March 1, 1960 H. K. ATKINS 2,926,444

GREETING CARD MOUNT

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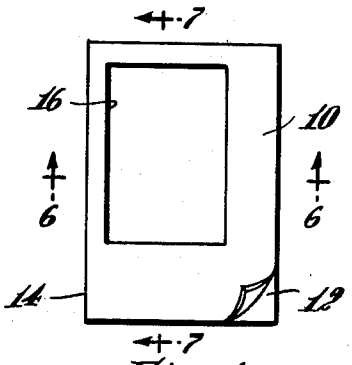

Fig. 1

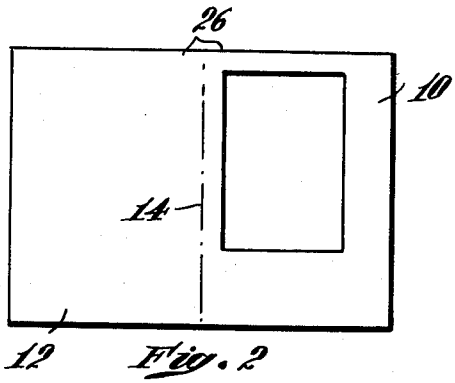

Fig. 2

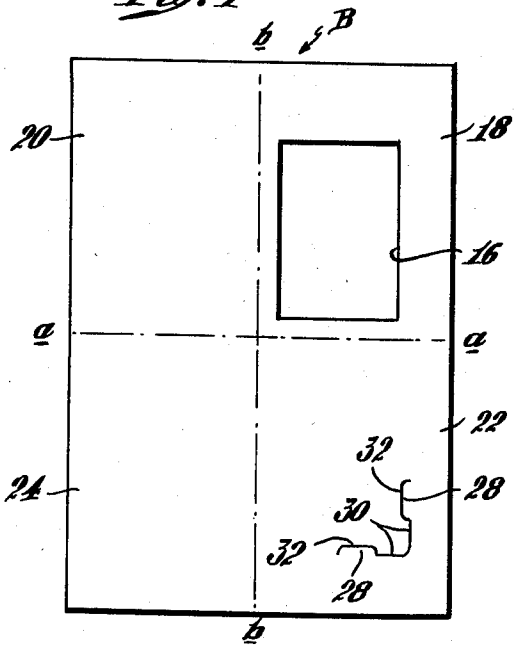

Fig. 3

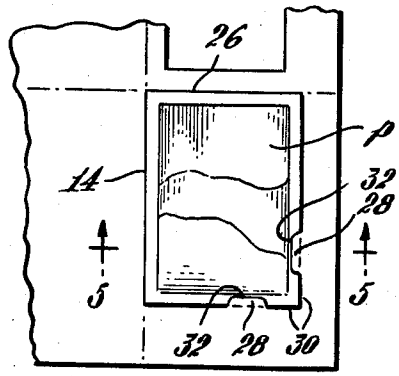

Fig. 4

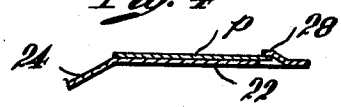

Fig. 5

Fig. 6

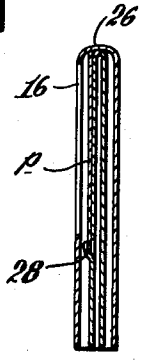

Fig. 7

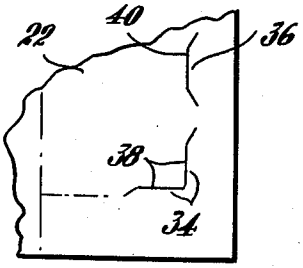

Fig. 8

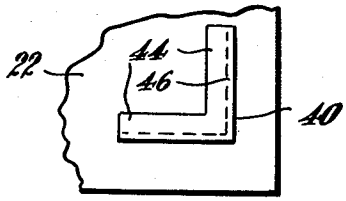

Fig. 9

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GREETING CARD MOUNT

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4 Claims. (Cl. 40—158)

This invention relates to greeting cards and especially to mounts of the kind having a face adapted to bear decorative matter and a legend appropriate to a special occasion or a season of the year, with a window opening, behind which may be disposed an insert, such as a photograph.

The principal objects of the invention are to provide a mount of the foregoing kind with means for preventing the insert from shifting relative to the window opening after it has been disposed in place; to provide a mount with means for fixing the insert in position without the use of adhesive; to provide a mount with means with which the insert may be engaged to hold it in place without having to bend or distort, cut or otherwise maltreat it to engage its edges through or beneath slits, slots, tabs and the like, disposed at a lesser distance from each other than the dimensions of the insert; and to provide a mount with means for fixing the insert in place which may be embodied therein without substantial change in the make-up or method of manufacture.

As herein illustrated, the mount has a back ply upon which an insert may be placed, and other plies, one of which is a front ply connected to two of the intersecting edges of the back ply, so as to be foldable along said edges into parallelism with the back ply, the front ply being substantially coextensive with the back ply and having a sight opening through it, and positioning means carried by the back ply spaced from the edges, to which the other plies are connected, by amounts corresponding to the dimensions of the insert so that if an insert is placed on the back ply with portions of its edges in engagement with the positioning means on the back ply, other portions will have engagement with the folds along the edges to which the plies are connected, the positioning means and said folds collectively forming abutments which embrace the edges of the insert and prevent lateral shifting thereof between the back and front plies relative to the sight opening.

The invention will now be described in greater detail with reference to the accompanying drawings wherein:

Fig. 1 is a front view of the greeting card mount with a sight opening in its face and with the lower right corner folded back to expose the back ply;

Fig. 2 is a plan view of the mount with the back folded away from the face and into the plane thereof;

Fig. 3 is a plan view of the blank from which the mount is made up, showing the sight opening in the upper right quarter and an abutment for holding the insert in the lower right quarter;

Fig. 4 is a fragmentary view of Fig. 3, showing an insert engaged with the abutment in the lower right-hand quarter;

Fig. 5 is a section taken on the line 5—5 of Fig. 4;

Fig. 6 is a transverse section taken on the line 6—6 of Fig. 1;

Fig. 7 is a longitudinal section taken on the line 7—7 of Fig. 1;

Fig. 8 is a fragmentary view of a modified form of abutment; and

Fig. 9 is a fragmentary section of still another form of abutment.

The mount, as shown in Fig. 1, is substantially rectangular and has front and back parts 10 and 12, connected along their left-hand edges, as seen in Fig. 1, by a hinge 14. Each of the parts 10 and 12 has front and back plies which are unjoined except along their edges, which will be hereinafter described, and the front ply of the front part 10 has a substantially rectangular sight opening 16 therethrough so that an insert in the form of a photograph slipped between the plies of the front part may be seen through the sight opening. The front part may be appropriately decorated for a particular occasion and/or season of the year and the front ply of the back part may bear a suitable message and/or name of the sender. While the sight opening is illustrated as rectangular it may be of any desirable shape.

The mount is made up of a blank B of flexible sheet material, such as paper, rectangular in shape and divided medially along lines *a*—*a* and *b*—*b* transversely and longitudinally thereof, into four panels 18, 20, 22 and 24, which are foldable into parallelism with each other by first folding the blank along the line *a*—*a* to form a hinge 26 (Fig. 2), and then along the line *b*—*b* to form the hinge 14.

Prior to folding the blank the opening 16 is cut in the panel section 18 and tabs 28 are formed in the panel section 22 by cutting through the panel along right angularly disposed lines having straight portions 30 and portions 32 at the extremities thereof which are offset inwardly.

When folded the panel sections 18 and 22 constitute the front part 10 and lie with the panel section 22 directly behind the panel section 18. The tabs produced by the cuts 30 and 32 are so located, as shown in Fig. 4, that when an insert *p* placed on the panel section 22, with its edges at the lower right corner are engaged beneath the tabs 28, the top and left side edges opposite the edges engaged with the tabs will coincide respectively with the fold lines 26 and 14. The tabs 28 are made with reference to the standard size for photographs so that when a photograph is placed behind the sight opening it will be engaged at its edges with the tabs and the fold lines and hence will be held in registration with the sight opening.

The insert is engaged with the tabs while the mount is unfolded, as shown in Figs. 3 and 4, whereupon the panel sections 18 and 22 are folded on the line *a*—*a* over the panel sections 20 and 24 and hence over the face of the insert *p*. The sections 20 and 24 are then folded along the line *b*—*b* to the rear, behind the panel section 18 and 22. Thus the top and left-hand edges of the insert *p*, opposite the tabs 28, are confined by engagement with the hinge lines 14 and 26 and hence the insert cannot be moved laterally or longitudinally with reference to the sight opening. Engagement of the edges of the insert with a tab 28 and the hinge 14, is shown in Fig. 6, and with the tab 28 and the hinge 26 in Fig. 7.

Mounting the insert in this fashion avoids the necessity of bending or otherwise distorting the insert which is particularly undesirable in the case of photographs and the difficulty of trying to get all of the edges into slots or beneath tabs which are not widely enough spaced to permit the photograph to be inserted without bending. With the mount unfolded the photograph can be placed flat on the blank and slid freely along its surface until the edge portions near the one corner are engaged with the tabs with very little difficulty and/or manipulation. Final security is accomplished merely by folding the blank as described above.

In Fig. 8 there is shown a right angle tab 34, at the

corner, and one or more straight tabs **36**, only one of which is here shown, along adjacent edges formed by cutting through the panels **22** along lines **38** and **40**. Thus the insert is supported directly at the corner and also along one or more of the sides adjacent the corner.

Fig. 9 shows another variation in which the abutment for the corner of the insert is in the form of a patch **42** having right angularly disposed legs **44** which parallel the folds **14** and **26** respectively. The patch has along the outer marginal portions of the legs an adhesive layer **46**, by means of which it is attached to the panel section **22**, leaving that part of the legs inwardly thereof unattached so as to provide a pocket for the corner of the insert.

Thus by making incisions to form tabs in the body of the panel section **22** or by applying an element to the surface thereof, which will serve as an abutment for the corner of the insert, so that when the insert is placed thereagainst its opposite edges will coincide with the folds, the insert may be held securely in place and will be prevented from shifting out of registration with the sight opening as long as the mount is kept folded.

It should be understood that the present disclosure is for the purpose of illustration only and that this invention includes all modifications and equivalents which fall within the scope of the appended claims.

I claim:

1. In a multi-ply mount for greeting cards, a backing ply upon which an insert may be placed, and other plies connected to two intersecting edges of the backing ply so as to be foldable along said edges into parallelism with the backing ply, at least one of the plies overlying the front face of the backing ply and containing a window opening, and positioning means carried by the backing ply situated at the opposite side of the window opening from the folds, said positioning means and said folds collectively forming abutments for engagement with an insert placed against the backing ply which prevent lateral shifting of the insert between the backing ply and the window ply so as to retain the insert in registration with said window.

2. A greeting card mount comprising front and back plies hinged along one edge and folded together therealong, said plies being otherwise unjoined so as to provide a pocket therebetween, said front ply containing a substantially rectangular sight opening through which an insert placed within the pocket against the back ply may be seen, positioning means carried by the back ply having right angularly disposed portions situated at the opposite side of the window from the fold and an edge at right angles thereto and a ply hinged to the front ply along said edge at right angles to said one edge, said ply being foldable about said edge to a position parallel to the back ply, the folds along said edges and said positioning means collectively forming quadrilaterally disposed abutments for engagement with the edges of the insert, placed behind the window, to prevent shifting of the insert between the front and back plies relative to the window.

3. In a multi-ply mount a pair of coextensive plies connected along one edge of a fold, said plies being otherwise unconnected and providing a pocket space between them, one of said plies having a sight opening through it, through which an insert placed between the plies may be seen, means connected along another edge of at least one of the plies which intersects the said one edge and is foldable relative to said edge into parallelism with the pair of plies, and forming a fold along that side at right angles to the fold along the one side, and a pair of positioning shoulders on the back ply situated at the opposite side of the sight opening from the folds, said folds forming in conjunction with said shoulders, when the plies are folded into parallelism quadrilaterally disposed abutments for engagement with the insert which prevent lateral shifting of the insert, said plies being unfoldable to remove the abutments so that the insert may freely be slid into place, so as to be in registration with the sight opening.

4. A mount composed of a single substantially rectangular sheet of flexible material folded so as to have front and back parts hingedly connected along one side, each of said parts having front and back plies, the plies of each part being hinged along edges at right angles to the hinge connecting the parts, the fold lines between the front and back forming an abutment along that side of the mount between the front and back plies of the front part and the fold lines between the front and back plies at the other edge of the front part forming a second abutment, said front ply of the front part having a window opening, positioning means carried by the back ply of the front part having right angularly disposed portions situated at the opposite side of the window from the fold lines, so that an insert placed between the front and back plies of the front part with portions of its edges engaged with the positioning means will also have portions of its edges engaged with the folds, said positioning means and said folds collectively forming abutments which prevent lateral shifting of the insert between the front and back plies of the front part.

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