leaves, an illustrated cut-out partially severed from the inner front leaf but having a narrow portion integral therewith, flexible means connecting the free portion of the cut-out with an illustrated portion of a back leaf acting upon the opening of the card to offset the cut-out from its leaf, said outer front leaf having a sight opening registering with the cut-out opening of the inner front leaf through which the cut-out may be observed as in perspective upon opening the card to offset the cut-out.
5. A greeting card comprising a sheet folded upon a horizontal median line and then upon a vertical median line to provide inner and outer front leaves and inner and outer back leaves, an illustrated cut-out partially severed from the inner front leaf but having a narrow portion integral therewith, flexible means connecting the free portion of the cut-out to a back leaf acting upon the opening of the card to offset the cut-out from its leaf and a sight opening in the outer front leaf through which the cut-out may be observed as in perspective when the card is partially opened, an illustrated cut-out partially severed from the inner back leaf but having a narrow portion integral therewith, flexible means connecting the free portion of the cut-out of the inner back leaf to the cut-out of the inner front leaf acting upon the opening of the card to offset and display the latter cut-out.
6. A greeting card comprising a sheet folded upon a horizontal median line and then upon a vertical median line to provide inner and outer front leaves and inner and outer back leaves, an illustrated cut-out partially severed from the inner front leaf but having a narrow portion integral therewith, flexible means connecting the free portion of the cut-out to a back leaf acting upon the opening of the card to offset the cut-out from its leaf and a sight opening in the outer front leaf through which the cut-out may be observed as in perspective when the card is partially opened, an illustrated cut-out partially severed from the inner back leaf but having a narrow portion integral therewith, flexible means connecting the free portion of the cut-out of the inner back leaf to the cut-out of the inner front leaf acting upon the opening of the card to offset and display the latter cut-out, and an illustration upon the inner side of the outer back leaf located beneath the area of the cut-out which is partially severed from the inner back leaf and adapted to be viewed in perspective when the card is opened.
7. A greeting card comprising a sheet folded upon a horizontal median line and then upon a vertical median line to provide double front and double back leaves, an illustrated cut-out partially severed from a front leaf but having a narrow portion integral therewith, the other front leaf having an aperture complementary to the aperture of said cut-out, an illustrated cut-out severed from the inner back leaf and connected to the cut-out of the front leaf, whereby upon the opening of the card the cut-outs will be offset from their respective leaves and a sight opening in the other front leaf through which the cut-outs may be observed as in perspective whether viewed through the front leaf or through the space between the opened front and back leaves.
8. A greeting card comprising a sheet folded upon a horizontal median line and then upon a vertical median line to provide united outer and inner front leaves and united inner and outer back leaves, an illustrated cut-out partially severed from the inner front leaf but having a narrow portion integral therewith, a sight opening in the inner back leaf, an illustration upon the inner side of the outer back leaf, flexible means connecting the free portion of the cut-out with the illustration upon the outer back leaf and a sight opening in the outer front leaf through which the cut-out and illustration upon the back leaf may be viewed as in perspective.
9. A greeting card comprising a sheet having sections folded upon horizontal and vertical fold lines to provide a plurality of front leaves and a plurality of back leaves, complementary portions of an illustration printed upon the same face of the sheet in different sections which form respectively front and back leaves when the sheet is folded, one of said illustrations being in the form of a cut-out partially severed from its leaf to provide a sight opening, and means for flexibly securing the free portion of the cut-out to the other part of the illustration operable to cause the cut-out to be offset from its sheet when the card is opened and thereby to cause the illustration to appear as in perspective when viewed through the sight opening in its leaf or when viewed through the space between the opened front and back leaves.
10. A greeting card comprising a sheet having sections folded in opposite directions upon two horizontal lines providing triple front leaves and triple back leaves when the sheet is folded upon a vertical fold line, illustrations upon the outer front leaf and upon the intermediate front leaf, a plurality of cut-outs in the inner front and inner back leaves connected to said leaves by narrow integral portions and connected together to complete the assembled illustration and to offset the cut-outs from their respective leaves, the illustration in the intermediate leaf being so positioned as to be visible through the sight opening produced by the offsetting of the cut-out in the inner leaf.