July 29, 1958 H. EISEN 2,844,901

DISPLAY ASSEMBLY

Filed Aug. 20, 1956

Fig. 1

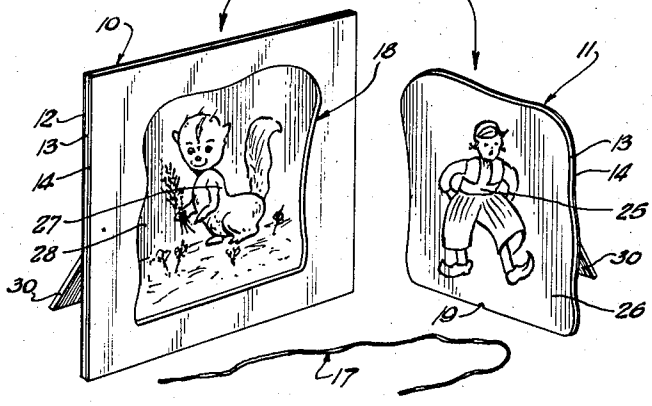


Fig. 3

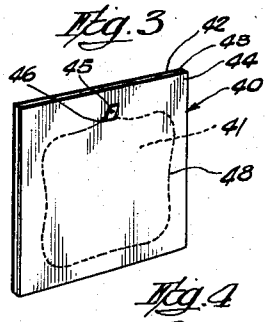


Fig. 4

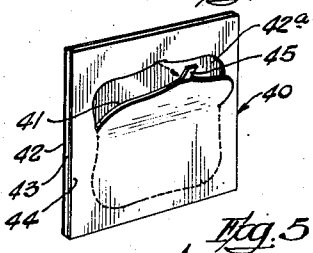


Fig. 2

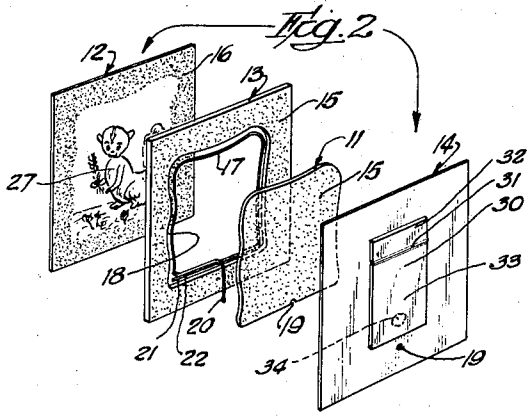


Fig. 5

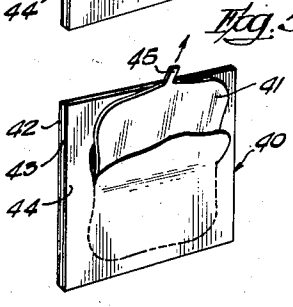


Fig. 6

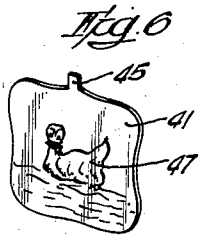


Fig. 7

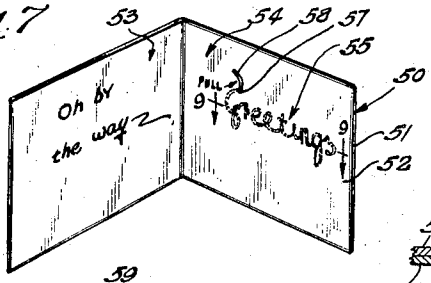


Fig. 9

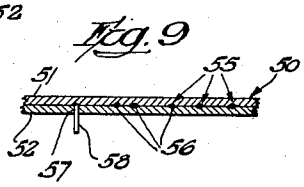
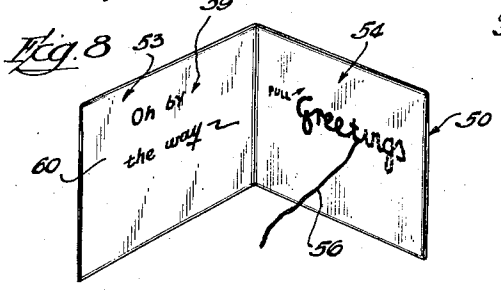


Fig. 8



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DISPLAY ASSEMBLY

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13 Claims. (Cl. 40—158)

My invention relates generally to assemblies of paper or other suitable material containing figures adapted to be cut out therefrom, and more particularly to improved assemblies and method of severing these cutouts.

Cutting out figures of animals, people, etc., printed on sheets of paper, has always been a source of great amusement to children. One method of providing these cutouts is to appropriately position and annotate a figure on a sheet of paper so as to suggest its being cut out by scissors. Another method is to perforate a sheet of paper around the border of a figure so that the figure may be pressed from the paper by hand. In these methods the cutout is so arranged that it is exposed to view before it is severed from the paper.

In my invention I employ a new method of providing cutouts which has several significant advantages over presently known methods. In the first place, my invention allows the cutouts to be removed from the paper without the use of scissors and without the necessity of pressing through perforations. Also, my invention makes it possible for a figure to be hidden from view, and only exposed after the cutout is removed from the sheet. This adds a pleasing element of surprise which is quite intriguing.

It is therefore a major object of my invention to provide an improved display assembly from which cutouts can be removed without the use of scissors or perforations, and which allows a figure to be hidden from view until the cutout is removed from the sheet, thus adding the element of surprise.

It is also an object of my invention to provide a display assembly in which a cutout is severed from the assembly by merely pulling a tab.

A further object of my invention is to provide a cutout assembly in which figures may be mounted in a laminated paper sheet, such that, when the cutout is removed, a figure still remains in the vacated space.

Another object of my invention is to provide a cutout having a stand for holding it in an upright position after it has been removed from the assembly.

Still a further object of my invention is to provide a method for producing cutouts in the form of a written inscription.

These and other objects and advantages of my invention will become apparent from the following detailed description of a presently preferred form thereof, and from an inspection of the accompanying drawings, in which:

Figure 1 is a perspective view of the laminated sheet assembly of one embodiment of my invention showing the cutout after it has been severed from the assembly;

Figure 2 is an exploded perspective view of the embodiment of Figure 1, showing the various parts of my assembly;

Figure 3 is a perspective view of a second embodiment of my invention, showing the laminated sheet assembly intact;

Figure 4 is a perspective view similar to Figure 3, but

showing the position of the cutout as it is initially torn free from the assembly;

Figure 5 is a view similar to Figure 3, showing the cutout being drawn out of the assembly;

Figure 6 is a perspective view showing the cutout of the embodiment of Figure 3 after it has been completely removed from the assembly;

Figure 7 is a perspective view of a third embodiment of my invention showing my arrangement for producing a cutout in the form of an inscription;

Figure 8 is a view similar to Figure 7 showing the inscription being cut out of the front layer; and

Figure 9 is a sectional view of the embodiment of Figure 7 taken on line 9—9 and showing the mounting arrangement of the cutout producing means.

Referring now to the drawings, and particularly to Figures 1 and 2 thereof, the numeral **10** designates a laminated sheet assembly or board made from layers of paper or other suitable material which is adapted to contain a cutout or cut free portion **11**. The board **10** is made of three layers, a back layer **12**, a center layer **13**, and a front layer **14**. The front and back layers are thin sheets while the center layer is a heavier sheet, as, for instance, a paperboard.

To form the cutout or cut free portion **11**, a portion of the center layer **12** is cut free from the remainder of the layer. The cutout is then held in its original pre-cut position by the front layer **14** which is adhesively attached to the front surface **15** of both the cutout and the remaining portion of the center layer.

The back layer **12** is adhesively attached to the center layer **13**, on its back surface **16**, but is not attached to the cutout portion **11**.

With the layers thus assembled, the cutout **11** is disposed in its original position in the center layer **13**, sandwiched between the front and back layers, and hidden from view.

To provide means for freeing the cutout **11** from the assembly **10**, a filament or strip **17** of suitable material, such as string, ribbon, or wire, is linearly disposed in the cut **18** which exists between the cutout **11** and the remainder of the center layer **12**. One end of the strip **17** is passed through an opening **19** in the front layer **14** to form a tab **20**. The other end **21** is adhesively anchored in the cut **18** juxtaposed beneath the portion **22** of the strip adjacent the tab **20**. Thus, the strip **17** completely surrounds the cutout and projects from the assembly to provide the pull tab **20**.

To make my invention more entertaining, I provide an inscription, figure, or other type of indicia **25** on the back surface **26** of the cutout portion **11** so that it is hidden from view until the cutout is removed from the assembly.

As an additional feature, a second inscription or figure **27** is provided on the front surface **28** of the back layer **11**. The second figure **27** is thus disposed in face-to-face relationship with the figure **25** when the assembly is intact, and, like figure **25**, is hidden from view until the cutout **11** is removed from the assembly. It is then revealed through the space formerly occupied by the cutout.

When intact, the assembly **10** appears to be a solid sheet of paperboard with no entertaining figures or inscriptions, but only the pull tab **20** projecting from one side. As the tab is pulled, however, the assembly begins its entertaining show.

The pull on the tab **20**, and the resultant tension on the strip **17**, causes the strip to progressively lift from the cut **18** and bear against the adjacent portion of the front layer **14**, thereby tearing through the front layer along the cut.

When the filament or strip **17** has torn through the front layer **14** about the complete periphery of the cutout

11, the connection between the cutout and the assembly is severed, and the cutout may be freely removed to display the hidden indicia 25 and 27. After removal of the cutout, the indicia 27 are framed by the portions of the center layer 13 and front layer 14 which remain with the assembly. Thus, my invention provides two parts with entertaining figures or inscriptions, the cutout itself, and the remaining portion of the assembly.

So that the indicia 25 and 27 can be supported on edge for display, I provide support stands or easels 30 on the cutout and on the assembly. The easels 30 are made of a single piece of paperboard or other suitable material sufficiently rigid to provide support and have a fold 31 near one end 32. The portion of each easel between the end 32 and the fold 31 is attached at the upper center position on its associated assembly or cutout and the portion of the easel on the other side of the fold 31 is swung out to form a supporting leg 33. To hold the leg 33 intact with the assembly 10 before it is desirable to put the easel to use, I provide a spot of adhesive attachment 34 between the leg 33 and the assembly or cutout. The spot attachment 34 may be easily torn away and the leg 33 swung about the fold 31 to serve as a support when desired.

Although in this embodiment I have described the strip 17 as disposed in the cut 18, it will be readily apparent that there are other ways of associating the strip with the cut to attain a like result. For instance, the strip may be made from flat material and disposed over the cut on the front surface 15 of the center layer 13 bridging between the cutout portion 11 and the remainder of the layer. It could also be disposed likewise on the back surface of the center layer 13 with the tab 20 passing through the cut 18 to reach the opening 19. It is also possible to make the strip of plastic and extrude it into the cut in semiliquid form or to form it by making a double cut around the cutout and use the portion of the center layer 13 between the cuts as a strip.

A second embodiment of my invention is shown in Figures 3 through 6. In this embodiment, the laminated sheet assembly 40 is made up of three layers, a back layer 42, a center layer 43, and a front layer 44, in substantially the same manner as my first embodiment. In this embodiment, however, the cutout or cut free portion 41 is not attached to either the back layer 42 or the front layer 44, but is held in place in the center layer 43 merely by the laminar relationship of these layers. Also, I do not provide a strip for severing the front layer 44, but instead attach a tab 45 directly to the cutout 41. The tab 45 projects through an opening 46 in the front layer 44 and when pulled so as to peel the cutout 41 out of the center layer 43, tab end first, causes the cutout to bring sufficient force against the front layer to tear it through. Since the front layer is adhesively attached to the center layer everywhere except in the area adjacent the cutout, the tearing tends to take place along the border of the cutout, this being the boundary between the attached and unattached portions of the front layer.

When the tear in the front layer is wide enough to allow passage of the cutout, the cutout may be slipped out of the assembly, since it is not attached to any of the layers.

In this embodiment, I generally provide indicia 47 only on the cutout, as the front layer 44 is not usually sufficiently torn away to make indicia on the front surface 42*a* of the back layer 42 visible. It will be appreciated however, that indicia could be provided on the back layer 42 and the front layer torn away to expose it, if desired.

Although the tab arrangement is one of the successful ways of severing an outer layer to get at the hidden cutout, there are, of course, others. The cut 48 between the center 43 and cutout 41, for instance, can be made sufficiently wide to allow a fingernail or other sharp instrument to travel around it severing an outer layer as it goes. Also, one of the outer layers can be attached to the center layer with a releasable adhesive and peeled off, like adhesive tape, to free the hidden cutout.

It should also be understood that the cutout 41 need not be completely severed from the center layer 43 to make my invention effective. Part of the cutout may remain joined to the center layer and act as a hinge allowing the cutout to swing out of the assembly, in the same manner as the page of a book. This arrangement can also be used in my first embodiment, of course.

It do not show easels on my second embodiment, but they can easily be provided, as explained in my discussion of the first embodiment, if desired. My display assemblies can also be mounted as are pages in a book, used as novel handouts, placed as gifts in cereal boxes, and used in many other diversified ways.

A third embodiment of my invention is shown in Figures 7, 8 and 9. This embodiment consists of a laminated sheet assembly 50 having only two layers, a back layer 51 and a front layer 52, and here both layers are made of relatively thin sheets. Also, the assembly 50 has a vertically disposed fold approximately at its center which divides it into two sections 53 and 54, like the usual greeting card, and provides means for standing it on edge.

The back layer 51 of the assembly has an inscription 55 impressed in the surface of the righthand section 54. A filament or strip 56 is disposed in the impressed inscription 55 and is adhesively secured therein with one end extended through an opening 57 in the front layer 52 to form a tab 58. The adhesive attachment used to attach the strip 56 to the back layer is releasable so that the strip can be pulled free of the layer without tearing the surface, just as medical adhesive tape is removed from the skin.

The front layer 52 is adhesively attached to the back layer 51, except in the area under the strip, and this attachment is sufficiently strong so that the layers cannot be separated without destruction.

An inscription 59 is placed on the front surface 60 of section 53 of the front layer which leads up to the hidden inscription 55 on the back layer. Also, instructions to pull the tab 58 are printed near the tab.

When the tab 58 is pulled, the resultant tension on the strip 56 progressively raises the strip from the impression, separates it from its adhesive attachment to the back layer 51, and causes it to break through the juxtaposed portion of the front layer 52, producing a tear which spells out the inscription 55 (see Figure 8).

To make the manifested inscription 55 stand out more prominently, I use a different colored paper for each of the layers; for instance, red for the back layer 51 and green for the front layer 52.

As will be understood from the above description, it is also possible to position the inscription 55, or if desired, a figure or other type of indicia, on the back layer 51 inside of an impressed encircling boundary line which has a strip disposed in it in the manner described. When the tab is pulled in this arrangement, the strip will cause an encircling tear in the front layer 52 leaving an opening in its center through which the inscription or figure may be viewed.

From this description of several embodiments of my invention, it will be appreciated that my method for producing cutouts provides a very entertaining and novel result. I have incorporated the stimulating element of surprise with the intriguing feature of self-participation into a simple, inexpensive device.

It should be understood, of course, that while the forms shown and described are fully capable of achieving the objects and providing the advantages herein stated, they are primarily illustrative of presently preferred embodiments of my invention, and I do not mean to limit myself to the particular details shown, other than as defined by the appended claims.

I claim:

1. A display assembly comprising: a sheet having guide means therein; a cover overlying said sheet and concealing guide means; and manually operable means cooperating with said guide means to sever said cover along a path defined by said guide means.

2. A display assembly comprising: a sheet of material sufficiently rigid to maintain itself upright when disposed on one edge, said sheet having guide means thereon; cover means of material sufficiently light-weight to allow easy manual severance without use of perforations, associated with said sheet and disposed in laminar relationship therewith to conceal said guide means and indicia; and means in said assembly and including a tab projecting from said assembly which, when said tab is pulled, severs said cover means along a path defined by said guide means to reveal said indicia.

3. An assembly of the character described, comprising: a member having a portion thereof at least partially cut free therefrom; a cover member overlying said first member for maintaining said cut free portion in its original position therein; and means cooperating with the cut about said cut free portion for severing said cover member adjacent said cut to release said cut free portion from said original position.

4. An assembly of the character described, comprising: a member having a portion thereof at least partially cut free therefrom; a layer attached to said member and said cut free portion to aid in maintaining said cut free portion in its original position in said member; and a filament disposed adjacent the cut between said member and its cut free portion with a terminal portion extending from said layer which when pulled causes severing of said layer adjacent said cut thereby releasing said cut free portion from said member.

5. A display assembly comprising: two sheets disposed in laminar relationship; guide means on one of said sheets and concealed by the other of said sheets; and a filament disposed between said sheets in said guide means and having a portion thereof projecting from a selected one of said sheets, said filament being arranged such that when pulled it severs said selected sheet along a path defined by said guide means.

6. An assembly of the character described, comprising: a main sheet having a portion thereof at least partially cut free therefrom an auxiliary sheet disposed on one side of said main sheet; another auxiliary sheet disposed on the other side of said main sheet, said auxiliary sheets maintaining said cut free portion in its original position in said main sheet and concealing it from view; and means cooperating with the cut about said cut free portion for severing one of said auxiliary sheets, adjacent said cut to release said cut free portion from said original position and reveal it to view.

7. A display assembly comprising: a center sheet of material sufficiently rigid to maintain itself upright when disposed on one edge; said center sheet having a portion thereof at least partially cut free therefrom; a first outer sheet disposed on one side of said center sheet in engagement therewith; a second outer sheet disposed on the other side of said center sheet and attached thereto, said outer sheets being of material sufficiently light-weight to be easily manually severed and maintaining said cut free portion in its original position in said center sheet; indicia disposed on one of said sheets such that said indicia are normally hidden from view but are revealed when said cut free portion is removed from its original position; and means cooperating with the cut between said center sheet and said cut free portion for severing one of said outer sheets adjacent said cut to release said cut free portion for removal from said original position.

8. A laminar display assembly comprising: a layer having a portion thereof cut free therefrom; a front sheet disposed on a first side of said layer and attached to both said layer and its cut free portion to hold said cutout portion in its original position in said layer, said layer and said front sheet together being of sufficient rigidity to maintain themselves upright when disposed on edge and said front sheet being of sufficiently light-weight material to be easily manually severable; indicia on the unattached side of said cut free portion; a back sheet disposed on the other side of said layer and attached thereto but not to said cut free portion; indicia disposed on the side of said back sheet which is attached to said layer and positioned in the area juxtaposed to said cut free portion and in face-to-face relationship with said other indicia, said indicia being normally hidden from view but revealed when said cut free portion is removed from said original position; a filament disposed adjacent the cut between said layer and its cut free portion with a terminal end extending through said front sheet which when pulled severs said front sheet adjacent said cut and completely releases said cut free portion from said layer revealing said indicia; and support means associated with both said assembly and said cut free portion for independent upright edgewise support thereof.

9. An assembly of the character described comprising: A center sheet having a portion thereof cut free therefrom; a first outer sheet disposed on one side of said center sheet and attached thereto; a second outer sheet disposed on the other side of said center sheet and attached thereto; means cooperating with the cut between said cut free portion and said center sheet for severing one of said outer sheets adjacent said cut to release at least part of said cut free portion from said original position, the unreleased part of said cut free portion being adapted to hingedly connect said cut free portion to said assembly to allow said cut free portion to be swung with respect thereto; and support means associated with said assembly and cut free portion for upright edgewise support thereof.

10. A display assembly comprising: a first sheet having indicia impressed in one side thereof; a second sheet disposed on said first sheet and attached thereto in overlying relationship with the side having said impressed indicia; and a filament disposed between said sheets in the impression of said indicia and releasably attached to said first sheet, said filament having a free end extending through said second sheet which when pulled causes severing of said second sheet in the form of said impressed indicia.

11. A laminar display assembly comprising: a first layer having a portion thereof at least partially cut free therefrom; means including a second layer disposed in laminar relationship with said first layer and attached thereto for normally maintaining said cut free portion in its original position in said first layer; and means cooperating with the cut about said cut free portion which permit severance of said second layer adjacent said cut to release said cut free portion from said original position, said assembly and said cut free portion both being sufficiently rigid to maintain themselves upright when independently disposed on one edge.

12. A laminar display assembly comprising: a sheet containing guide means defining a predetermined path; a cover attached to said sheet in overlying relationship thereto and concealing said guide means from view, said cover and sheet forming an assembly sufficiently rigid to support itself on edge; and manually operable severing means operatively associated with said guide means for severing said cover along portions juxtaposed along said guide means.

13. A laminar display assembly comprising: a sheet having a groove formed therein which defines a predetermined shape; cover means attached to said sheet in overlying relationship thereto and concealing said groove from view, said cover means including a layer of material with a portion juxtaposed along said groove and suf-

ficiently frangible to allow easy manual severance without use of perforations and said cover means and sheet forming an assembly sufficiently rigid to support itself on edge; and manually operable severing means operatively associated with said groove for severing said layer along said portion juxtaposed with said groove.

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