March 28, 1939. G. ARNDT 2,152,299

ADVERTISING NOVELTY

Filed Dec. 16, 1938

Fig. 1

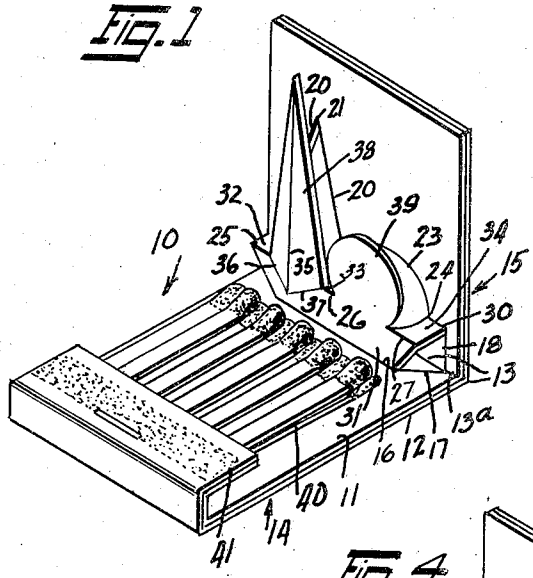


Fig. 2

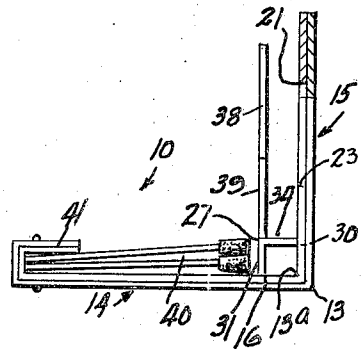


Fig. 4

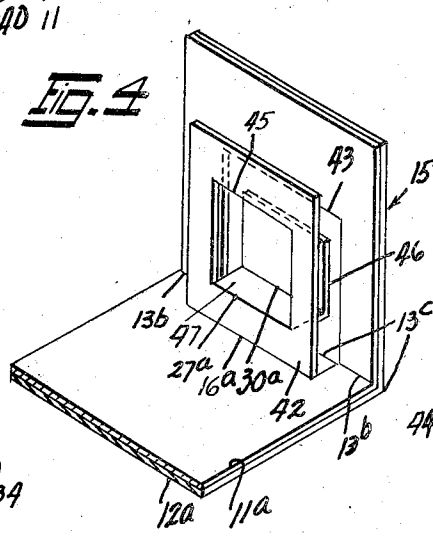


Fig. 6

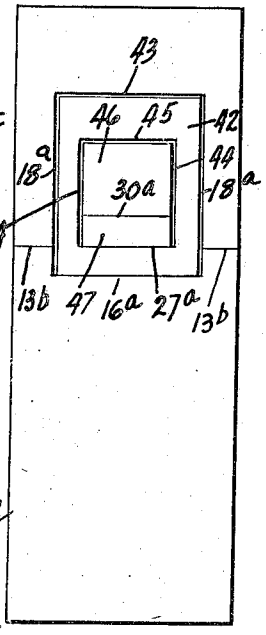


Fig. 3

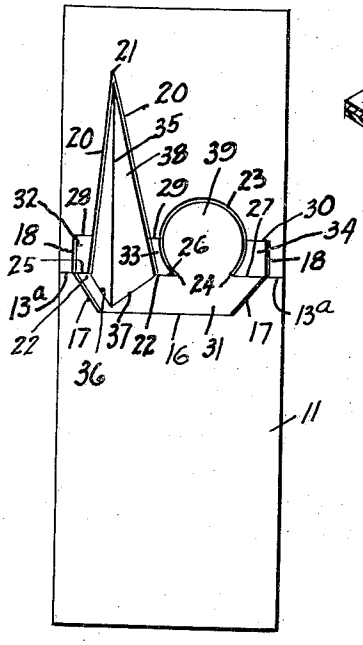
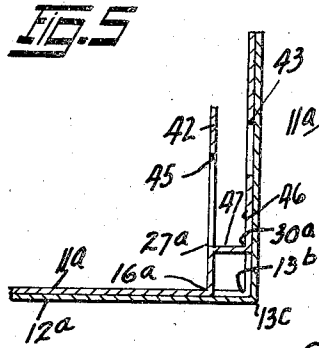


Fig. 5



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UNITED STATES PATENT OFFICE

2,152,299

ADVERTISING NOVELTY

George Arndt, New York, N. Y.

Application December 16, 1938, Serial No. 246,028

1 Claim. (Cl. 40—126)

This invention relates to advertising display novelties or devices of the type comprising a pair of hinged or foldable covers between which there is contained a figure or image which is adapted to be animated or moved by the opening or closing of the said covers to attract and hold the attention of the observer.

One object of the invention is the provision of a device of this nature comprising a pair of superposed layers of cardboard or paper glued or pasted together and foldable intermediate their ends to form a folder or match booklet, the inner layer having cut and folded therefrom a figure or image, which, when the booklet is opened up will become animated and assume an upright position.

Another object is to produce a device of the character described in which the maximum simplicity of construction and operation is secured.

Other objects and advantages will appear as the nature of the improvements is better understood, the invention consisting substantially in the novel arrangement and co-relation of parts herein fully described and illustrated in the accompanying drawing, wherein similar reference characters are used to describe corresponding parts throughout the several views, and then finally pointed out and specifically defined and indicated in the appended claim.

The disclosure made the basis of exemplifying the present inventive concept suggests a practical embodiment thereof, but the invention is not to be restricted to the exact details of this disclosure, and the latter, therefore, is to be understood from an illustrative, rather than a restrictive standpoint.

In the accompanying drawing—

Figure 1 is a perspective view of a match booklet made in accordance with my invention;

Fig. 2 is a side view thereof partly in section;

Fig. 3 is a plan view in unfolded position of the inner blank or layer with the object to be animated shown in flat position as stamped by the die;

Fig. 4 is a fragmental perspective view of a modified form of my invention;

Fig. 5 is a sectional view thereof; and

Fig. 6 is a plan view of the inner blank thereof in unfolded position.

Referring now to Figs. 1 to 3 of the drawing in detail, 10 indicates a match book or the like comprising an inner strip layer or ply 11 and an outer ply 12, said plies being made of suitable material such as cardboard, paper or the like, and are of equal dimensions and glued or pasted together in superposed relation. A crease or score line 13 on the outer ply divides the book or folder into a base or body portion 14 and a flap or cover portion 15.

In the device illustrated the inner layer or strip 11 is provided with a pair of short horizontal score lines 13*a* which, with the score line 13, form a hinge for the cover 15. Somewhat below the score lines 13*a* and parallel therewith, there is provided a score line 16 which is shorter than the width of the strip 11 and the ends of which are connected by inclined cuts 17—17 to the inner ends of the score lines 13*a*. From the upper ends of the cuts or slits 17 there extend upwardly a pair of vertical cuts 18, the length of which is equal to the vertical distance between the line 16 and lines 13*a*. The blank 11 is further severed along lines 20 from a point 21 to points 22—22, and along an arc 23 extending between points 24—24. In line with the points 22—22, 24—24 and the score lines 13*a* there are provided score lines 25, 26 and 27 and from the ends of the vertical severing lines or cuts 18 there are provided score lines 28—29 and 30 parallel to the score lines 25, 26 and 27.

The space between the score line 16 and the score lines 25, 26 and 27 forms a vertical wall 31 and the space between the last named lines and the score lines 28, 29 and 30 form top wall forming strips 32, 33 and 34. A printed vertical line 35 extends downwardly from the point 21 below and between the points 22 and is connected to the said points by printed lines 36 and 37 to form a pyramid 38, the portion 39 bound by the arc 23 may be suitably shaded to give it the appearance of a globe. The score lines 16, 13*a*, 28, 29 and 30 are adapted to fold in one direction and the score lines 25, 26 and 27 in the opposite direction.

After the blank or strip 11 is prepared as above described the portions thereof outside the configurations formed by the slitting and score lines is pasted or glued to the outer layer 12 and the matches 40 are secured in place in the usual manner to provide a flap 41 under which the cover 15 is adapted to be inserted for closing the book. With the book in closed position, the figure or image will lie flat over the matches and when opened, it will assume the position shown in Fig. 1.

In Figs. 4 to 6 I have shown a modified form of my invention wherein I have shown a rectangular structure 42 cut from the inner blank or strip 11*a*. In this form of my invention, the blank 11*a* is cut along spaced apart parallel ver-

tical lines 18*a*, a horizontal line 43 connecting the said vertical lines at their upper extremities, a horizontal scoring line 16*a* connecting the said cuts 18*a* at their lower ends to complete the outline of the rectangular structure 42. Spaced inwardly from the cuts 18*a* are vertical cuts 44 which are connected at their upper ends by a cut 45. The cuts 44 and 45 produce a tab 46 and a shelf 47, the tab 46 being bent along a scoring line 30*a* and the shelf along a scoring line 27*a*, both of the said scoring lines being parallel to the horizontal scoring line 16*a* and the hinge 13*b*.

When thus formed and scored the blank 11*a* is superposed over the outer strip or layer 12*a* and pasted thereto at its entire area with the exception of structure 42 and shelf 47, thus providing a figure which will be self-erecting when the book match cover 15*a* is swung back on its hinge 13*c*.

I desire it distinctly understood that I do not limit myself to the particular type of animated or self-erecting figures or images shown and described as a large variety of such figures or images may be formed by cutting, scoring, and pasting certain portions thereof to the outer book layer. Nor do I limit myself to such animated figures in connection with match books, as any advertising folder or book may be similarly provided with such figures at any folded or creased portion thereof.

From the foregoing it will be seen that I have provided a simple, yet highly efficient advertising device which will hold the interest of the recipient thereof.

Having described my invention, what I claim as new and desire to secure by Letters Patent is:

A device of the nature described comprising an outer layer of flexible material divided into a base section and a cover section along a hinge line, an inner layer similarly divided and superposed upon the outer layer, a figure cut, scored and bent from the inner layer, the said figure comprising a section bendable from the base section along a lowermost score line parallel to and spaced from and below the hinge line of the inner layer, a shelf bendable from the figure section above and parallel to the said lowermost score line, and a tab bendable from the said shelf, the said inner layer being pasted to the outer layer throughout its entire area with the exception of the figure and shelf portions to make the said figure self-erecting when the cover is turned up on the said hinge line.

GEORGE ARNDT.