Sept. 9, 1952 A. BARKER 2,609,639

GREETING CARD OR FOLDER

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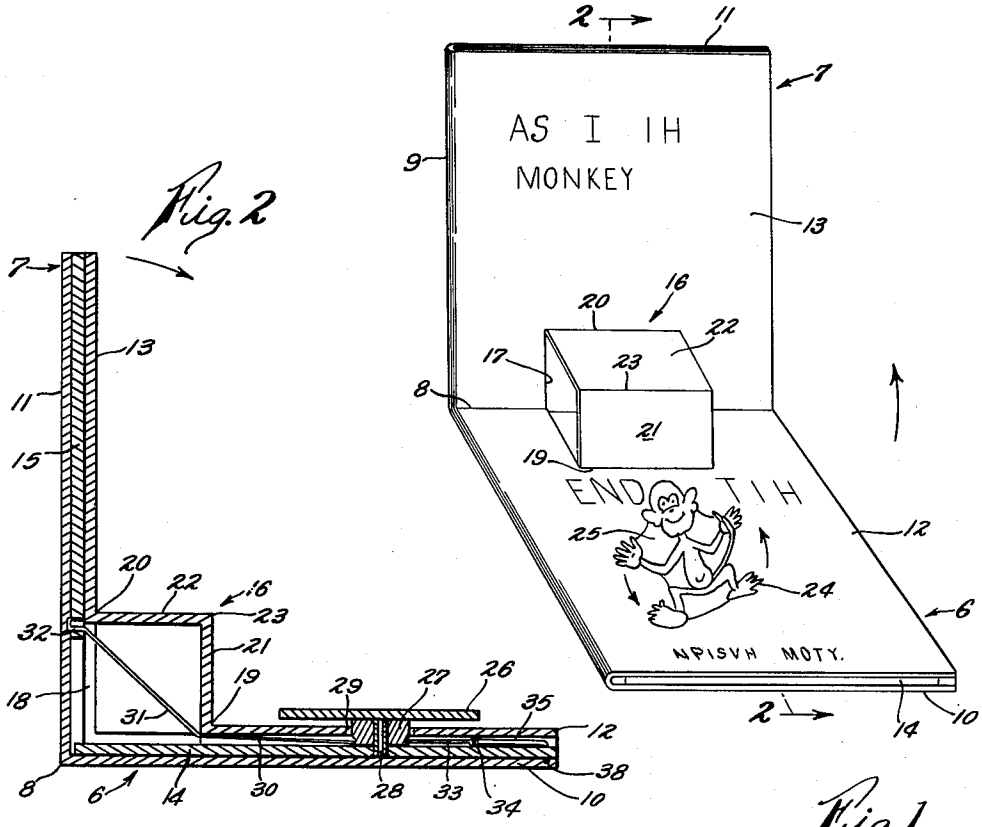


Fig. 2

Fig. 1

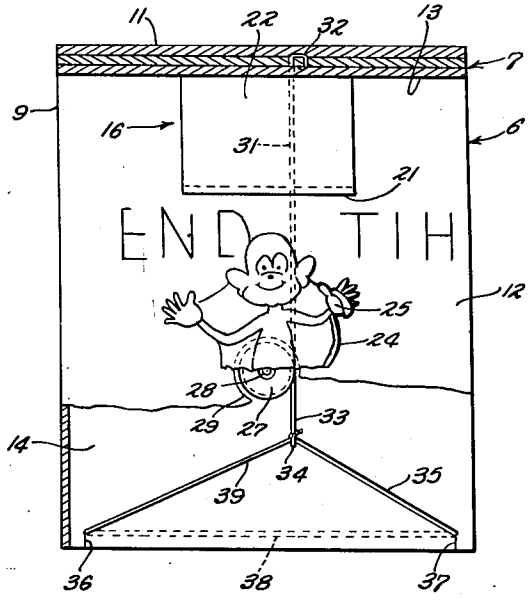


Fig. 3

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GREETING CARD OR FOLDER

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5 Claims. (Cl. 46—34)

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This invention relates to greeting cards or folders and has for its principal object the provision of a foldable card having a movable element overlying an inner face that is animated by the relative movements of the foldable card sections.

It is another object of the present invention to provide in a greeting card or folder having two hinged sections, a rotatable element imposed upon the inner face of one section and actuated by a novel, simplified means that is associated with the sections and effective particularly when the greeting card or folder is being opened to actuate the said element.

Other objects of the invention will be apparent from the following specification and the accompanying drawing which illustrate the preferred embodiment of my invention, it being understood that the invention is not limited to the particular structure disclosed except in so far as set forth in the appended claims.

In the drawings:

Fig. 1 is a perspective view of my greeting card or folder shown in opened condition.

Fig. 2 is an enlarged section taken on line 2—2 of Fig. 1.

Fig. 3 is a view showing one section of the card of Figs. 1 and 2 in plan and the other card section in edgewise section, the inner panel of the first mentioned section being broken away to show the underlying parts of the actuator for the animated element of the card.

My invention is particularly applicable to greeting cards but may be incorporated in advertising folders and other novelty devices. As illustrated in the drawings the numerals 6 and 7 indicate two card sections hinged together at 8 and foldable thereon into overlapping face-to-face relationship. The card is preferably formed from a single piece of paper stock which is folded centrally on a longitudinal fold line 9 to provide hinged outer display panels 10 and 11 for the sections 6 and 7 respectively, and hinged inner display panels 12 and 13 respectively for said sections. The section 6 has a stiffening, intermediate ply 14 adhesively secured at spaced apart points to the inner faces of the panels 10 and 12 whilst the section 7 has a foreshortened, intermediate ply 15 adhesively secured to, and reenforcing the outermost portion of said sections with respect to the card hinge.

A foldable gusset 16 is disposed centrally of the hinge 8 in the inside of the card, and is formed by making two laterally spaced slits 17 and 18 in the panels 12 and 13 and each having

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equal extension on opposite sides of the hinge 8. The material of the inner panels 12 and 13 is turned outwardly on fold lines 19 and 20 respectively to form gusset flaps 21 and 22 for the panels, said flaps being joined by a hinge 23 opposed to the card hinge 8.

A movable element 24 overlies one of the inner faces of the card, such as the inner face for the illustrated panel 12, the element having an illustration 25 printed on its exposed face in keeping with a suitable motif depicted on the faces of the inner and outer panels of the card. The element comprises a flat piece of cardboard 26, or the like, and is located at the mid-portion of the panel 12.

As best shown in Figs. 2 and 3 the means for animating the movable element 24 by the relative opening movements of the card sections 6 and 7 comprises a wooden pulley 27 rotatably mounted on the intermediate ply 14 by a rivet 28, said pulley extending through an annular opening 29 formed in the inner panel 12. The central portion of the movable element 24 is adhesively secured to the outer face of the pulley and is of sufficient size to conceal from view both the pulley 27 and the panel opening 29. A cord 30 has an intermediate portion encircling the pulley 27, one end 31 thereof being freely disposed between the panel 12 and the reinforcing ply 14 (Fig. 2) and extending diagonally across the interior of the foldable gusset 16 from the flap fold line 19 of section 6 to a point subjacent the flap fold line 20 where it is anchored at 32 to the reenforcing ply 15 for section 7. The opposite end 33 of the cord is secured by a knot 34 to a contractile member which may take the form of a rubber band 35. The band is suitably fastened to the reenforcing ply 14 by entering opposed portions thereof into spaced slots 36 and 37 formed in the free outer edge of said ply, one straight reach 38 of the band being located between the said ply and the outer panel 10, whilst the operative card engaging reach 39 of said band is movable between the panel 12 and the ply 14 and maintained under constant tension by its attachment to the cord 30.

In use the card or folder is normally in a flat condition with the sections 6 and 7 folded on each other so that the inner panels are brought into face-to-face relationship. As best seen from Fig. 2 the flat condition of the card or folder will bring flap 22 of the gusset 16 into engagement with a portion of the panel 13 whilst gusset flap 21 will engage a portion of the panel 12, the cord anchor 32 lying adjacent the flap fold line 19

for section 6. Also the cord will be held in resilient contracted position by the rubber band 35, said band exerting a force on said cord which will maintain the cord in tension and effect a good frictional connection between it and the pulley 27. As the sections 6 and 7 are opened by relative movement around the hinge 8, the cord anchor 32 is moved in a circle with hinge 8 as its center whereby the cord will be moved angularly with respect to the section 6 from its closed position near the fold line 19 to its opened position shown in Fig. 2. This movement causes the cord to move axially with respect to section 6 to rotate the pulley 27 and animate the element 24 to give a novel effect when the card is opened. Movement of the cord as the card sections are opened stretches the reach 39 of the rubber band 35 to the position shown in Fig. 3 whilst closing of the said sections will allow the reach to return to a position nearly paralleling that of the reach 38 whereby the cord is returned to its initial operative position.

What is claimed is:

1. A greeting card comprising two sections having their adjacent edges secured together by a hinge portion and foldable thereon into overlapping relation, a movable element pivotally mounted on one section for rotation on an axis normal to the plane of said section, a contractile means secured to the outer portion of said section, an actuating cord having an intermediate portion secured to a part of the element beyond the pivot and one end fixed to the contractile means, and means for anchoring the free end of the cord to a part of the remaining section at a point removed from the hinge.

2. A greeting card comprising two sections having their adjacent edges secured together by a central hinge portion and foldable thereon into overlapping relationship, a pulley rotatably mounted on the central portion of the inner side of one section for rotation on an axis normal to the plane of said section, an animated element mounted on the pulley, a resilient tensioning and return means fixed to the outer portion of said section, a cord encircling the pulley and having one end secured to the resilient means, means for anchoring the opposite end of the cord to the remaining card section at a point removed from the hinge portion, and a sheet secured to the inner side of the first mentioned section and overlying the tensioning means and a substantial length of the cord up to a cord portion located between the pulley and the hinge portion of the card sections.

3. In an article of the class described comprising an illustrated sheet folded around a hinge to form two sections each having two plies, an intermediate stiffening ply for each section, a foldable gusset formed by free central portions of the inner plies of the sections adjacent the hinge, an opening formed in the central portion of the inner ply of one section, an animated element overlying said ply and having a portion extending through the opening in the ply for pivotal connection with the intermediate ply for said section, a contractile means affixed to the outer portion of said intermediate ply, a cord secured to said means and connected at an intermediate portion to the element, the free end of said cord passing between the said plies and across the opposite corners of the gusset, and means for anchoring the said cord end to the intermediate ply of the remaining section at a point thereon removed from the hinge.

4. In an article of the class described comprising an illustrated sheet folded around a hinge to form two sections each having two plies, an intermediate stiffening ply for each section, a foldable gusset formed by free central portions of the inner plies adjacent the hinge, a pulley rotatably mounted on a central portion of the intermediate ply of one section, an opening formed in the inner ply of said section for receiving the pulley, an animated element mounted on the pulley and overlapping the said ply and the said opening therein, a resilient tensioning means fixed to the outer portion of said ply, a cord encircling the pulley and having one end secured to the resilient tensioning means, the other end of the cord extending between the inner and stiffening plies of said section and across the opposite corners of the foldable gusset, and means for anchoring said cord end to the intermediate ply of the remaining section at a point removed from the hinge.

5. In an article of the class described comprising an illustrated sheet folded around a hinge to form two sections each having two plies, an intermediate stiffening ply for each section, a pair of laterally spaced slits formed in the inner plies, said slits straddling the hinge to form outwardly extending gusset panels hinged at their outer ends and secured to the inner plies by fold lines extending laterally between the ends of the slits, a pulley rotatably mounted on the central portion of the intermediate ply of one section, an opening in the inner ply of said section for the pulley, an animated element mounted on the pulley and overlying the said ply and the said opening therein, a resilient tensioning means fixed to the outer portion of said intermediate ply, a cord encircling the pulley and having one end secured to the resilient tensioning means, the other end of said cord extending between the inner ply and intermediate ply of said section and across the foldable gusset from one gusset fold line to a point subjacent the other gusset fold line, and means for anchoring the cord end to the intermediate ply of the remaining section at a point removed from the hinge for the sections.

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