A. MATHEWSON

MAILABLE DISPLAY HOLDER

Filed Dec. 10, 1946

Fig. 1

Fig. 2

Fig. 3

INVENTOR

ALBERT MATHEWSON

BY

Signature
UNITED STATES PATENT OFFICE

2,472,166

MAILABLE DISPLAY HOLDER

Albert Mathewson, Mount Vernon, N. Y.

Application December 10, 1946, Serial No. 718,168

5 Claims. (Cl. 40—124.1)

1

This invention relates to a greeting or display card.

It is an object of this invention to provide a card adapted to carry a greeting, a picture, or a photograph, which may be folded up flat for storage or mailing, and which may be readily opened up to support the card in an inclined position, so that it may rest upon a desk or a mantle, so that the picture will be firmly displayed at a suitable angle for visibility.

It is a further object to provide a card of the character described which will be firmly supported in every direction when erected, and which can be cheaply manufactured and assembled, and yet which is easily opened from the flat condition to the display condition.

The invention accordingly comprises an article of manufacture possessing the features, properties and the relation of elements which will be exemplified in the article hereinafter described and the scope of the application of which will be indicated in the claims.

For a fuller understanding of the nature and objects of the invention, reference should be had to the following detailed description taken in connection with the accompanying drawings, in which:

Fig. 1 is a perspective view showing a card embodying this invention. Fig. 2 is a similar view with the parts lying almost in the flat position. Fig. 3 is an extended view of the blank from which the card is folded, this view being to a slightly reduced scale.

Referring now to Fig. 1, showing the card in its erect position, the stand portion of the card comprises three sections herein marked 10, 11, and 12, which are so folded together that they form a base having a flat bottom, which is the section 11, and an arcuate top composed jointly of the sections 10 and 12. The section 10, as shown, is roughly about five-sixths as long as the section 11, and it has two transverse slots in it, one near the outer end, 13, is relatively short measured in the direction of extension of the card blank, and has a stepped edge to provide a wider portion near the end shown at 14 extending further to the side edges of the strip than the remainder, leaving tabs 14a, which define the narrower portion. The other slot, 15, is spaced inwardly from the slot 13, and is of the same general character except that both portions of it are longer in the direction of the card blank, thereby providing a wider extended portion formed by wider notches 16 and wider tabs 16a.

2

The sections 10 and 11, and the sections 11 and 12 are separated from each other by fold lines 17, and 18, both of which are depressed as seen in Fig. 3, that is the fold line itself is bent downwardly. The section 20 joins the section 12 by a fold line 19. The section 12, extending from the fold line 18 to the fold line 13, as will be seen in Fig. 2 will fold up over the end of the section 16 to extend beyond the slot 13 when the card is in the completely folded position. But when its fold 19 is held in alignment with the slot by portion 20, as seen in Fig. 1, it will hold the upper part of the stand in arched position. The fold line 19 is also depressed, that is, bent downwardly.

The section 20 extending from the fold line 19 to the fold line 21 is narrower than the remainder of the card, and is of the same size or only slightly smaller than the narrow portion of the slot 13.

This section 20 is of a length as will be seen from Fig. 1 to have its terminal fold line 21 bear against the bottom portion 11 when the card is in display condition, and brace the parts 10 and 12 in arched shape. The fold line 21 is pressed upwardly.

The section 22 extending from the fold line 21 to the fold line 23 is of a length to extend from the bottom 14 when in the display position to the topmost portion of the card.

In the card as shown, the fold lines 17 and 23 in the flat condition are substantially in alignment with each other, and this is convenient where it is intended to transmit the card as a postal card or greeting card or picture card.

Where this is desirable, this will in fact determine the length of the section 22, as will be readily seen from Fig. 2. This is, however, not a limitation or characteristic of the card, and the fold line 23 may extend away beyond the line 17, the only limitation being that the card shall not extend high enough above the base to make the device unstable. The section 22 is provided with a notch 24 substantially the same distance from the fold line 21 as the fold line 18, and this notch is deep enough so that its inner edge is in alignment with the narrower portion of the slot 13. With this construction, when the card is to be folded into the position shown in Fig. 1, the fold line 24 is inserted through the slot 13 at the wider portion 14, whereby it will be held in place as soon as the notch 24 comes in position to spring over the lip 14a which forms the narrower portion of the notch. In this position, the fold line 24 tends to open out enough
to give a springy effect, pushing the slot over the lip.

The last section of the card 25 extending from the fold line 23 to the end of the card is the portion which carries the picture or message for display. Its effective length is determined by the upper edge 26 of notches 21 in its lower corner, thus forming the tab 28. The length of this section 25 then measured from the fold line 23 to the upper edge 26 is such as to give to the card, in the upright position, the slant which is most desirable to exhibit the message or picture. In the upright position of the card, these upper edges 26 rest upon the sides of the narrow portion of the slot 15, as will be seen from Fig. 1, so that the tab 28 extends down through the slot to hold the card in position.

To flatten the card, it is only necessary to press the two sections 25 and 22 together, thereby pressing the lower end of the section 25 into the wider portion of the slot 15, at the same time pressing the section 22 backwardly into the wider portion of the slot 13. Thereupon the sections 22 and 25 fold as a unit, as will be seen in Fig. 2, down flat over sections 16 and 11. They may be sealed with any convenient sealing means such as a small strip of adhesive tape.

In opening the card, it is only necessary to break the seal and pull up the section 23 to the upright position, whereupon the natural resiliency of the material of the card automatically holds the notches 24 in engagement with the side edges of the slot 13, and thus raises the sections 10 and 12 to their arched position. At the same time, the lower edge of the section 25 is guided into the narrow portion of the slot 15 where it will rest securely, held in engagement by the resiliency of the fold 23.

From the foregoing it will be clear that a card of this description may be stamped from a single sheet, and may be assembled rapidly by hand or by machinery with a minimum of effort, and without the necessity of any gluing operations. It will also be clear that the card may be held in either upright or folded position simply and effectively without any sealing except for the adhesive tape above referred to.

It will also be clear that this display card may be used as a greeting card, or as a picture postcard, or it may be used as a support for a photograph, as may be desired, and in any case the message or greeting is fully protected against being damaged or soiled while in the folded position, and is supported against being crushed, by the strength which is given to it by the remainder of the card.

In the folded position, the upper portion of the section 22 and the lower portion of the section 11 are both exposed, and one of these may be used for the address and stamp, and the other may be used for a message, if desired. If the card is used as a picture card, that portion of the upper face of the section 10 which is immediately in front of the section 25 may be used to display a legend pertaining to the picture or any other subject desired.

Since certain changes may be made in the above construction and different embodiments of the invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative only not as a limiting sense.

It is also to be understood that the following claims are intended to cover all of the generic and specific features of the invention herein described, and all statements of the scope of the invention which as a matter of language might be said to fall therebetween.

I claim:

1. A greeting card comprising a plurality of portions attached in sequence at fold lines, the first and third of said portions overlying the second, a fourth and fifth portion joined by a fold line, and adapted to extend toward said second portion through a slot in said first portion, said fifth portion having a notch to engage the first portion at the edges of said slot, said fourth portion and said fifth portion, between said slot and said fold line, being of a length to lie flat between said second and third portions, or to extend upright between them to hold said first and third portions arched away from said second portion to form a prism shaped support, said fifth section extending upwardly from said notch to carry a display, having a sixth portion extending from the outer end of said fifth portion and adapted to have its outer end extend through a slot in said first portion, whereby it may be slid down between said second portion and the first and third portions to permit the card to be folded flat, or may be raised up to display position with the erection of the fifth portion.

2. A greeting card comprising a plurality of portions attached in sequence at fold lines, the first and third of said portions overlying the second, a fourth and fifth portion joined by a fold line, and adapted to extend toward said second portion through a slot in said first portion, said fifth portion having a notch to engage the first portion at the edges of said slot, said fourth portion and said fifth portion, between said slot and said fold line, being of a length to lie flat between said second and third portions, or to extend upright between them to hold said first and third portions arched away from said second portion to form a prism shaped support, said fifth section extending upwardly from said notch to carry a display, having a sixth portion extending from the outer end of said fifth portion and adapted to have its outer end extend through a slot in said first portion, whereby it may be slid down between said second portion and the first and third portions to permit the card to be folded flat, or may be raised up to display position with the erection of the fifth portion, said sixth portion having means at its edges to engage the edges of said last named slot to support the bottom of said sixth portion from said first portion when in the erect position.

3. A greeting card comprising six portions attached in sequence by fold lines, said first portion having two transverse slots each having a wide part, and tabs forming a narrow part of said slots, the first and third portions overlying the second, a fourth and fifth portion having their joining fold line extending through the slot nearest the end of the strip, one of said portions having edge notches to embrace the tabs of said slot, and a sixth greeting section extending downwardly from said fifth section and having an end tab extending through said other slot.

4. A display card comprising a strip foldable to form a plurality of members, one of which constitutes a bottom, certain of said members being downwardly disposed and being an upright member attached to the inner edge of one of said inwardly foldable members, a downwardly ex-
tending member attached to the upper end of said upright member, another of said inwardly extending members having a slot through which the lower end of said downwardly extending member extends; said parts being so proportioned that the downwardly extending member may be slid down between the inwardly extending members and the bottom to fold the entire card to flat form.

5. A display card comprising a strip foldable to form a plurality of members, one of which constitutes a bottom, certain of said members being foldable over said bottom inwardly toward each other to form a hollow base, an upright member attached to the inner edge of one of said inwardly foldable members, a downwardly extending member attached to the upper end of said upright member, another of said inwardly extending members having a slot through which the lower end of said downwardly extending member extends; said parts being so proportioned that the downwardly extending member may be slid down between the inwardly extending members and the bottom to fold the entire card to flat form, said slot and member having mutually engageable notches to hold the downwardly extending member in an upright position in the slot.

ALBERT MATHEWSON.

REFERENCES CITED

The following references are of record in the file of this patent:

UNITED STATES PATENTS

<table>
<thead>
<tr>
<th>Number</th>
<th>Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,142,826</td>
<td>Rosello</td>
<td>Jan. 3, 1939</td>
</tr>
</tbody>
</table>