

May 5, 1959

H. E. LOHNES ET AL

2,884,738

ANIMATED CARD

Filed Sept. 3, 1957

3 Sheets-Sheet 1

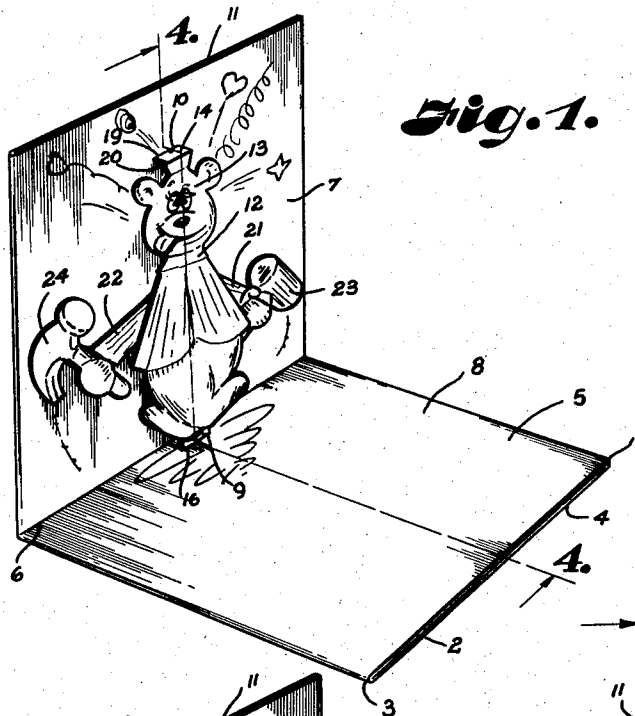


Fig. 1.

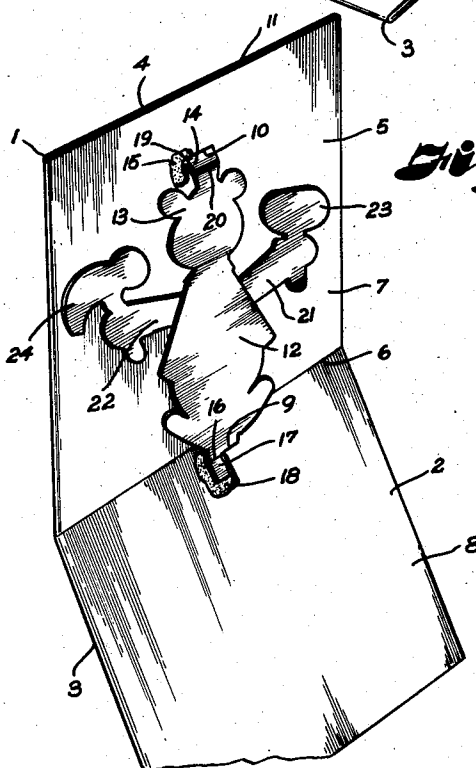


Fig. 2.

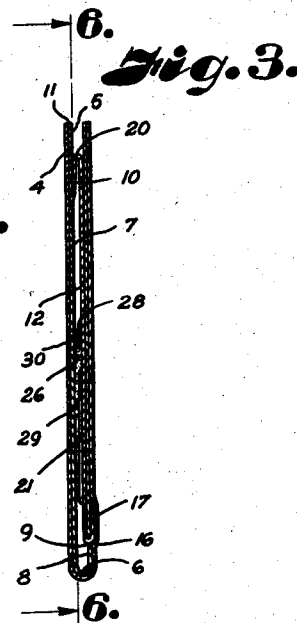


Fig. 3.

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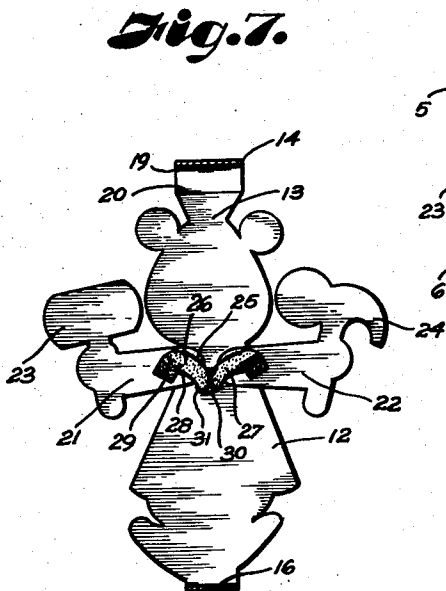
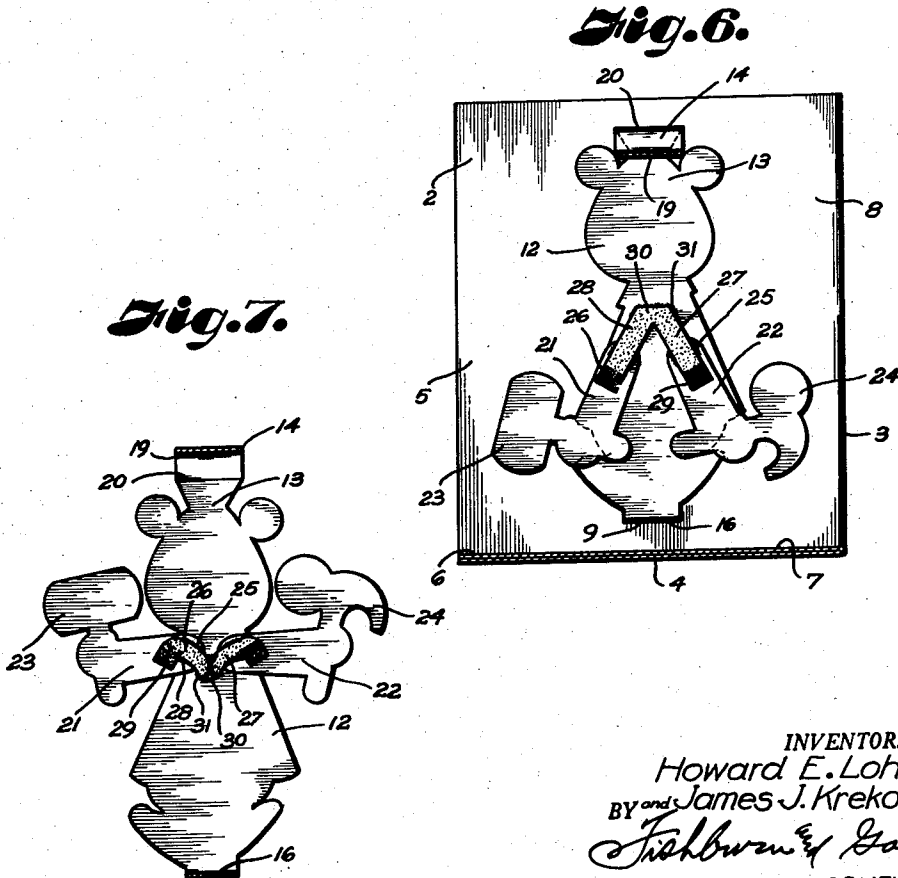
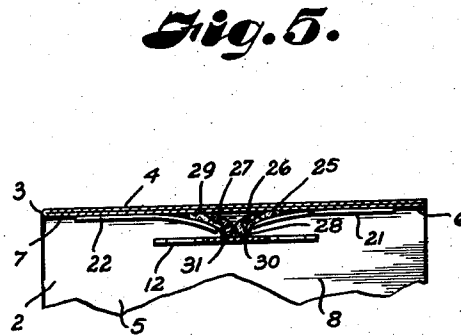
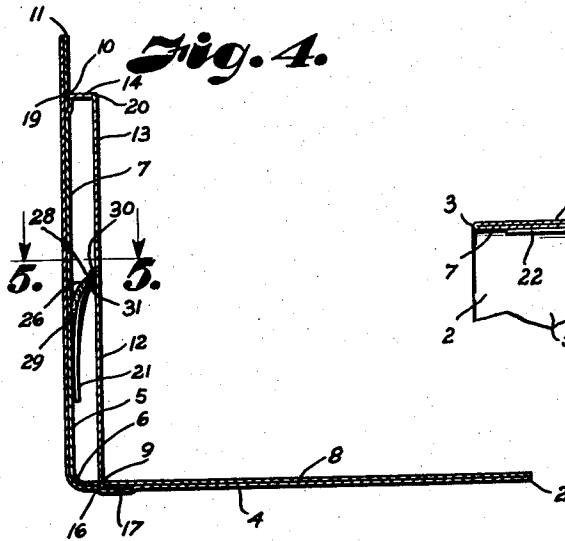
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Fig. 8.

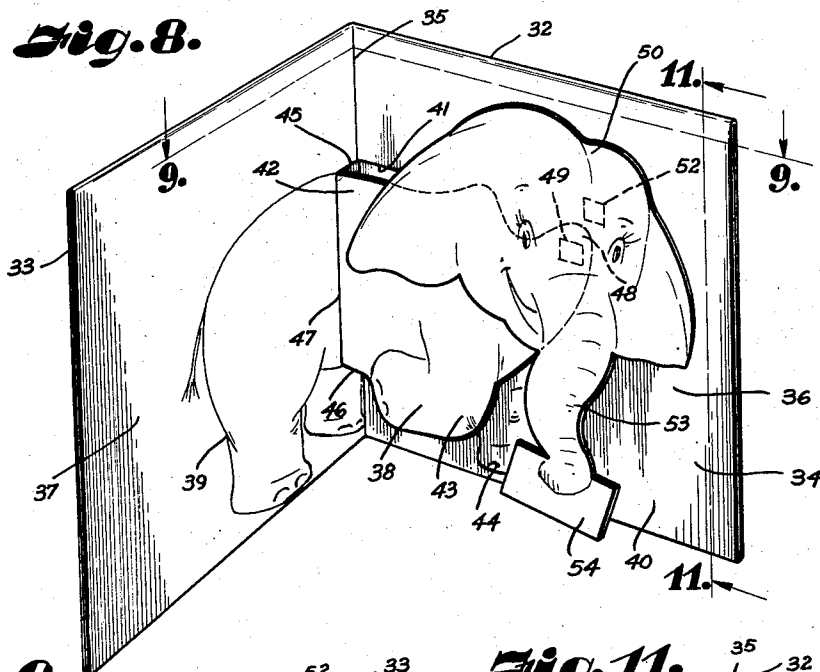


Fig. 9.

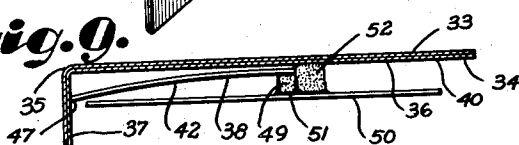


Fig. 10.

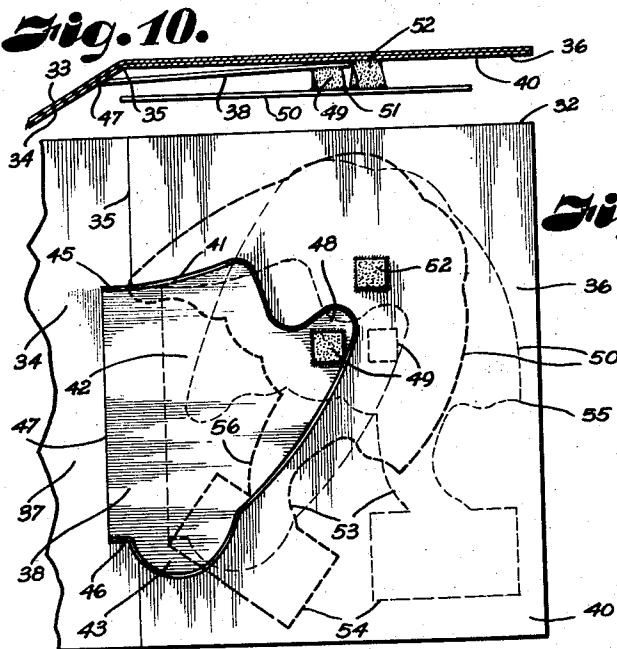


Fig. 11.

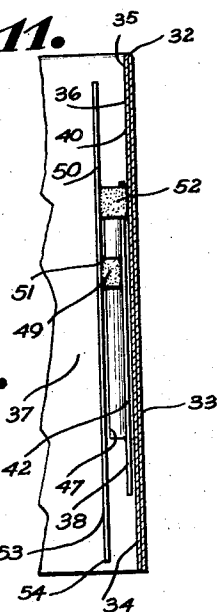
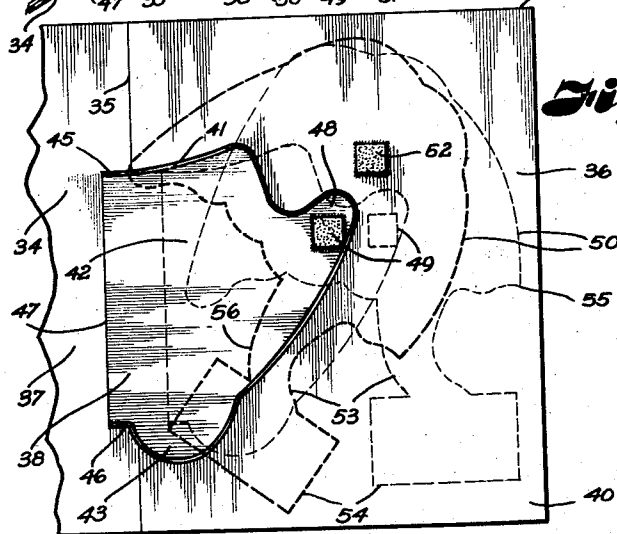


Fig. 12.



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ANIMATED CARD

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Application September 3, 1957, Serial No. 681,500

6 Claims. (Cl. 46—36)

This invention relates to improvements in greeting cards, and more particularly to cards or folders for use in attachment of an animated object thereon.

The principal object of the present invention is to provide an improvement in a card or the like with parts of a figure representing various characters movably secured to the face of the card in such a manner as to produce the effect of animation of the characters, or a gesture or grimace when moved in the intended manner upon opening and closing the card.

Other objects of the present invention are to provide a card of this character made from a single sheet of paper cardboard or the like, having representations mounted thereon, and parts of the card being adapted to cooperate with each other so as to impart relative movement to certain parts of the representations; to provide a novel medium for animated characters attached to a card folded on a longitudinal fold line and then transversely to open or close on the transverse line; to provide an animated character and means for fastening the same to the inner faces of the folded card; to provide one of said faces at a point spaced slightly from the transverse line with a slot for receiving one end of the animated character, and a slot spaced from the outer edge of the opposing face for receiving the other end of the animated character for mounting the same on the faces of the card; to provide a movable part of the animated character with respect to the main body of the character; to provide means for attaching the movable part to the card face whereby opening of the card will move the animated character and thereby move the movable parts of the character to simulate various characters or grimaces of the characters; and to provide an animated card of this character simple and economical to manufacture.

In accomplishing these and other objects of the present invention, we have provided improved details of structure, the preferred forms of which are illustrated in the accompanying drawings wherein:

Fig. 1 is a perspective view of the card shown in a partly open position.

Fig. 2 is a perspective fragmentary view with parts broken away showing fastening of the ends of the animated character to the card.

Fig. 3 is a cross sectional view through the card shown in folded position.

Fig. 4 is a cross sectional view of the card shown in open position, taken on a line 4—4, Fig. 1.

Fig. 5 is a cross sectional view taken on a line 5—5, Fig. 4, illustrating the resilient mounting of the movable part of the animated character.

Fig. 6 is a sectional view taken on a line 6—6, Fig. 3, showing the resilient member for mounting of the movable parts of the animated character, with the card in folded position.

Fig. 7 is a sectional view similar to Fig. 6 showing the resilient mounting of the movable parts when the card is in open position.

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Fig. 8 is a perspective view of a modified form of the invention.

Fig. 9 is a cross sectional view taken on a line 9—9, Fig. 8, particularly illustrating the resilient mounting of the movable member.

Fig. 10 is a view similar to Fig. 9 but showing the movable part of the animated character in a different position.

Fig. 11 is a cross sectional view taken on a line 11—11, Fig. 8.

Fig. 12 is a fragmentary view showing the movable part of the animated character and the movements in dotted line.

Referring more in detail to the drawing:

1 designates a card embodying the features of our invention, comprising a sheet of paper or cardboard 2 folded longitudinally on the fold line 3 forming a back 4 and a front 5 and then transversely on a fold line as indicated at 6 forming an inside face 7 and an inside face 8 oppositely to the first face. We have also found that it may be desirable to adhesively secure the front and back portion of the sheet of paper together at various spots to provide a more rigid structure, particularly when light paper is used. The front face 8 is provided with a transverse slot 9 spaced slightly from the fold line 6 and the face 7 is provided with a transverse slot 10 spaced from the outer edge 11 of said face as illustrated in Figs. 1 and 2.

12 designates an animated character here illustrated to be a bear, although we do not wish to be limited to any form of character. The bear, or animated character 12, is provided at its head end 13 with a tab or extension 14 adapted to be inserted through the slot 10 secured to the inside face of the back portion by adhesive or the like as indicated at 15 (Fig. 2). If desired, the tab 14 may be fastened to the back side of the front face 7 of the card with the same result. The other end of the animated character or foot end, is provided with a fold line 16 and an extension or tab 17 adapted to engage through the opening 9 and be adhesively secured between the front and back sheets 4 and 5 as illustrated at 18 (Fig. 2). The tab 14 is provided with spaced fold lines 19 and 20, the fold line 19 being for the purpose of allowing the tab to be folded under the front face 7, and when the card is opened the tab will fold on the fold line 20 as indicated in Fig. 1.

Other forms of attachment of the tabs to the front faces of the card may be utilized, for instance, the tab may be extended transversely and merely secured by adhesive or the like to the face of the card if desired.

To produce the effect of animation the character 12 is provided with arms 21 and 22 and in one hand is pictured a mallet 23 and in the other hand a hammer 24. In order to raise and lower the arms 21 and 22 with respect to the character 12, each is secured by adhesive, scotch tape or the like 25, to the arms 26 and 27 of a reversed, substantially V-shaped resilient member 28, approximately midway thereof. The lower ends of the arms 26 and 27 are adhesively secured to the front of the face 7 of the card portion behind the animated character 12 as indicated at 29 and the apex 30 of the resilient member 28 is secured by adhesive or the like to the back side of the character 12 as at 31 slightly below the head 13 for a purpose later to be described. We have found sponge rubber or the like particularly adapted for the V-shaped fastening device 28 for the reason that it is resilient and will move the arms yet bend or twist enough to make the animation more natural. The resilient character of the sponge rubber will prevent breakage of the fastening member as is common with ordinary animated characters.

When a card constructed and assembled as described

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is in use, opening of the card, or downward movement of the face or card portion 8, will cause the animated character 12 to be moved downwardly with respect to the face 7 of the card as shown in Figs. 1 and 2. Since the apex of the V-shaped resilient member 28 is adhesively secured to the back side of the body 12, said apex 30 is being pulled down at the same time. Due to the adhesive connection of the inner parts of the arms 21 and 22 as at 25 with the resilient member 28, the inner parts of the arms 21 and 22 will swing inwardly and also downwardly whereas the outer portions of the arms 21 and 22 will swing upwardly and thus raise hammer and mallet as illustrated in Fig. 7. By closing of the card, the movements will be reversed and the character 12 will again lie flat on the face 7 due to the folding on lines 16, 19 and 20 (Fig. 3).

In Figs. 8, 9, 10, 11 and 12 we have illustrated a modified form of the invention wherein the card is made from a single sheet of paper and folded on a fold line 32 longitudinally of the paper, forming a back 33 and a front 34. The card is then folded transversely as indicated at 35 (Fig. 8) forming two card portions 36 and 37. The front and back may be adhesively secured together at various points if desired. The character depicted upon the front faces of the card is an elephant as indicated at 38 and the rear part 39 is drawn or otherwise simulated upon the front portion 37 of the card and the front face 40 of the card portion 36 is cut on a line as indicated at 41 and the cut takes the formation of the front part of the body 42 of the elephant including a leg 43 shown raised, the foot 44 being depicted upon the right face 40 of the card. The cut out line 41 extends across the transverse fold line 35 at both top and bottom as indicated at 45 and 46, Figs. 8 and 12. The forward portion 42 of the body, therefore, takes the formation of a tab and is provided with a fold line 47 at the joinder of the cut out portions 45 and 46 and which fold line acts as a hinge for the tab for a purpose later described.

The body portion 42 is provided at its forward end with an upwardly extending portion or tongue 48 and adhesively mounted thereon is a fastening device 49 such as sponge rubber or the like and the head 50 of the elephant is adhesively secured thereto as indicated at 51 (Fig. 11). Adhesively secured to the front face of portion 36 is a fastening member 52 spaced at an angle upwardly and slightly to the right of the fastening member 49 as illustrated in Fig. 12. The head 50 is also adhesively secured to the fastening 52 which may also be of sponge rubber or similar material. The head 50 has the usual trunk 53 with an object 54 carried thereby. It will be obvious therefore, that the head of the elephant is secured to the fastening devices, one of which is secured to the tongue 48 and the other to the face of the card as above described.

In operation of a card constructed as described, the card is ordinarily in closed position and, in such position, the tab 42 will be folded on the fold line 47 and when such folding is accomplished the tab 42 will be pushed forwardly to cause the head 50 of the elephant to rotate or swing upon the fastening member 52 thus moving the trunk forwardly to the position shown in dotted lines 55 in Fig. 12. When the card is opened the tab will move the head in the reverse direction so that the tab will lie flat with both front faces of the card and the trunk and head will assume the positions shown to the left in dotted lines 56 in Fig. 12.

It will be obvious that the sponge rubber fastening devices will assume a sort of twisting action, especially since the fastening member 52 is stationary on the face of the card. Relative movement is illustrated in Figs. 9 and 10.

It will be obvious from the foregoing that we have provided an improved animated character for a greeting card or the like utilizing a resilient mounting for the

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movable members for accomplishing a result not heretofore known.

What we claim and desire to secure by Letters Patent is:

1. An article of the character described comprising, a sheet of cardboard or the like folded transversely at substantially the center thereof and forming a front and back portion having inside confronting faces when in normally closed position, a character having a back portion and having at least one movable part hingedly connected to said character, means for attaching one end of said character to one of the confronting faces near the transverse fold line so that said character will extend across said transverse fold line, and sponge rubber means secured to the other confronting face and to said movable part of said character and to the back portion of said character whereby upon opening the article the sponge rubber means will move the movable part of the character causing it to assume a different position and also allow the character to lie flat against one confronting face of the article when it is closed.

2. An article of the character described comprising, a sheet of cardboard or the like folded transversely at substantially the center thereof and forming a front and back portion having inside confronting faces when in normally closed position, a character having a back portion and having two movable parts hingedly connected to said character, means for attaching one end of said character to one of the confronting faces near the transverse fold line so that said character will extend across said transverse fold line, and a sponge rubber member having arms secured to the other confronting face and to said movable parts of said character and having its apex portion secured to the back portion of said character whereby upon opening the article the sponge rubber member will move the movable parts of the character causing it to assume a different position and also allow the character to lie flat against one confronting face of the article when the article is closed.

3. An article of the character described comprising, a sheet of cardboard or the like folded transversely at substantially the center thereof and forming a front and back portion having inside confronting faces when in normally closed position, a character having a back portion and having two movable parts hingedly connected to said character, one of said faces having a slot near the transverse fold line, a tab on one end of said character extending through said slot for attaching one end of said character to one of the confronting faces, a slot on the other confronting face near the side edge thereof, a tab on the other end of the character for extending through said last named slot for attaching the other end of the character to the other confronting face of the article so that said character will extend across said transverse fold line, said second named tab having a fold line spaced from the end thereof, and a sponge rubber member having arms secured to the last mentioned confronting face and to said movable parts of said character and having a head secured to the back portion of said character whereby upon opening the article the sponge rubber member will move the movable part of the character causing it to assume a different position and said fold line in the second named tab will extend to allow the character to lie flat against one confronting face of the article.

4. An article of the character described comprising, a sheet of cardboard or the like folded transversely at substantially the center thereof and forming a front and back portion having inside confronting faces when in normally closed position, a character having a back side and having at least one movable part hingedly connected to said character, one of said faces having a slot near the transverse fold line, a tab on one end of said character extending through said slot for attaching one end of said character to one of the confronting faces a slot on the

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other confronting face near the side edge thereof, a tab on the other end of the character for extending through said last named slot for attaching the other end of the character to the other confronting face of the article so that said character will extend across said transverse fold line, said second named tab having a fold line spaced from the end thereof, and a resilient member having an apex portion and diverging arms with their outer ends adhesively secured to one confronting face underneath said character, said movable part of the character being secured to one side of said arms and the character being adhesively secured to the apex of said member whereby upon opening the article said arms will twist pulling the apex portion downwardly to move the movable part of the character causing it to assume a different position and said fold line in the second named tab will extend to allow the character to lie flat against one confronting face of the article.

5. An article of the character described comprising, a sheet of cardboard or the like folded longitudinally at the center thereof forming a front and back sheet and folded transversely at substantially the center thereof and forming front and back inside confronting faces when in normally closed position, a character having a back portion and having at least one movable part hingedly connected to said character, one of said faces having a slot near the transverse fold line, a tab on one end of said character extending through said slot, means attaching said tab to said back sheet, a slot on the other confronting face near the side edge thereof, a tab on the other end of the character for extending through said last named slot, means attaching said tab to said back sheet so that said character will extend across said transverse fold line, said second named tab having a fold line spaced from the end thereof, and a resilient member having an apex portion and diverging arms with their outer ends adhesively secured to one confronting face underneath said character, said movable part of the character being secured to one side of said arms and the character being adhesively secured to the apex of said member whereby upon open-

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ing the article said arms will twist pulling the apex portion downwardly to move the movable part of the character causing it to assume a different position and said fold line in the second named tab will extend to allow the character to lie flat against one confronting face of the article.

6. An article of the character described comprising, a sheet of cardboard or the like folded longitudinally and then transversely at substantially the center thereof and forming a front and back sheet having inside left and right confronting faces when in normally closed position, a character having a part thereof depicted on the left confronting face, said sheet having a partly severed portion on the right confronting face forming a part of said character and connected to the left confronting face, the line of severance extending across said transverse fold line terminating in a vertical fold line forming a hinge for said part, said character having a movable part, said partly severed portion having a tongue, sponge rubber means for attaching the movable part to the right confronting face near said severed line and said tongue, and sponge rubber means secured to said tongue on the severed portion and to said movable part spaced from said first means whereby upon opening the article the severed portion will move across the right confronting face and move the movable part of the character causing it to assume a different position and closing the article moves the severed portion to normal position to allow it to fold on the hinge to lie flat against the confronting faces of the article.

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