Oct. 24, 1944. A. T. VON TROTT 2,360,916

FOLDED GREETING CARD CONSTRUCTION

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Fig 1

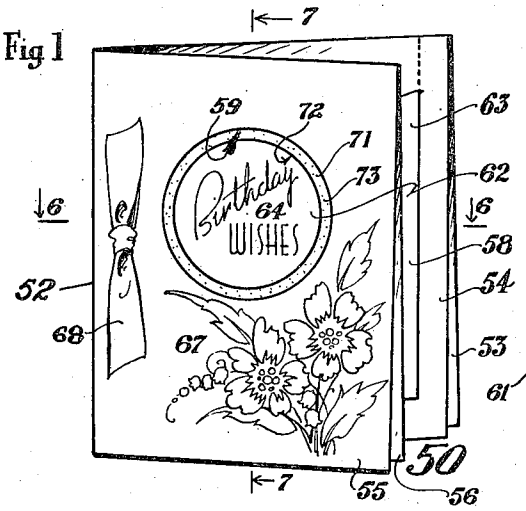


Fig. 2

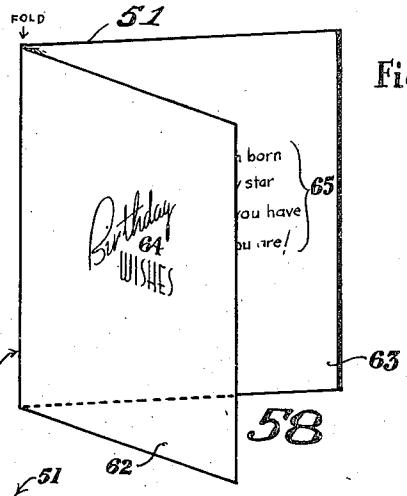


Fig. 3

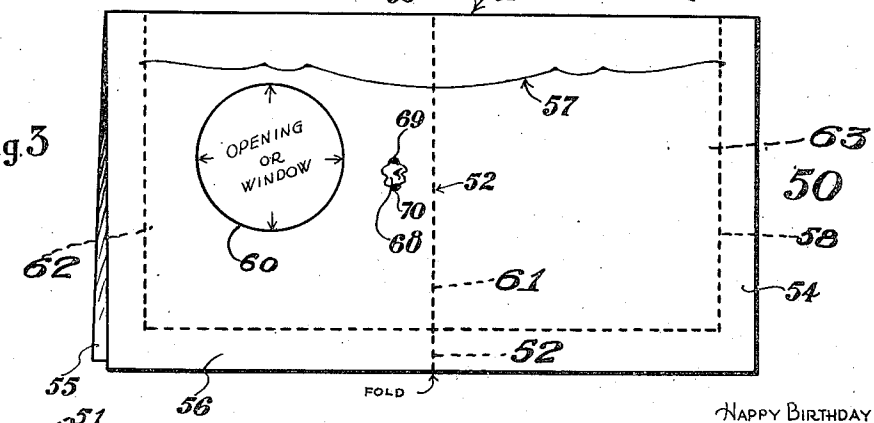
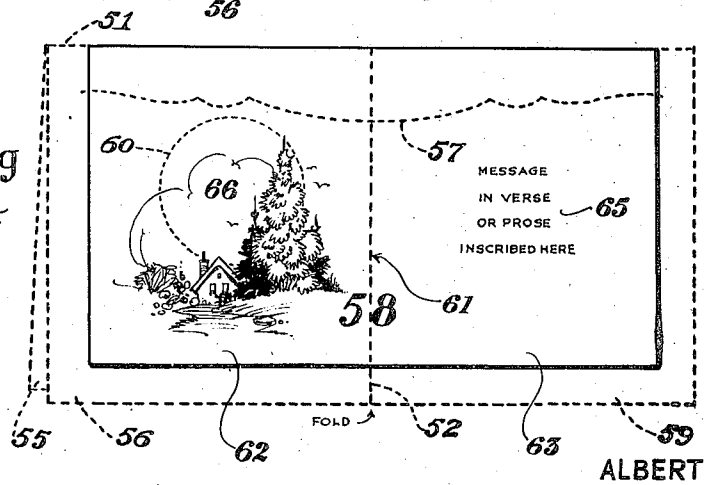


Fig 4



HAPPY BIRTHDAY! — 64
You must have been born
'Neath a real lucky star
The more birthdays you have
The nicer you are! } 65

BIRTHDAY GREETINGS — 64
Congratulations!
As birthdays go
You seem to grow
lots nicer all the while! } 65

BEST WISHES — 64
and Congratulations
on your
Anniversary! } 65

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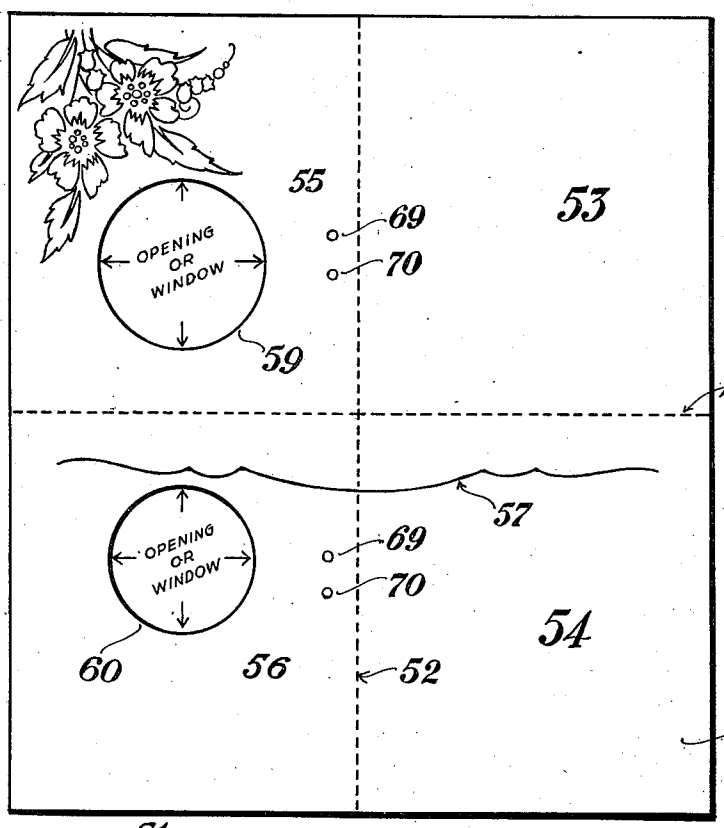


Fig. 5

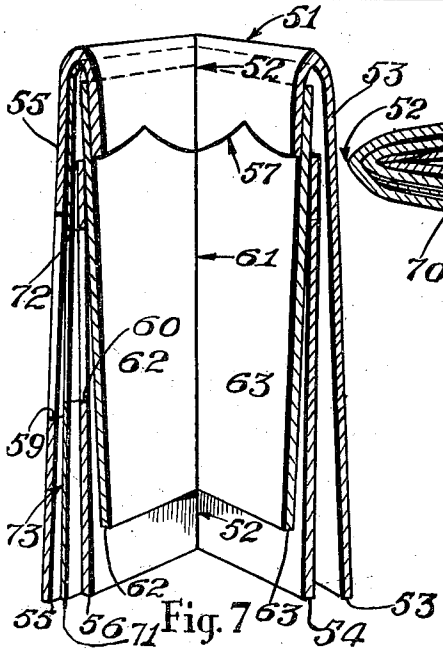


Fig. 7

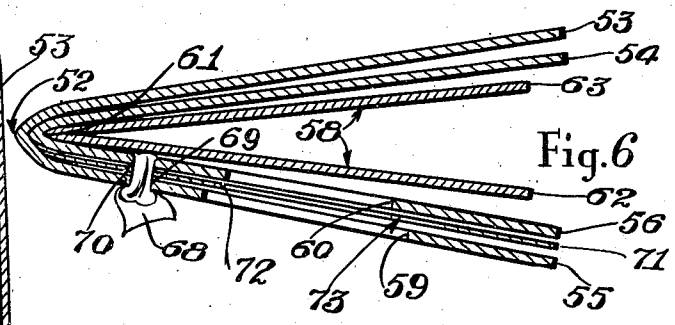


Fig. 6

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Fig.8

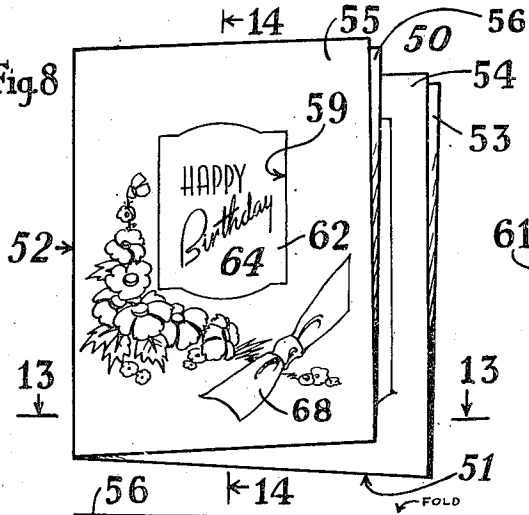


Fig 9

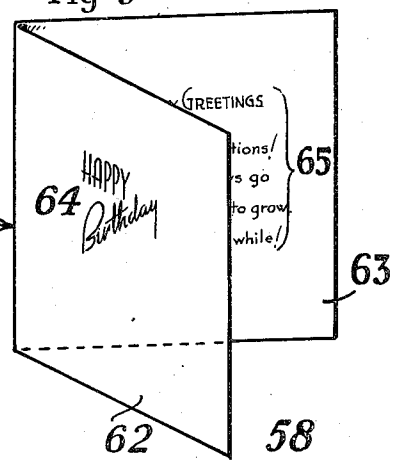


Fig.10

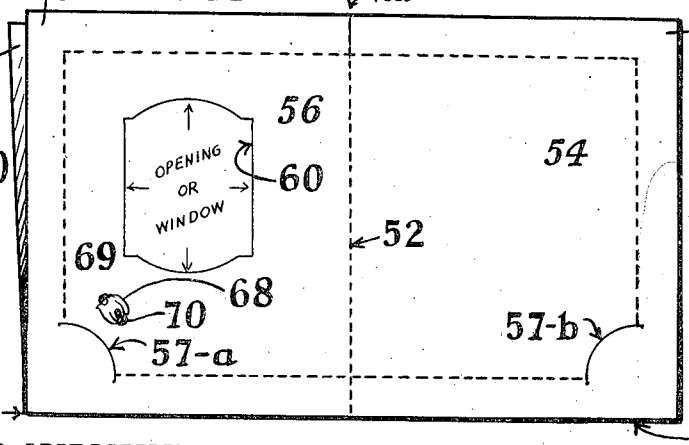
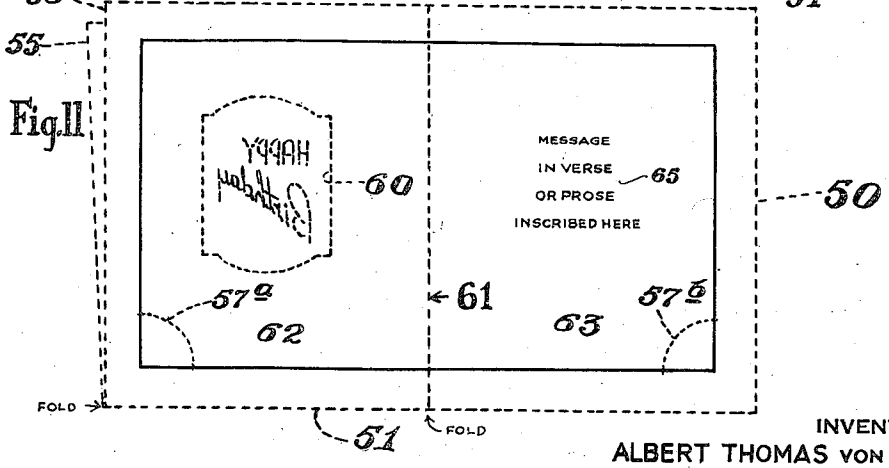


Fig.11



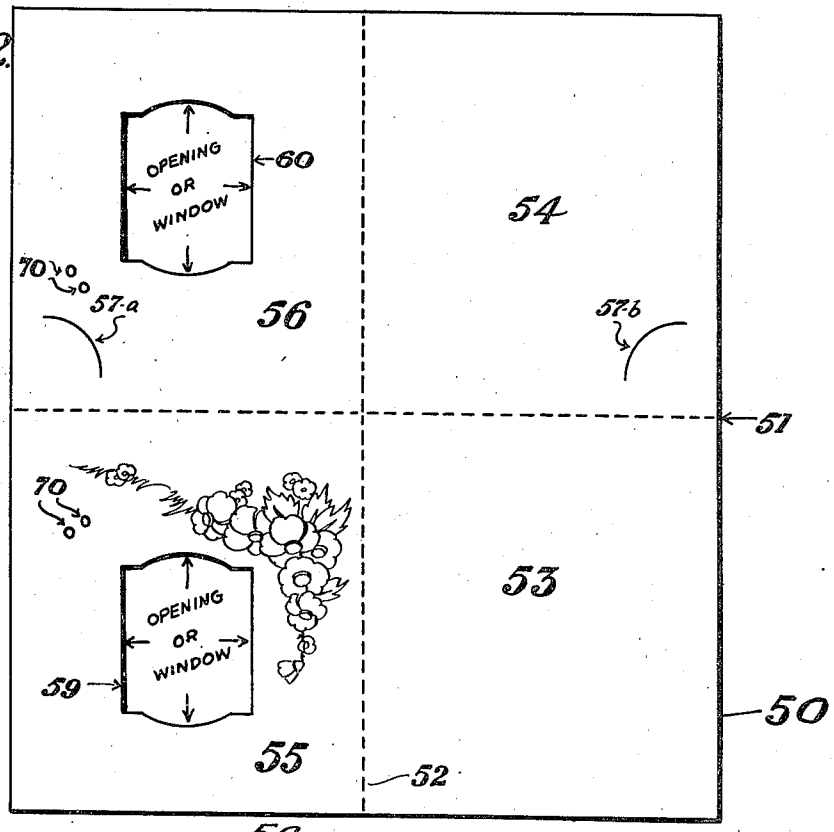
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Oct. 24, 1944. A. T. VON TROTT 2,360,916

FOLDED GREETING CARD CONSTRUCTION

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Fig. 12.



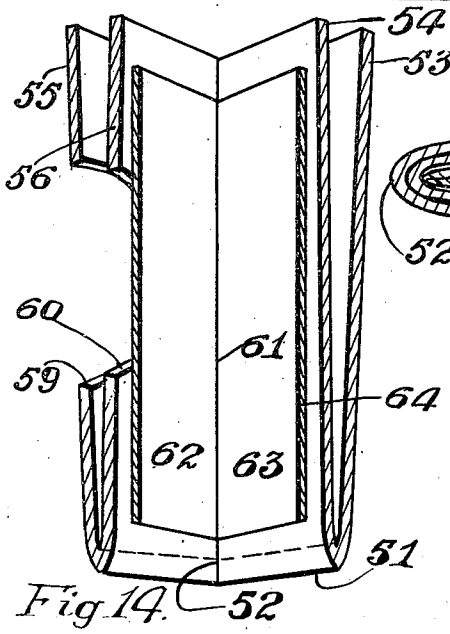


Fig. 14.

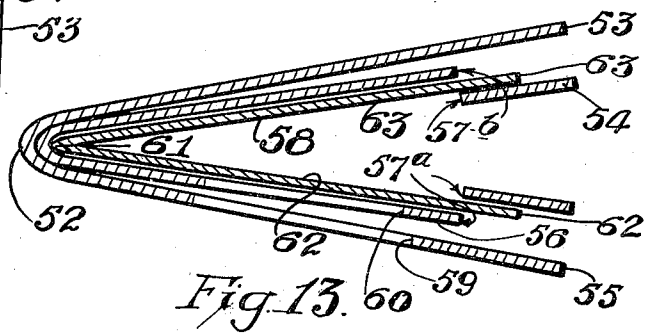


Fig. 13.

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Fig. 15

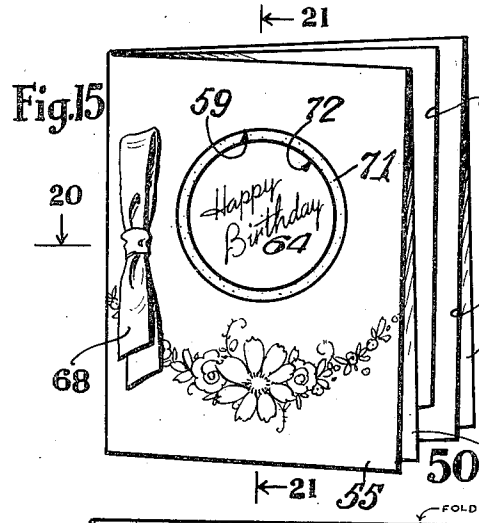


Fig. 16

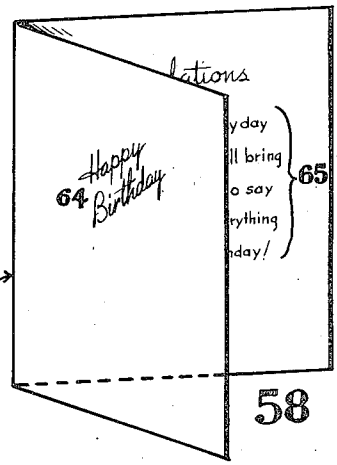


Fig. 17

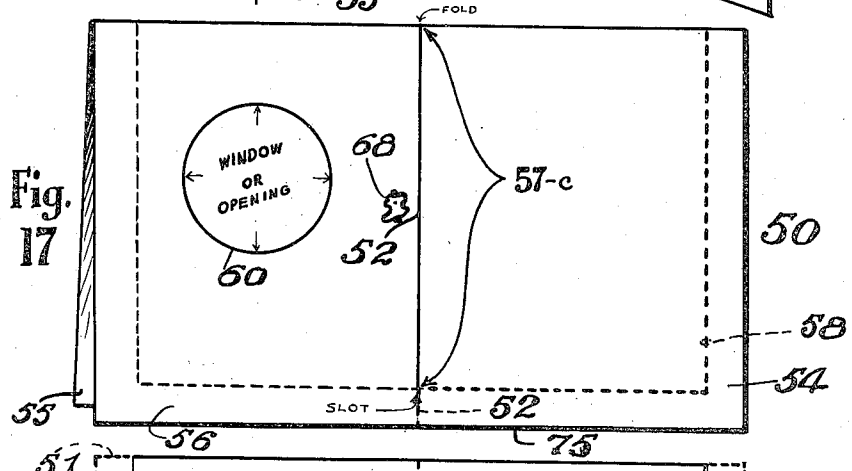
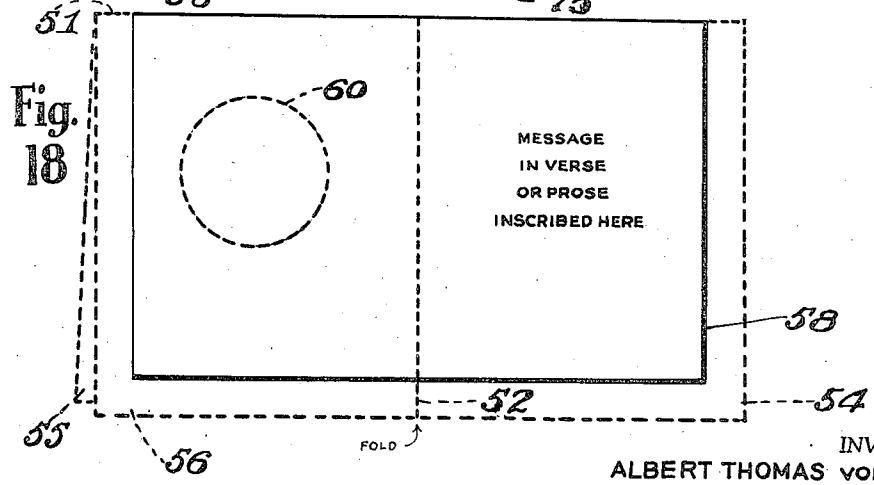


Fig. 18



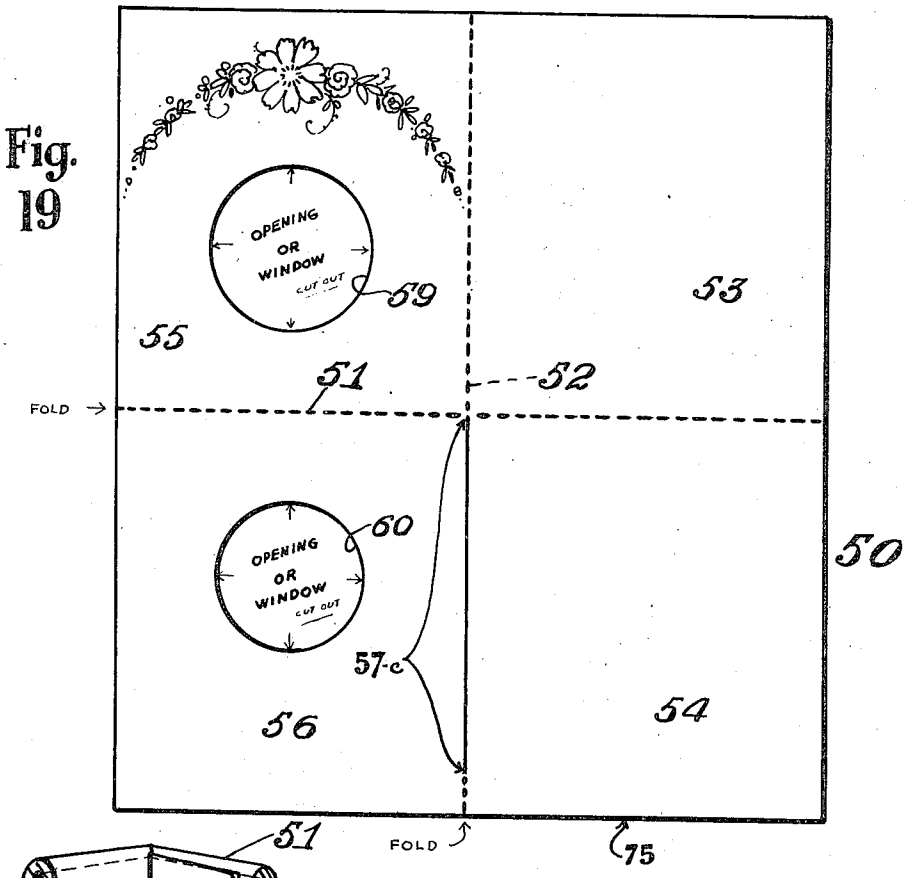
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FOLDED GREETING CARD CONSTRUCTION

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Fig. 19



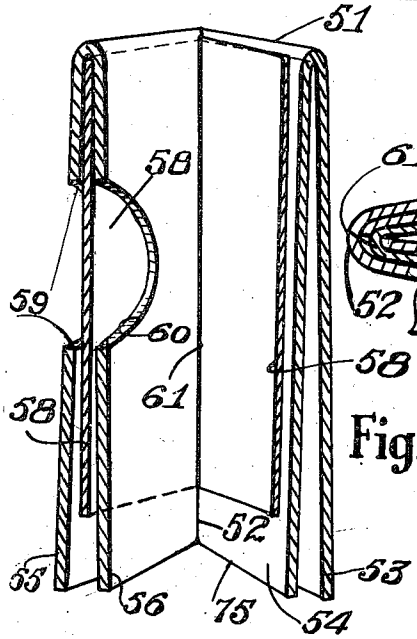


Fig. 21

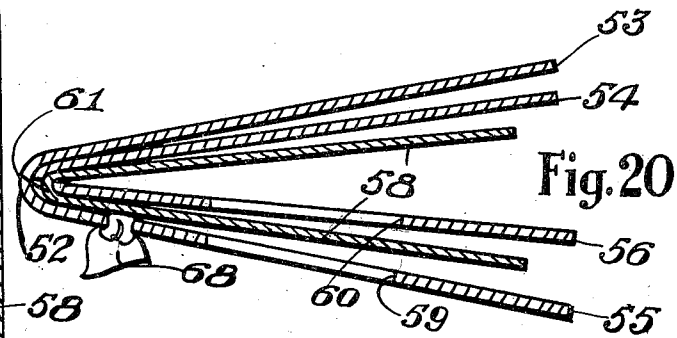


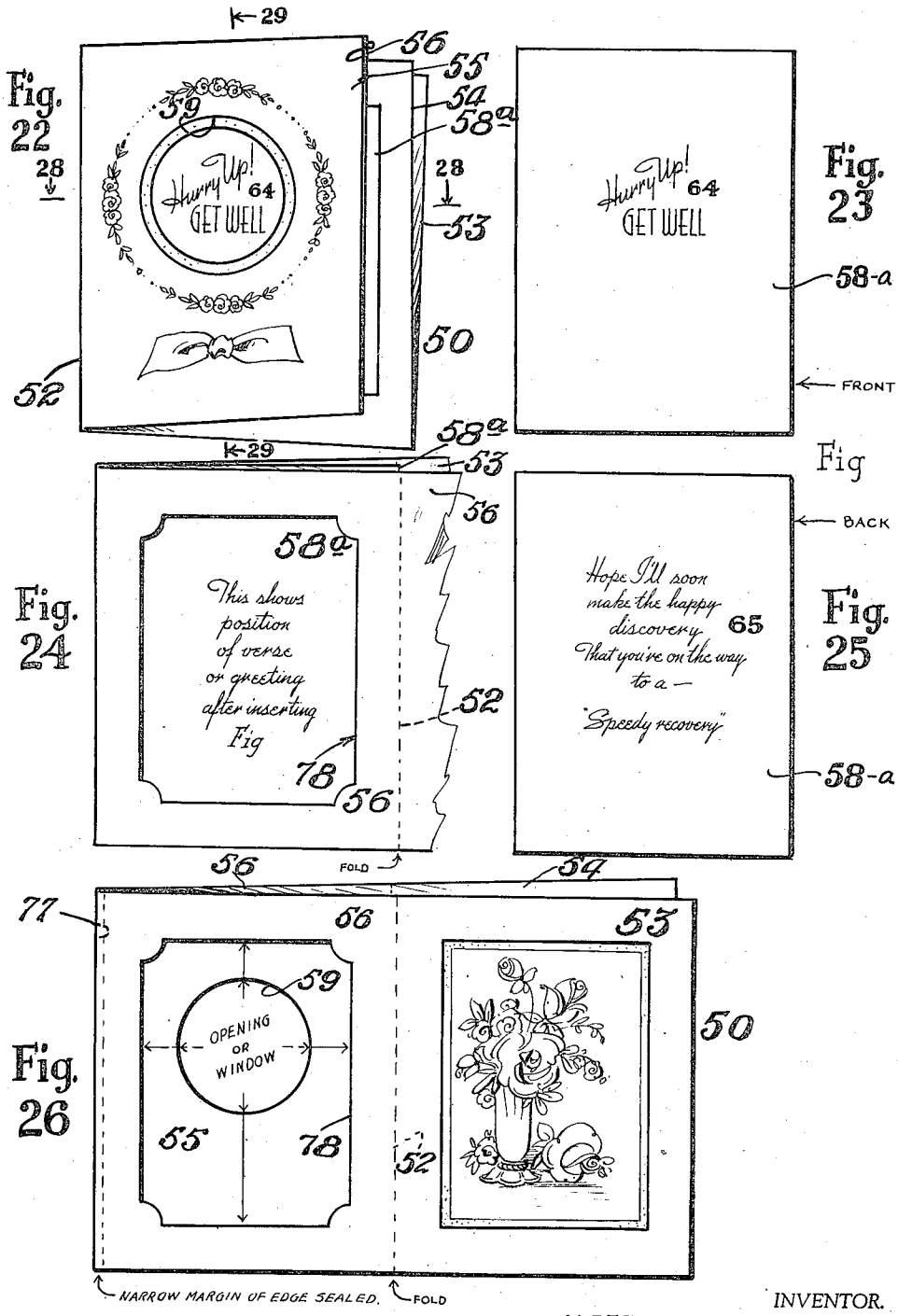
Fig. 20

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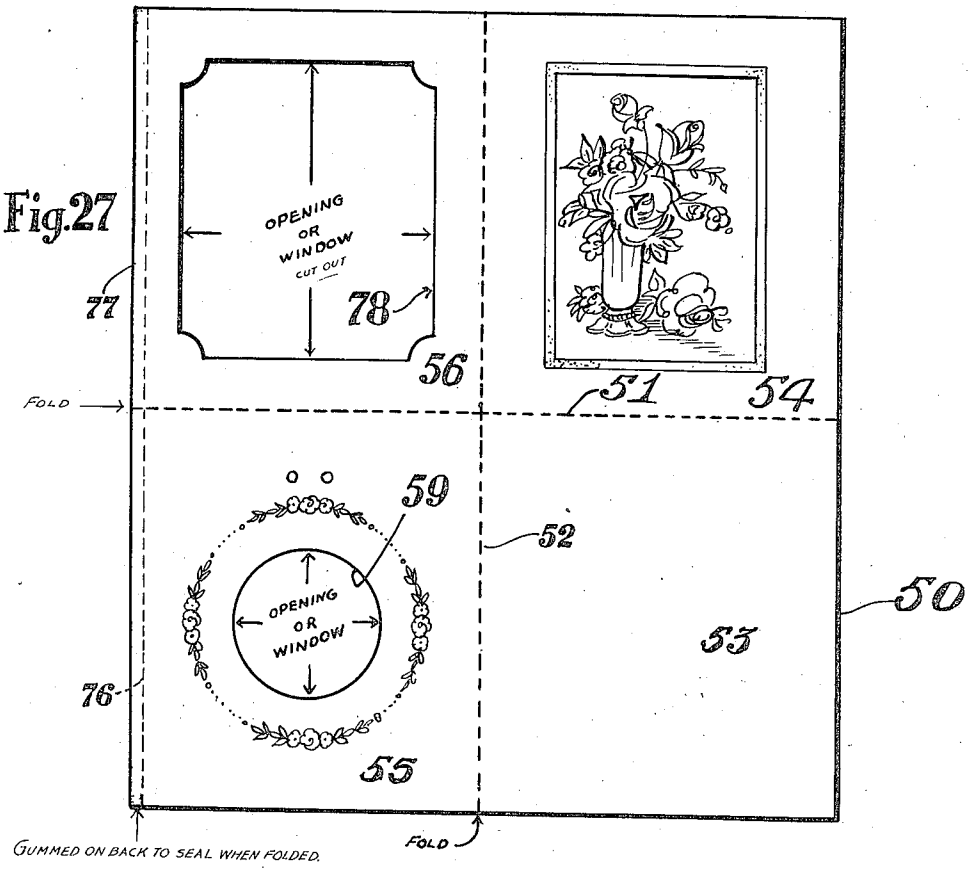
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FOLDED GREETING CARD CONSTRUCTION

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Fig.27



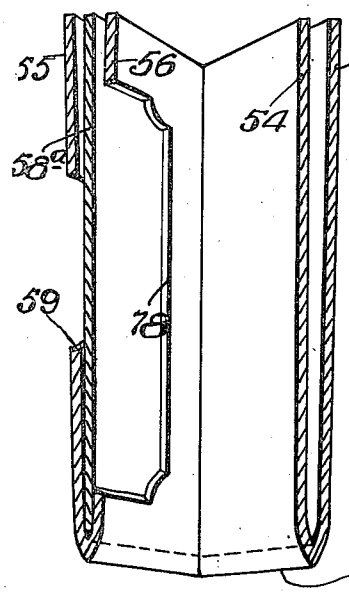


Fig.29

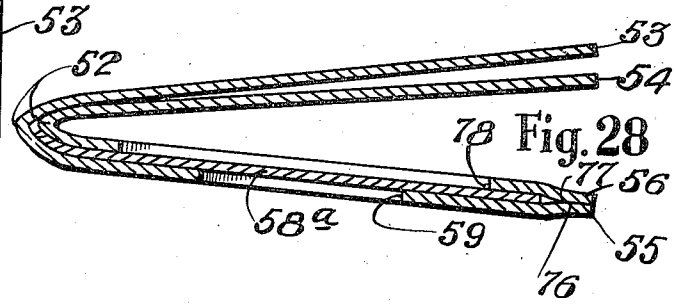


Fig. 28

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Fig. 30.

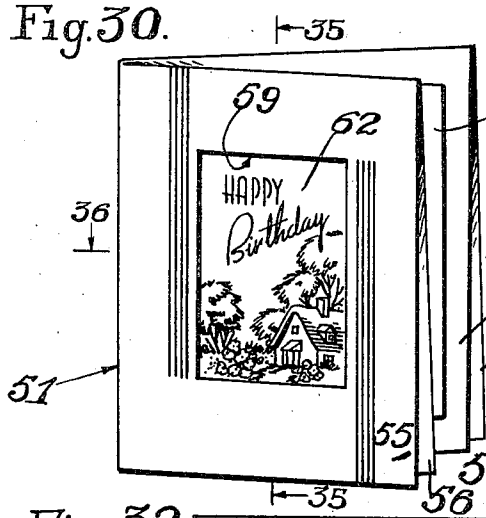


Fig. 31.

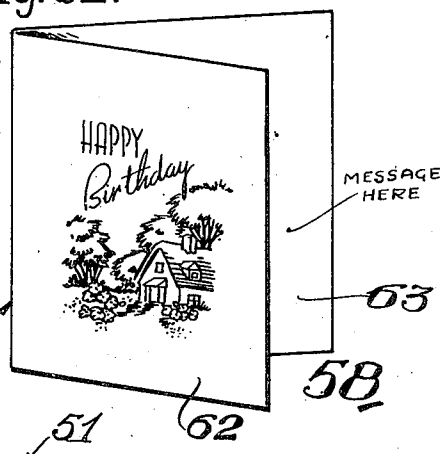


Fig. 32.

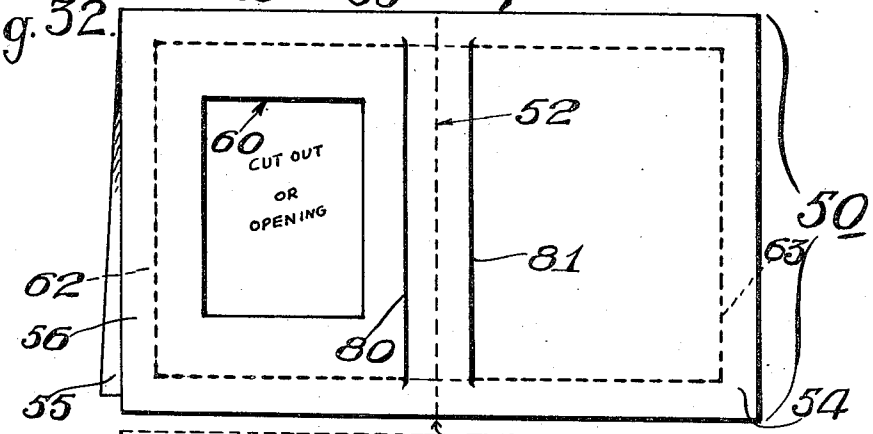
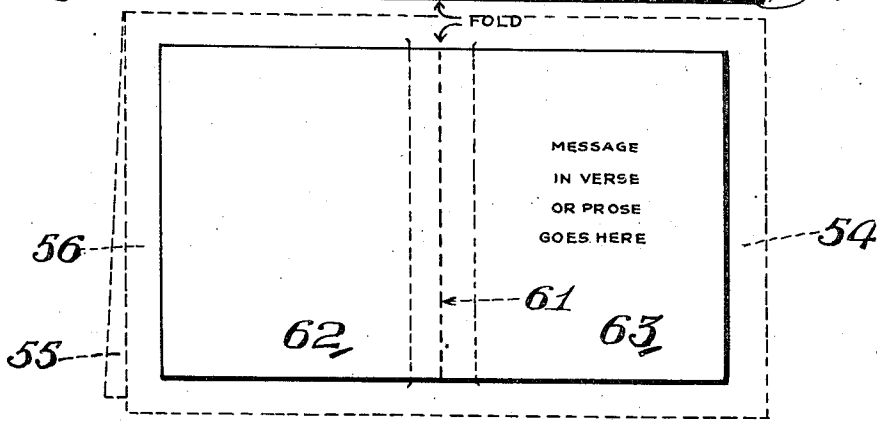


Fig. 33.



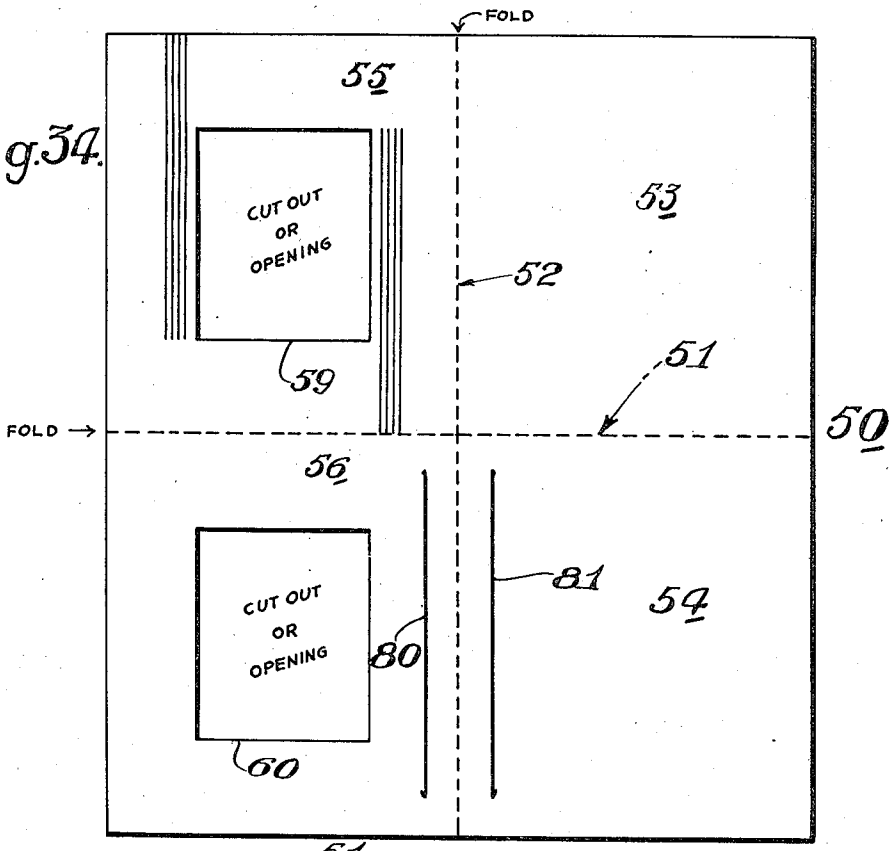
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Oct. 24, 1944. A. T. VON TROTT 2,360,916

FOLDED GREETING CARD CONSTRUCTION

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Fig. 34.



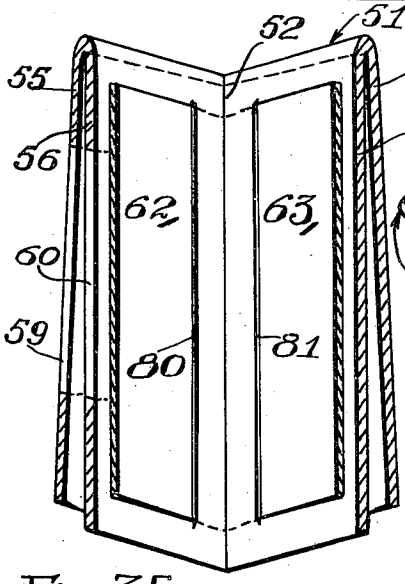


Fig. 35.

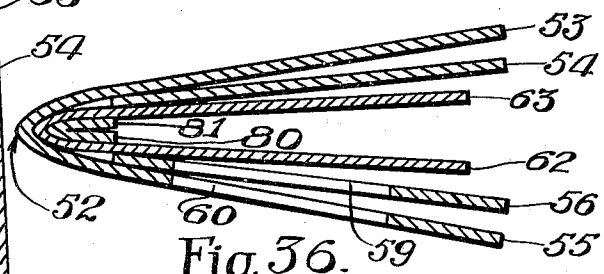


Fig. 36.

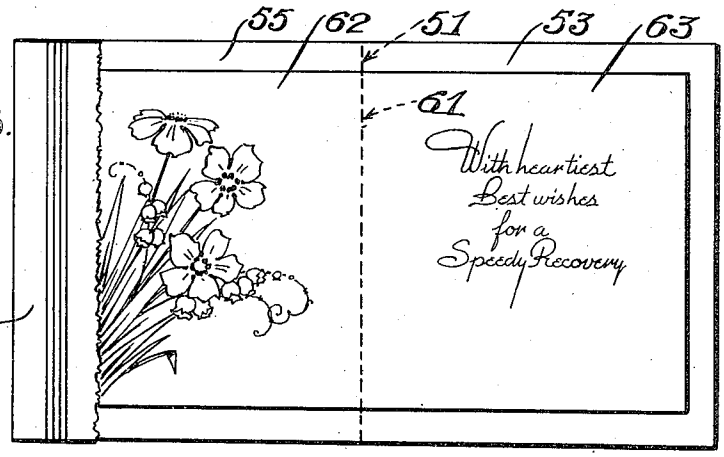
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FOLDED GREETING CARD CONSTRUCTION

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Fig. 38.



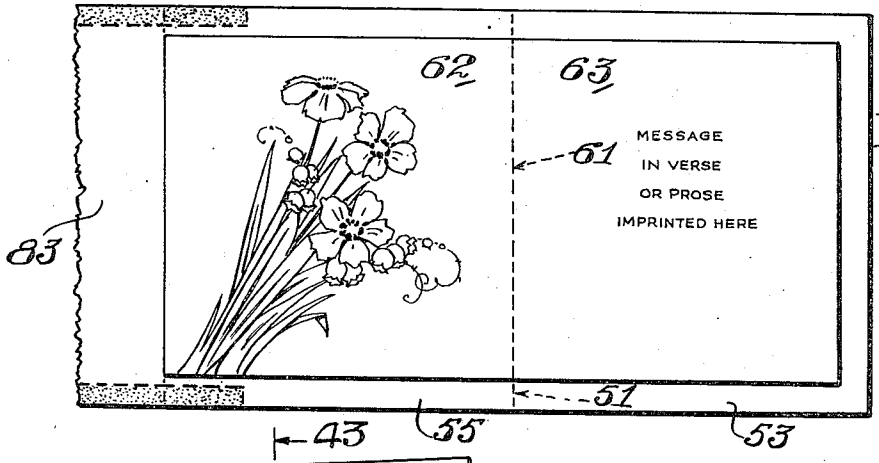


Fig. 39.

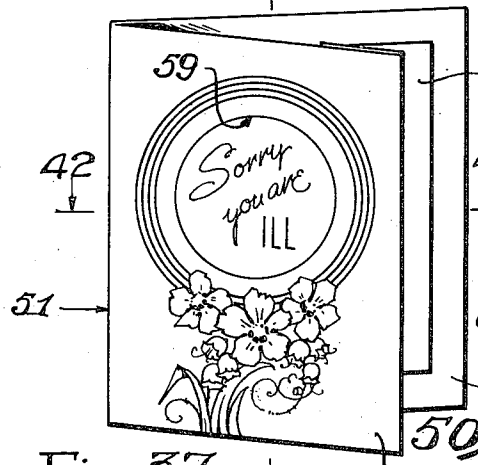


Fig. 37.

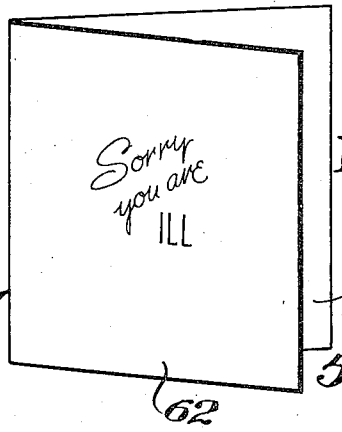


Fig. 40.

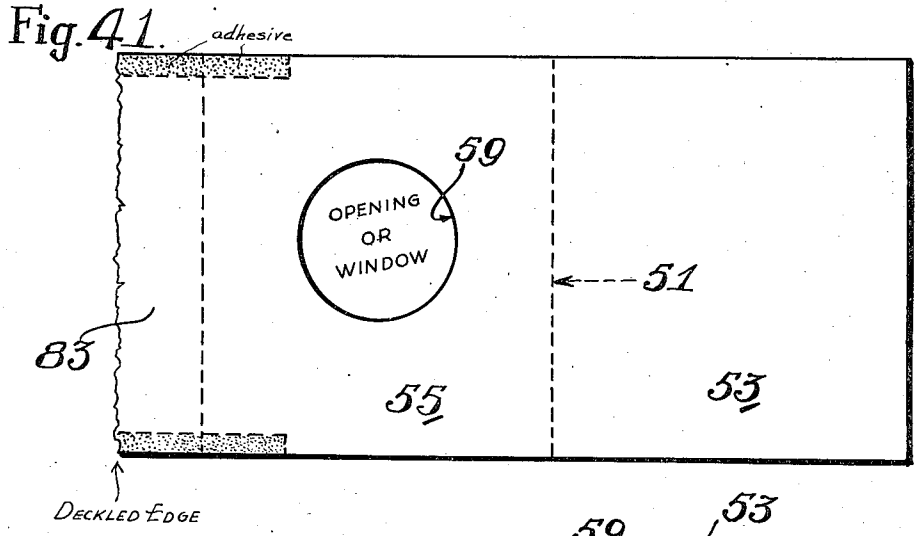
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FOLDED GREETING CARD CONSTRUCTION

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Fig. 41.



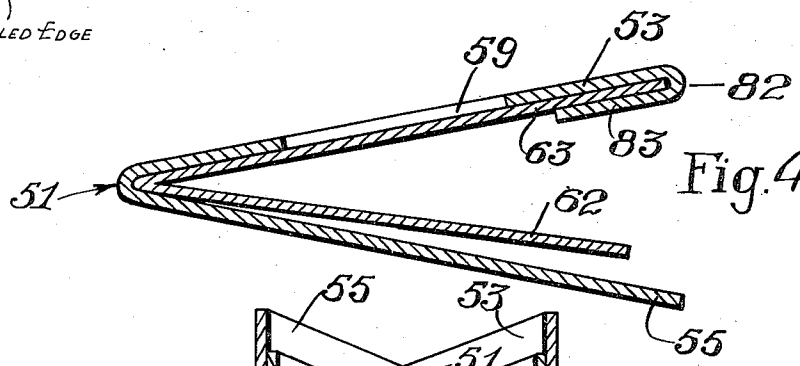


Fig. 42.

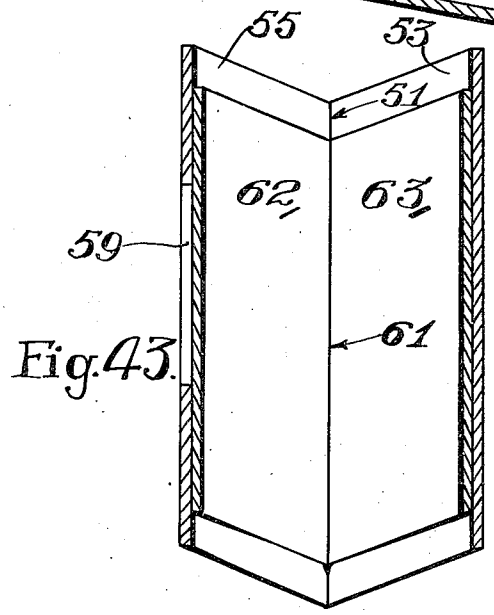


Fig. 43.

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Patented Oct. 24, 1944 2,360,916

UNITED STATES PATENT OFFICE

2,360,916

FOLDED GREETING-CARD CONSTRUCTION

Albert Thomas von Trott, Philadelphia, Pa.

Application October 25, 1938, Serial No. 236,942

2 Claims. (Cl. 46—35)

The present invention relates to certain new and useful constructions in greeting cards and particularly greeting cards of the folded type, that is, either with a plain fold or with the double fold or what is sometimes referred to as the French fold.

One of the long-standing problems in the greeting card business arises from the fact that there are at least two more or less separate and distinct features about every greeting card as to which the sender prefers to make a personal selection, and in the selection of which individual taste affects the choice. One of these two features is the design of the card, that is, its ornamentation. The design or ornamentation includes whatever pictorial illustrations or flower designs or scenes and border-work may be placed either on the outer cover or face of the card or on any of the interior portions of the card, and also includes such elements as color, finish, size of the card and shape of card, and any other elements which may go to make up the whole ornamental effect of the card. It may include intermediate metallic sheets or foil sheets or intermediate sheets of metallic coated paper with marginal edges extending slightly beyond any one or more of the marginal edges of the outermost cover ply or sheet or beyond the marginal edges of the openings or windows therein, so as to form a contrasting border or frame-work in relation to the outermost ply. It may also include a ribbon laced through suitable apertures in two or more of the plies constituting the cover and tied in a bow on the outside of the cover. Ornamental features of this character may also have functional relationship to the card as a whole, as for instance, the ribbon may serve to bind in place component parts of the cover or indeed, may also serve to secure in place the message-bearing element in relation to the design-bearing element.

The other feature of the greeting-card is the worded message printed or embossed on the card. The message may, and generally does, include both the title or introductory which is generally on the outer face of the card, as for instance, "Merry Christmas and Happy New Year," or "Yuletide Greetings," or "Greetings of the Season," or "Birthday Greetings," or the like, and also a verse or the like on the inside of the folded card.

As tastes and sentiments in regard to these matters vary over a wide range, both in regard to the ornamental features of a greeting-card as well as in regard to the message features of a greeting-card, the greeting-card business has been greatly burdened and handicapped by two equally undesirable and unprofitable alternatives, to wit, the alternative, on one hand of extending the assortment for each occasion (Christmas, New Years, Easter, Thanksgiving Day, Birthday, Graduation, Wedding Anniversary, Birth Congratulations, Convalescence, Sympathy, Mother's Day, Father's Day etc.), to a very large extent to permit each more or less popular "message" to be available with several different "designs," and vice versa; or the alternative, on the other hand, of combining each "message" only with one "design" and thus greatly curtailing the choice of both "message" and "design" on the part of the purchaser and sender.

The first of these alternatives is conducive to freer selection, and hence, greater selectivity and saleability, but is attended by an unduly large capital investment in the stock which must be both manufactured as well as carried by the individual retailer, and is also attended by an undesirably high obsolescence.

The second alternative, while avoiding the high capital investment in stock to be manufactured and then carried by the retailer, presents a less selective and less saleable line.

Each of these two alternatives has been resorted to to various degrees.

The present invention solves this problem in the greeting card business by a form of construction in folded greeting-cards which permits the high selectivity and saleability of the first of the above-outlined alternatives with a small stock and low cost or low capital investment of the second of the above-outlined alternatives.

The present invention contemplates a folded greeting-card construction in which the ornamental or "design" features or phases of the greeting-card on one hand, and the "message" features or phases of the greeting-card on the other hand, are borne by two structurally distinct greeting-card elements operatively interconnected with each other, with parts of one registering with parts of the other, but with the two parts or elements readily disconnectible from, and connectible to each other, so as to permit the ready interchange of design-bearing elements and message-bearing elements by the ultimate purchaser or sender (or by the store-keeper at the instance of sale).

The present invention further includes a novel two-piece or multi-piece folded greeting-card construction including a design-bearing member or element and a message-bearing member or element detachably and interchangeably related to

each other and having complementary means for maintaining registering alignment and operative interconnection therebetween with or without the aid of any external or extraneous fastening means, so that the aforesaid two elements may be freely disengaged from each other and inter-engaged with each other so as to permit the free selective assembly of the two elements in relation to each other, and to maintain the same in assembled relation with each other.

The present invention also contemplates a folded design-bearing element including a fenestrated panel and having one or more sockets formed therein for receiving a message-bearing element and for maintaining said message-bearing element in predetermined registering alignment with the fenestrated panel thereof.

The present invention further contemplates a two-piece or multi-piece folded greeting-card construction including a folded design-bearing element having a fenestrated panel and a socket formed therein for receiving a message-bearing element and for maintaining such message-bearing element in predetermined registering alignment with the fenestrated panel thereof, and a message-bearing element, also preferably (but not necessarily) folded and having two panels or faces and having a worded message in the nature of a title ("Happy Birthday"; "Birthday Greeting"; "To My Son on his 21st Birthday"; "Your Birthday"; "Merry Christmas"; "Yuletide Greetings"; "Easter Greetings", etc.), on an outer face or panel thereof in operative alignment with the window of said fenestrated panel in the design-bearing element, when said message-bearing element is in the aforesaid socket in assembled relation to the design-bearing element, and having another worded message on an inner face or panel of said message-bearing element which is brought into view only when the greeting-card is opened book-wise.

The present invention further consists of other novel features and details of construction all of which will appear more fully from the following detailed description.

For the purpose of illustrating the invention, there is shown in the accompanying drawings forms thereof which are at present preferred, since the same have been found in practice to give satisfactory and reliable results, although it is to be understood that the various instrumentalities of which the invention consists can be variously arranged and organized and that the invention is not limited to the precise arrangement and organization of the instrumentalities as herein shown and described.

Referring to the drawings in which like reference characters indicate like parts:

Figure 1 represents a perspective view of a folded greeting-card embodying the present invention, partly open and with the folds also slightly separated for purposes of illustration.

Figure 2 represents a perspective view of the message-bearing element of the greeting-card illustrated in Figure 1, shown detached from and separated from the design-bearing element of the greeting-card.

Figure 3 represents a perspective view of the interior of the design-bearing element in the generally unfolded condition as when the greeting-card is opened to be read for the purpose of reading the inner message, but with the message-bearing element removed and its place indicated in dotted lines.

Figure 4 represents a flat plan view of the interior of the folded message-bearing element shown in Figure 2 and with the design-bearing element indicated in dotted lines to show its relation to the message-bearing element.

Figure 5 represents a flat or plan view of the design-bearing element of Figures 1 and 3 shown completely unfolded and with the fold lines indicated by dotted lines.

Figure 6 represents a section on line 6—6 of Figure 1, with the thicknesses of the several plies greatly exaggerated for purposes of more ready illustration.

Figure 7 represents a section on line 7—7 of Figure 1, with the thicknesses of the several plies similarly exaggerated.

Figure 8 represents a perspective view of a folded greeting-card showing a modified or alternative embodiment of the present invention, partly open and with the folds also slightly separated for purposes of illustration.

Figure 9 represents a perspective view of the message-bearing element of the greeting-card of Figure 8 shown detached from and separated from the design-bearing element of the greeting-card.

Figure 10 represents a perspective view of the interior of the design-bearing element of the embodiment shown in Figure 8 in the generally unfolded condition as when the greeting-card is opened to be read for the purpose of reading the inner message, but with the message-bearing element removed and its place indicated in dotted lines.

Figure 11 represents a flat plan view of the interior of the folded message-bearing element shown in Figure 9 and with the design-bearing element of Figures 8 and 10 indicated in dotted lines to show its relation to the message-bearing element.

Figure 12 represents a flat or plan view of the design-bearing element of Figures 8 and 10 shown completely unfolded and with the fold lines indicated by dotted lines.

Figure 13 represents a section on line 13—13 of Figure 8, with the thicknesses of the several plies greatly exaggerated for purposes of more ready illustration.

Figure 14 represents a section on line 14—14 of Figure 8, with the thicknesses of the several plies similarly exaggerated.

Figure 15 represents a perspective view of another folded greeting-card showing another modified or alternative embodiment of the present invention, partly open and with the folds also slightly separated for purposes of illustration.

Figure 16 represents a perspective view of the message-bearing element of the greeting-card of Figure 15 shown detached from and separated from the design-bearing element of the greeting-card.

Figure 17 represents a perspective view of the interior of the design-bearing element of the embodiment shown in Figure 15 in the generally unfolded condition as when the greeting-card is opened to be read for the purpose of reading the inner message, but with the message-bearing element removed and its place indicated in dotted lines.

Figure 18 represents a flat plan view of the interior of the folded message-bearing element shown in Figure 16 and with the design-bearing element of Figures 15 and 17 indicated in dotted lines to show its relation to the message-bearing element.

Figure 19 represents a flat or plan view of the

design-bearing element of Figures 15 and 17 shown completely unfolded, and with the fold lines indicated by dotted lines.

Figure 20 represents a section on line **20—20** of Figure 15, with the thicknesses of the several plies greatly exaggerated for purposes of more ready illustration.

Figure 21 represents a section on line **21—21** of Figure 15, with the thicknesses of the several plies similarly exaggerated.

Figure 22 represents a perspective view of a folded greeting-card showing another modified or alternative embodiment of the present invention, partly open, and with the folds or several plies thereof also slightly separated for purposes of illustration.

Figure 23 represents a plan view of the outer face of the message-bearing element of the greeting-card of Figure 22, shown detached from and separated from the design-bearing element of said greeting-card of Figure 22.

Figure 24 represents a fragmentary perspective view of the greeting-card of Figure 22, opened as for normal reading of the inner message thereof.

Figure 25 represents a plan view of the inner face or rear face of the message-bearing element of Figures 22 and 23.

Figure 26 represents a perspective view of the design-bearing element of Figures 22 and 24, with the message-bearing element removed.

Figure 27 represents a development plan view of the design-bearing element of Figures 22, 24 and 26, completely opened up, and with the fold lines indicated by the median dotted lines.

Figure 28 represents a section on line **28—28** of Figure 22, with the thicknesses of the several plies greatly exaggerated for purposes of ready illustration.

Figure 29 represents a section on line **29—29** of Figure 22, with the thicknesses of the several plies similarly exaggerated.

Figure 30 represents a perspective view of a folded greeting-card showing another modified or alternative embodiment of the present invention, partly open, and with the folds also slightly separated for purposes of illustration.

Figure 31 represents a perspective view of the message-bearing element of the greeting-card of Figure 30, shown detached from and separated from the design-bearing element of said greeting-card.

Figure 32 represents a perspective view of the interior of the design-bearing element of the greeting-card of Figure 30, shown in the generally unfolded condition, as when the greeting-card is opened for the purpose of reading the inner message, but with the message-bearing element removed, and its place indicated in dotted lines.

Figure 33 represents a flat plan view of the interior of the folded message-bearing element shown in Figure 31, with the design-bearing element indicated in dotted lines to show its relation to the message-bearing element.

Figure 34 represents a flat or plan view of the design-bearing element of Figures 30 and 32, shown completely unfolded and with the fold lines indicated by dotted lines.

Figure 35 represents a section on line **35—35** of Figure 30, with the thicknesses of the several plies greatly exaggerated for purposes of more ready illustration.

Figure 36 represents a section on line **36—36** of Figure 30, with the thicknesses of the several plies similarly exaggerated.

Figure 37 represents a perspective view of a folded greeting-card showing another modified or alternative embodiment of the present invention, partly open, and with the folds also slightly separated for purposes of illustration.

Figure 38 represents an open interior view of the greeting-card of the embodiment shown in Figure 37.

Figure 39 represents a view similar to that shown in Figure 38, but with the message-bearing element-receiving socket opened up to illustrate its construction.

Figure 40 represents a perspective view of the message-bearing element of the greeting-card of Figure 37, shown detached from and separated from the design-bearing element of said greeting-card.

Figure 41 represents a flat or plan view of the design-bearing element of Figures 37, 38 and 39, shown completely unfolded and with the fold lines indicated by dotted lines.

Figure 42 represents a section on line **42—42** of Figure 37.

Figure 43 represents a section on line **43—43** of Figure 37.

One embodiment of the present invention is illustrated in Figures 1 to 7 inclusive. The design-bearing member or element or cover member is designated generally by the numeral **50** and is preferably double-folded—first along the initial fold line **51** and then along the final fold line **52**, thereby dividing the same into panels **53**, **54**, **55** and **56**. The first fold along the line **51** produces a double folded cover shown generally in Figure 3, which upon further folding along the line **52** may be folded into the position shown in Figure 1, to present a hinged, book-like cover, with the front-cover unit composed of the fenestrated panels **55** and **56**, and with the rear-cover unit composed of panels **53** and **54**.

Across the horizontally adjacent panels **54** and **56**, a through-cut or slot **57** is provided, terminating substantially short of the edges of the sheet. The slot **57**, in conjunction with the fold **51** (in the condition shown in Figure 3) constitutes a socket for receiving and retaining or detachably anchoring a message-bearing member **58** in predetermined or operative alignment or registration with the pair of aligned windows **59** and **60** extended through the panels **55** and **56** of the member **50**; the overall longitudinal dimensions of the slot **57** being substantially the same (except for the necessary clearance) as the over-all width of the message-bearing member **58** in its open condition shown in Figure 4.

The message-bearing member **58** is also preferably folded along the line **61** into panels **62** and **63**. On the outer face of the panel **62** of the message-bearing member **58** (indicated particularly in Figures 1 and 2) any suitable title **64** is inscribed in registration with the windows **59** and **60**, so that when the message-bearing member **58** is inserted into the socket **57** in the manner indicated in Figures 3 and 4, the title **64** will be centered and registered with the openings or windows **59** and **60** as indicated particularly in Figure 1.

On one of the inner faces of either of the panels **62** or **63**, a message **65**, either in verse or in prose, is inscribed as indicated in Figures 2 and 4. Opposite the message **65** any suitable ornamentation **66** may also be applied.

The cover or design-bearing member **50** may be suitably ornamented as by any surface orna-

mentation indicated at 67, and by any other decorative device, as for instance the ribbon bow 68 which may be extended through suitable apertures 69 and 70 in the panels 55 and 56 of the cover or design-bearing member 50. For additional ornamentation the cover or design-bearing member 50 may also be provided with an intermediate sheet 71 inserted between the panels 55 and 56 in the assembled position shown in Figures 1 and 3, and held in place by the ribbon 58 being extended through it or being held in place adhesively. The intermediate sheet 71 may be of a contrasting color or finish, as for instance, a metallic finish, or may be of metal foil, and is provided with a window 72 of slightly smaller diameter than the window 59 (but may be of the same diameter as the window 60), thereby to form a slight annular frame 73 inside the window 59 and around the title 64.

Adjacent Figure 4 a series of alternate titles and messages are indicated merely for purposes of illustration.

Through the folded greeting-card construction of the present invention, a variety of message-bearing members 58 may be made with varying titles and messages, but all of a size to fit into and to register with the socket of the design-bearing element. Likewise, alternative and interchangeable cover members or design-bearing members 50 may be provided with varying designs or ornamentation and in various finishes or materials and colors. By interchanging the members 50 and 58, any particular title and message can be assembled with any desired ornamental cover to form a composite folded greeting-card as illustrated in Figures 1 to 7, and as also illustrated by the modified or alternative forms of construction embodying the present invention as shown in Figures 8 to 36 inclusive.

In Figures 8 to 14 inclusive, a modified embodiment of the present invention is shown in which the cover or design-bearing member 50 may carry its initial or horizontal fold 51 at the bottom, and in which a pair of through-cuts or slots or sockets 57—*a* and 57—*b* may be provided for receiving the message-bearing member 58, in the manner indicated in Figures 8, 10 and 11.

If desired, an intermediate decorative sheet 71 may also be inserted between the panels 55 and 56 in this embodiment of the invention, in the manner hereinabove described in relation to Figures 1 to 7 inclusive. Figures 8, 10, 11 and 12 also show one of many possible alternative forms of windows.

In Figures 15 to 21, inclusive, a modified embodiment of the present invention is shown in which a slot, cut, or socket 57—*c* is cut through along the vertical fold line 52, preferably from the point of intersection of the two fold lines 51 and 52, to a point spaced inwardly from the lower edge 75 of the cover or design-bearing member as indicated particularly in Figures 17 and 19. The upper end of the slot or slit 57—*c* may also terminate short of the fold-line 51.

In this embodiment of the invention the fold 61 of the message-bearing member 58 coacts with the slot or slit or socket 57—*c*, detachably to retain or anchor the message-bearing member in registering alignment with the window in the cover or design-bearing member.

In Figures 22 to 29, inclusive, a still further embodiment of the present invention is shown in which the marginal zones 76 and 77 of the panels 55 and 56 of the design-bearing cover element are adhesively secured to each other (in the assembled condition), thereby forming a predetermined socket intermediate the vertical fold line 52 and said adhesively secured margins 76 and 77, in which a plain or unfolded message-bearing member 58—*a* may be inserted in the manner indicated in Figure 24, with its outer face (shown in Figure 23) in registration with the outer window 59 and with its inner face (shown in Figure 25) in registration with the inner windows 78. In this embodiment the plain or unfolded message-bearing member 58—*a* has the title 64 on the outer face thereof, while the message 65 is inscribed upon the opposite or inner face thereof.

In Figures 30 to 36 inclusive, another embodiment of the present invention is shown in which a socket is formed by means of a pair of similar slots or slits 80 and 81 provided in the design-bearing element 50, adapted to receive the message-bearing element 58 in the manner indicated particularly in Figures 32, 33, 35 and 36 by being laced therethrough with its fold disposed preferably equidistantly between said slits.

In Figures 37 to 43 inclusive another embodiment of the present invention is shown, in which the design-bearing element 50 is provided with a terminal socket 82 formed by folding a marginal portion 83 over upon one side of the design-bearing member in the manner indicated in Figures 38, 39 and 42; said socket being adapted to receive one end of the message-bearing element 58.

If desired, two or more different but alternative titles may be provided on the outer face of any of the message-bearing members 58 or 58—*a*; each alternative title located upon different and separated area or zones of such outer face (and suitably spaced from each other), so that by providing alternative cover members or design-bearing members with differently located windows, the same message-bearing member may be assembled with alternative cover members with windows differently located, so as selectively to expose to view any one of the several different alternative titles on the same message-bearing member.

In the form of construction illustrated in Figures 22 to 29 inclusive, a plurality of alternative messages may also be provided on the inner face of the same message-bearing element 58—*a*, by decreasing the size of the inner window 78 in the panel 56, and by varying the location of said window to register with the variously located separate and alternative messages on the message-bearing member 58—*a*.

By the present invention not only may design-bearing cover elements be interchanged with alternate message-bearing elements bearing alternative titles and messages for generally the same event (Christmas, birthday, Easter, weddings, graduations, etc.), but the same design-bearing cover element may be used interchangeably for two or more separate and distinct and unrelated events, as for instance, birthday, graduation, wedding greetings, wedding anniversary, valentines, etc. Thus, not only may a high degree of selectivity be provided for any particular event, with a comparatively small stock of design-bearing elements and message-bearing elements, but indeed, many different events may be served with the same assortment of design-bearing cover elements. This is particularly true in relation to the group of events which are covered by what in the trade is referred to as "everyday

cards," that is, events which are not fixed for but one day on the calendar (as is the case with Christmas and other holidays), but which events are personal to the recipient of the card and therefore may recur throughout the year for different persons, as for instance birthdays, wedding greetings, wedding anniversaries, sympathy cards, convalescent cards, etc.

The word "socket" where used in the appended claims is intended broadly to connote a concavity, an opening, or any other formation adapted to receive and hold a correspondingly shaped piece.

Having thus described the invention, what is hereby claimed as new and desired to be secured by Letters Patent, is:

1. A composite folded greeting-card adapted and intended to be enclosed within, and mailed in, a mailing envelope, said composite folded greeting-card including an outer multi-folded design-bearing element, presenting a pair of hingedly related cover units, a window in the front cover unit, a message-bearing element separate and distinct from said design-bearing element insertable intermediate said two cover units and having a title on an outer face thereof and a message on an inner face thereof and detachable anchorage means for releasably retaining said separate message-bearing element in spaced relation to said design-bearing element, and in predetermined registering alignment with the window thereof, said message-bearing element being coextensive with the major portion of the area of at least one of the panels of said folded design-bearing element, and said title on the outer face of said message-bearing element serving to make the composite greeting-card specific for the particular occasion to which the message on the inner face of the message-bearing element is directed.

2. A folded greeting-card including an outer multi-folded design-bearing element, presenting a pair of hingedly related cover units, a window in the front cover unit, a combined title-and-message bearing element intermediate said two cover units and having a title on an outer face thereof and a message on an inner face thereof, said title and message being for the same specific occasion, and detachable anchorage means associated with said design-bearing element and engaging a marginal portion of said message-bearing element for releasably retaining said message-bearing element in spaced relation to said design-bearing element, and in predetermined registering alignment with the window thereof.

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