Feb. 22, 1966 R. E. PAIGE 3,235,988

GREETING CARD

Filed May 16, 1963 2 Sheets-Sheet 1

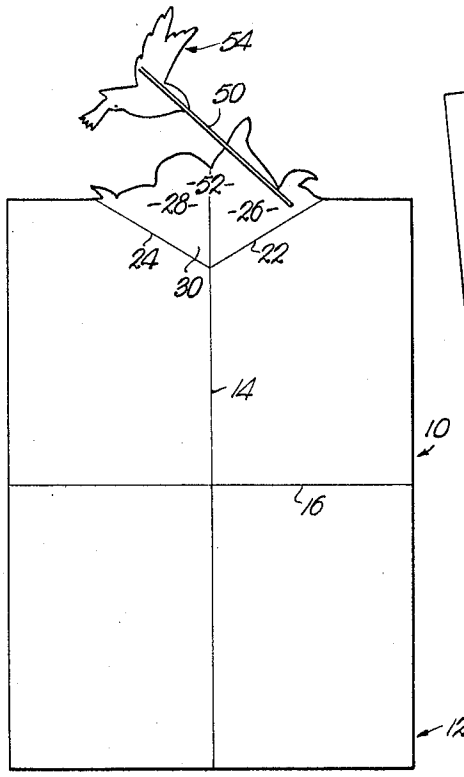


Fig. 1.

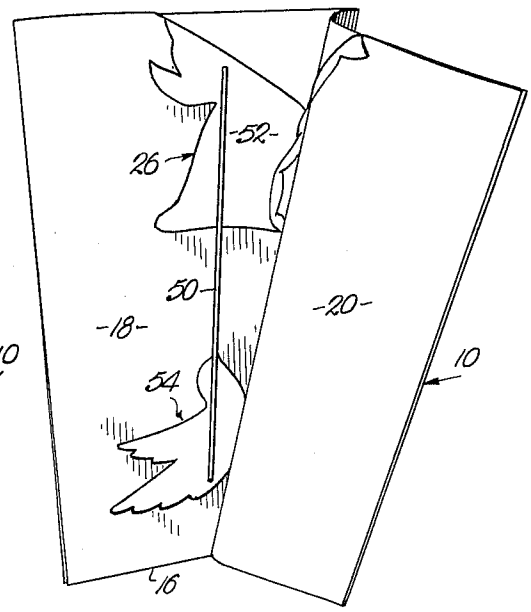


Fig. 2.

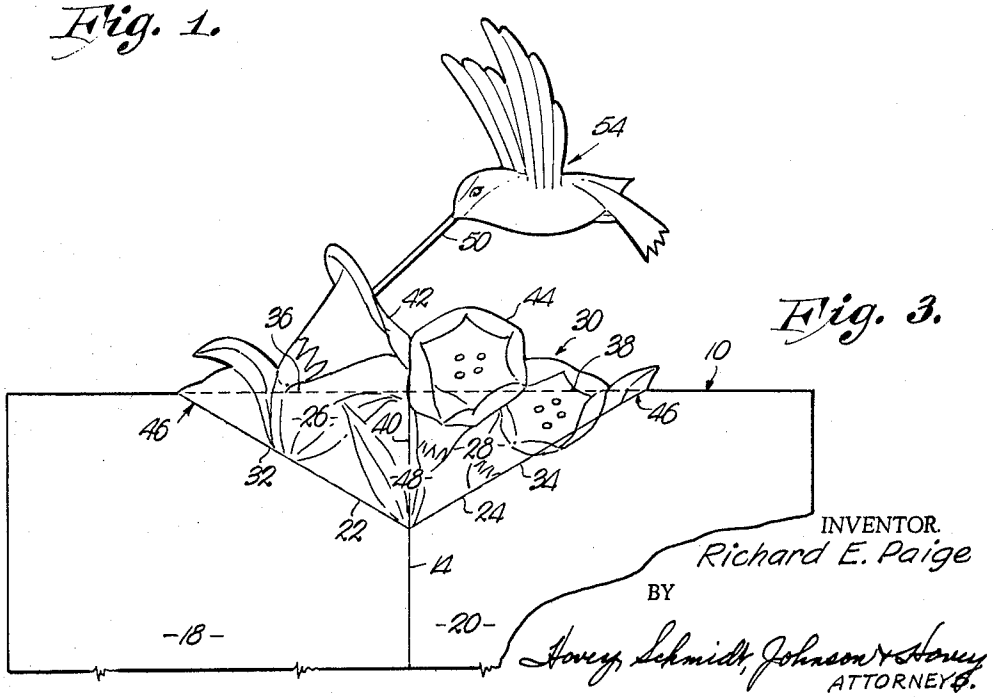


Fig. 3.

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Feb. 22, 1966 R. E. PAIGE 3,235,988

GREETING CARD

Filed May 16, 1963 2 Sheets-Sheet 2

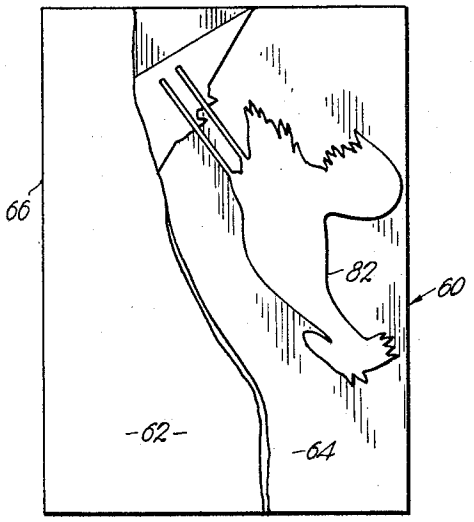


Fig. 4.

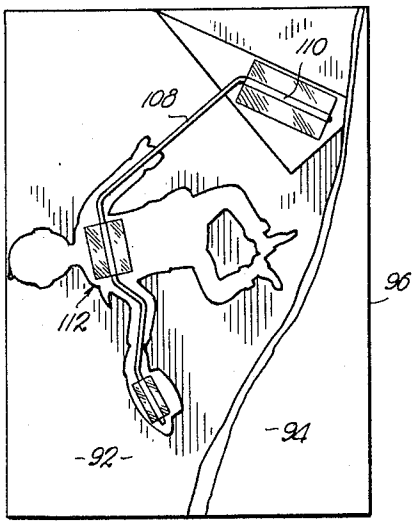


Fig. 6.

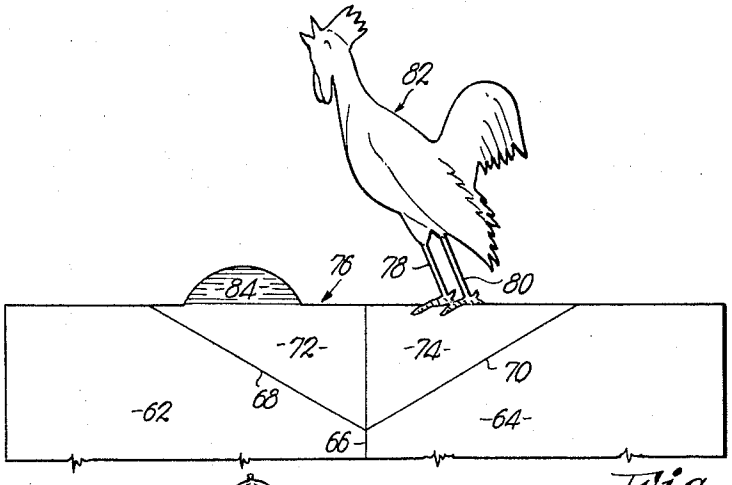


Fig. 5.

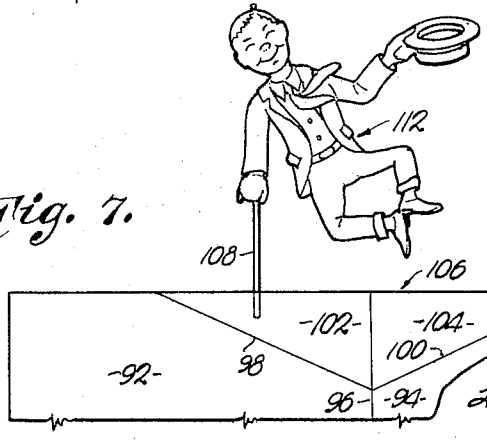


Fig. 7.

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GREETING CARD

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Filed May 16, 1963, Ser. No. 280,885
2 Claims. (Cl. 40—124.1)

This invention relates to a greeting card, and more particularly, to an animated greeting card in the nature of a "pop-up" card which is designed in such a manner that when the pages of the card are moved to an open display condition, an accessory panel moves from a position between the pages to a position thereabove, thereby adding an interesting and intriguing effect to the card when it is opened.

It is the most important object of this invention to provide a greeting card having a pair of pages hingedly interconnected along a central line of bend, there being a pair of fold lines extending angularly from said line of bend whereby to define, for each page, a section of triangular configuration, the sections having a common side edge joined by said line of bend and cooperating to form an actuating portion of said pages, there being a connecting member secured to one face of one section of said actuating portion, which connecting member carries, at a position removed from the limits of said card, an accessory panel.

It is yet another object of this invention to provide a greeting card having an actuating portion which carries a connecting member, which member in turn carries an accessory panel, the greeting card and the actuating portion having pictorial representations thereupon, the accessory panel likewise having pictorial representations thereupon, said representations being complementary whereby to present an over-all common impression as the card is moved to an open display condition.

Yet another object of this invention is to provide a greeting card wherein the connecting member is configured, colored, or designed in such a manner that it contributes to and forms a part of the common impression conveyed by the card when it is moved to an open display condition.

Yet another object of this invention is to provide, in the actuating portion of the greeting card, a pair of substantially triangular sections defined along one edge thereof by a fold line which serves to interconnect said sections with their respective corresponding pages, another edge of said sections being defined by the line of bend which extends centrally of the pages of the greeting card and is common to both sections, the remaining edge of each of said sections being free, the connecting member, which carries the accessory panel, being secured to one face of one of said sections of the actuating portion in such a manner that when the card is moved to a closed condition, the connecting member and the accessory panel carried thereby extend longitudinally of the page corresponding to the section to which the connecting member and its accessory panel are secured, all to the end that a connecting member and accessory panel of maximum size and shape may be utilized whereby to create the most desirable and impressive effect as the card is moved to an open condition.

Other objects of this invention include the size, configuration, construction and disposition of the various components of the greeting card and its associated parts, and other details of construction which will become apparent from the following specification and accompanying drawings, wherein:

FIGURE 1 is a plan view of one face of the sheet of material which forms the greeting card prior to the folding of said sheet into the finished card;

FIG. 2 is an enlarged, perspective view of a greeting card made pursuant to the present invention and showing the same in a position with one page thereof folded toward its open condition whereby to illustrate the manner in which the connecting member and its accessory panel overlie one of the pages;

FIG. 3 is an enlarged, fragmentary view of the upper portion of the greeting card when the same is in an open display condition;

FIG. 4 is a front elevational view of another form of greeting card embodying the present invention, the normally outermost page of the card being broken away to illustrate the manner in which the connecting member and the accessory panel overlie the other page thereof;

FIG. 5 is a fragmentary, front elevational view of the greeting card of FIG. 4 showing the same in an open condition;

FIG. 6 is a front elevational view of a greeting card embodying another form of the invention, one page thereof being broken away to show the manner in which the connecting member and the accessory panel overlie the other page thereof; and

FIG. 7 is a fragmentary, front elevational view of the greeting card of FIG. 6 showing the same in an open condition.

The greeting card of the present invention, designated as **10** in FIGS. 1–3, is comprised of a substantially rectangular sheet of material **12** as shown in FIG. 1 of the drawings, the sheet initially assuming a flat condition and being divided into four substantially equal segments by a pair of perpendicularly extending lines of bend **14** and **16**. The sheet **12** is folded, from the condition shown in FIG. 1, along line of bend **16** whereby to reduce the same to half the size of sheet **12**, the uppermost segments of sheet **12** overlying the lowermost segments thereof when the sheet **12** is folded along line **16**. Once the card has been so folded, there are defined a pair of opposed pages **18** and **20**, said pages **18** and **20** being hingedly connected along line of bend **14** which extends centrally thereof as best shown in FIG. 3 of the drawings, the line of bend **16** extending along the normally bottom edge of the completed card.

The line of bend **14** extends throughout the full length of the pages **18** and **20**. A pair of fold lines **22** and **24** extend angularly outwardly from line of bend **14** adjacent the normally uppermost portion of the card **10**, said lines of fold **22** and **24** each cooperating with the centrally disposed line of bend **14** to define a substantially triangular section **26** and **28**, respectively, said sections **26** and **28** cooperating to present an actuating portion **30** of the card **10**, said actuating portion including both of said sections **26** and **28**.

Each of the sections **26** and **28** has a base edge **32** and **34** respectively; a side edge **36** and **38** respectively; and a common side edge **40**, said common side edge being defined by the line of bend **14**, said line of bend **14** joining the two sections **26** and **28** along said common side edge **40**.

If desired, each of the sections **26** and **28** comprising the actuating portion **30**, may have an extension such as **42**, in the case of section **26** as shown in FIG. 3; and such as **44** in the case of section **28** as shown in FIG. 3, the line of bend **14** extending between said extensions **42** and **44** and serving to join the same together whereby said extensions form an integral portion of the actuating portion **30**.

Sections **26** and **28** are preferably in the form of right triangles, the said sections **26** and **28** being identical in geometric configuration and presenting an outermost angle **46** of approximately 30°, a right angle at the point of juncture of side edges **36** and **38** with line of bend **14**

respectively, and an angle of approximately 60° between the side edge **40** and the respective edges **32** and **34** of each of the sections **26** and **28**.

The front face **48** of the actuating portion **30** is normally provided with a suitable pictorial representation which is consistent with that representation, wording or the like, which is placed upon the pages **18** and **20** of the card **10** and which are the pages viewed by the recipient of the card as the same is moved to an open display condition.

A connecting member **50** is secured to the other face **52** of the actuating portion **30** and, more particularly, to the other face **52** of one of the sections **26** or **28** thereof, the connecting member in FIGS. 1–3 being shown as secured to the face **52** of section **26**. The connecting member, in the embodiment of the invention chosen for illustration in FIGS. 1–3, takes the form of a rod which may be wooden, plastic or any suitable material, and which is substantially cylindrical in configuration and which can be adhesively secured to said one face **52** of the section **26** whereby to retain the same in a fixed position with respect to the actuating portion **30**.

At the end thereof opposite to that secured to face **52**, the connecting member **50** carries an accessory panel **54**, which accessory panel is secured to the same face of the connecting member **50** which is, at the other end of said connecting member, secured to the face **52** of section **26**, all to the end that the accessory panel **54** will at all times lie in the same plane as the plane of that section of the actuating portion to which the connecting member **50** is secured.

The accessory panel is a free form in that it is distinct and apart from the card **10**, so far as the physical make-up of the card and the accessory panel are concerned, the only link therebetween being the connecting member **50**.

However, to achieve the most effective and desirable results from a card such as **10**, it is intended that the accessory panel **54** be configured in such a manner as to present an article, showing or the like, which is complementary to the pictorial representation which is on the card **10** itself. Thus, in the embodiment chosen for illustration in FIGS. 1–3, the card **10**, and more particularly the actuating portion **30** thereof, has a number of flowers pictorially represented thereupon and the accessory panel **54** takes the form of a bird, the connecting member **50** forming, in effect, the beak of the bird and extending into one of the flowers whereby the over-all impression presented by the card is that of a bird hovering above a flower and placing its beak in the blossom of the flower.

Thus, it will be appreciated that there is presented an over-all common impression which is very effective and which is created as the greeting card is moved along line of bend **14**, from its closed condition to its open display condition. In this respect, when the pages **18** and **20** are moved to a closed condition, the sections **26** and **28** are folded inwardly along their lines of fold **22** and **24** respectively, viewing FIG. 3, and outwardly along line of bend **14**, and more particularly, that portion thereof which defines common side edge **40** whereby to cause the connecting member **50** and the accessory panel **54** carried thereby to swing from a position above the card to a position overlying the page of the card corresponding to that section of the actuating portion to which the connecting member is secured.

Thus, in the embodiment shown in FIGS. 1–3 of the drawings, the connecting member, which is secured to section **26** of the actuating portion **30**, will move inwardly toward page **18** of the card **10** as the card is moved to a closed condition whereby the connecting member **50** and the panel **54** carried thereby, assume a position overlying said page **18** as clearly shown in FIG. 2 of the drawings.

In this respect it will be noted that the connecting member **50** is secured to its section **26** in such a manner that when the card is moved to a closed condition, the connecting member **50** extends longitudinally of the page **18**, thus utilizing the full length of the page and thereby allowing for greater length in the connecting member and greater size in the accessory panel **54**. This placement of the connecting member **50** and the accessory panel **54** when the card is in a closed condition is achieved not only by the positioning of the connecting member **50** on the section **26**, but also by the fact that the line of bend **14** is joined with the fold line **22** at their point of juncture at an angle of 60°, as hereinabove pointed out, thereby insuring that the connecting member **50** lies longitudinally of the page **18** rather than transversely thereof, thus allowing maximum size of the connecting member and the accessory panel but yet insuring that the same entirely remain within the card when it is in a closed condition.

When the card is moved to an open condition by swinging the pages apart along line of bend **14**, the sections **26** and **28** will swing outwardly along their corresponding lines of fold **22** and **24** respectively, thereby tending to flatten out the actuating portion **30**, such shifting movement of the actuating portion causing the connecting member **50** and the accessory panel **54** carried thereby to swing to a position above the card **10**. Thus, as the card is opened, the entire impression to be conveyed thereby is delivered to the recipient of the card and the accessory panel is in effect, "popped-up" from the card creating a most interesting and delightful illusion.

In the form of invention chosen for illustration in FIGS. 4 and 5, the construction of the card, broadly designated as **60**, is the same as that shown in FIGS. 1–3 of the drawings, the same comprising a pair of pages **62** and **64** joined along a central line of bend **66**, there being fold lines **68** and **70** extending angularly outwardly from the line of bend **66** whereby to define sections **72** and **74**, the sections **72** and **74** cooperating to define an actuating portion broadly designated as **76**.

In the form of FIGS. 4 and 5, the connecting member is in the form of a pair of rods **78** and **80** which are secured to section **74** of the actuating portion **76**, the accessory panel **82** taking the form of a rooster, the rods **78** and **80** forming the legs of the rooster while also serving to connect the same to the section **74** of the actuating portion **76**.

FIGURE 4 shows the card **60** in a closed condition and it will be seen that the connecting rods **78** and **80** extend substantially longitudinally, but somewhat diagonally of the page **64**, the accessory panel **82** overlying a substantial portion of said page **64** when the card **60** is in a closed condition. When the card **60** is moved to an open display condition by swinging the pages **62** and **64** away from one another along line of bend **66**, the accessory panel **82** is raised to a position above the card **60** by means of connecting rods **78** and **80** being swung by actuating portion **76**, all in the same manner as the form of invention illustrated in FIGS. 1–3 of the drawings.

It will be seen, however, that among the multiplicity of variations which might be incorporated into a card of the type herein disclosed, is that shown in FIGS. 4 and 5 of the drawings where a simulated sunset is pictorially represented on section **72** of the actuating portion **76**, the sun, as illustratively shown, forming an extension **84** of section **72** and swinging to and from a closed and open display position concurrently with section **72**.

In the form of invention illustrated in FIGS. 6 and 7, the card **90** is comprised of a pair of pages **92** and **94** hingedly interconnected by a line of bend **96**, the line of bend **96** having fold lines **98** and **100** extending angularly outwardly therefrom as shown in FIG. 7 of the drawings, whereby to define, in cooperation with line of bend **96**, a pair of sections **102** and **104**, said sections cooperating to present an actuating portion **106** of the card **90** in

the same manner as the emobdiments of the invention hereinabove discussed.

In the embodiment of FIGS. 6 and 7, the connecting member **108** is in the form of a length of wire, as best seen in FIG. 6 of the drawings, said length of wire having one end **110** thereof secured to one face of section **102**, the other end of the length of wire **108** being sufficiently configured to form a backing and supporting member for the accessory panel **112** which takes the form of a dancing man. It will be appreciated that additional strength, rigidity and support is added to the accessory panel **112** by having the length of wire secured thereto in the manner illustrated in FIG. 6 of the drawings.

It will be appreciated that when the card **90** is moved to an open display condition, the accessory panel **112** is swung to a position thereabove, the connecting member **108** forming the cane carried by the dancing man represented by the accessory panel **112** and cooperating with pictorial representations placed upon the pages **92** and **94** whereby to create an over-all impression to be delivered to the recipient of the card.

When the card is moved to a closed condition, the connecting member **108** extends initially diagonally of the page **92** and subsequently, due to bends therein, longitudinally thereof, it being appreciated that this placement of the connecting member **108**, and therefore, the accessory panel **112**, is created by the manner in which the connecting member **108** is secured to one face of the section **102** and the angle along which said section is folded as the card is moved to a closed condition. Here again, the maximum amount of space available has been effectively utilized whereby an accessory panel of maximum size may be presented, but yet remain within the confines of the card **90** when it is in a closed condition.

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 pair of pages hingedly interconnected along a central line of bend; an actuating portion of said pages, said actuating portion consisting of a pair of interconnected, triangular sections defined by a pair of fold lines extending angularly from said line of bend; a separate, rod-like connecting member carried by said actuating portion; an accessory panel carried by said connecting member in such a manner that when the pages of the card are closed the accessory panel lies between the pages of the card and when the pages of the card are opened the accessory panel is raised by said actuating portion and said connecting member to a point spaced from the upper edge of the card; and pictorial representations on said pages, said actuating portion and said panel, which representations are complementary whereby to present a common impression when the card is opened.

2. A greeting card as set forth in claim **1** wherein said connecting member is an element of said common impression.

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