April 19, 1938. J. WATSKY 2,114,824

POP-UP MENU AND THE LIKE CARDS

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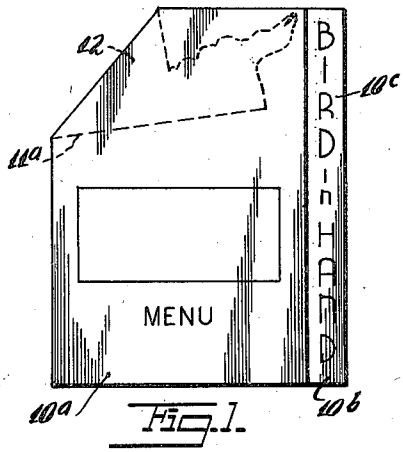


Fig. 1.

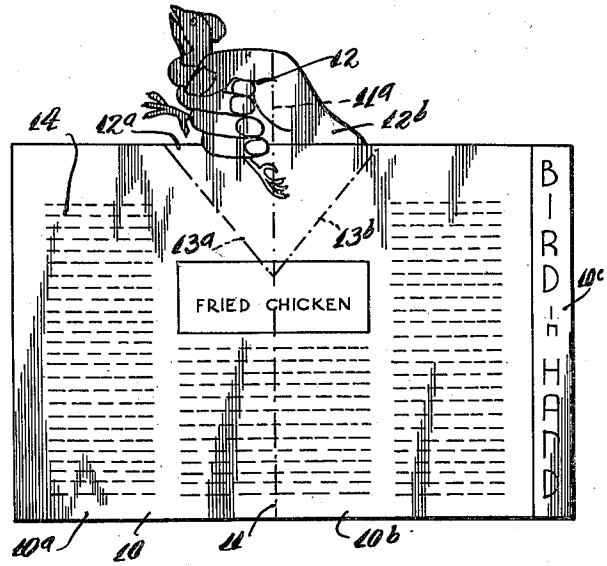


Fig. 2.

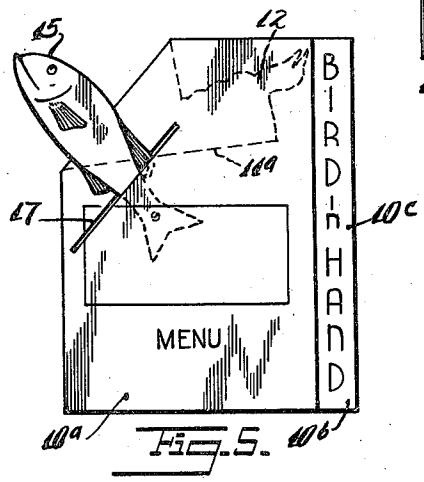


Fig. 5.

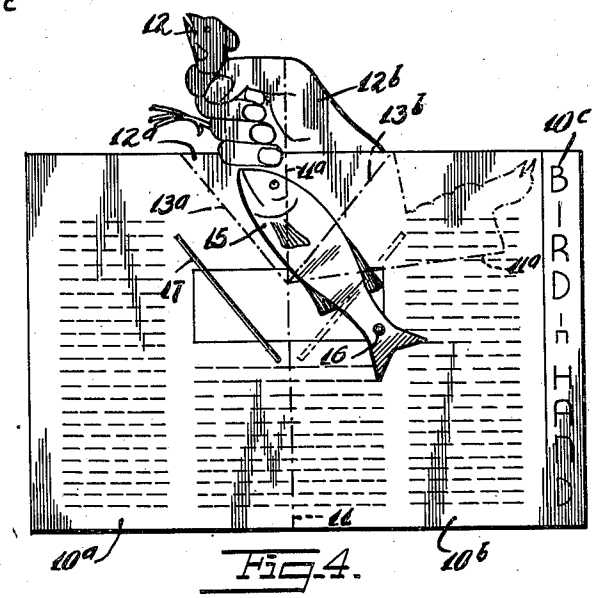


Fig. 4.

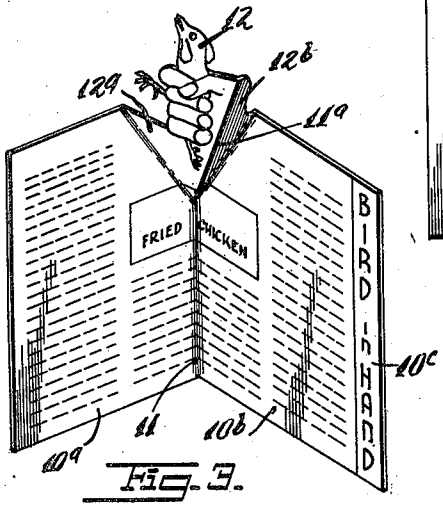


Fig. 3.

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POP-UP MENU AND THE LIKE CARDS

James Watsky, New York, N. Y.

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1 Claim. (Cl. 46—34)

This invention relates to new and useful improvements in a menu card or the like and has for an object the construction of a menu card which is characterized by a pop-up portion acting when the menu card is opened.

More particularly the invention proposes the construction of a pop-up menu card which comprises, essentially, a card having a main fold dividing off two leaves, a projecting portion continuing from the edge of said card at the junction of said leaves when the leaves are open, and folds arranged in such a manner that the projecting portion is normally disposed between the leaves when the leaves are closed.

Still further the invention proposes the provision of an object attached or in any other manner associated with one of the leaves and adapted to engage through an opening in the other of the leaves so as to be viewable from the exterior of the menu card when the latter is in its closed position, and to be viewable from the menu card when opened.

Furthermore, it is proposed to so arrange the object mentioned in the previous paragraph so that it may be used to engage against the creases of the menu card and hold it in the open position.

For further comprehension of the invention, and of the objects and advantages thereof, reference will be had to the following description and accompanying drawing, and to the appended claim in which the various novel features of the invention are more particularly set forth.

In the accompanying drawing forming a material part of this disclosure:—

Fig. 1 is a front elevational view of a menu card or the like constructed according to this invention.

Fig. 2 is a view of the menu card shown in Fig. 1 in its open condition.

Fig. 3 is a perspective view of the menu card shown in a partially closed position.

Fig. 4 is a view similar to Fig. 2 but illustrating a modification of the invention.

Fig. 5 is a view of the menu card shown in Fig. 4 in a closed position.

The pop-up menu card comprises a card 10 having a main fold 11 forming leaves 10a and 10b. At the top edge of the card at the junction of the leaves there is a projecting portion 12 printed and preferably cut in silhouette. The leaves 10a and 10b are formed with a pair of diverging folds 13a and 13b starting from a point along the main fold 11 spaced from the top edge thereof and extending to the top edge of the card. A reverse fold 11a starts from the apex of the folds 13a and 13b and extends to the edge of the projecting portion 12 and is in a line continuing from the main fold 11. This reverse fold 11a together with the pair of diverging folds 13a and 13b form a pair of adjacent triangular shaped sections 12a and 12b which are adapted to fold one upon the other between the leaves 10a and 10b when the leaves are closed.

The leaf 10a is slightly narrower than the leaf 10b so that there is an extending section 10c along the edge of the menu card when the leaves are in the closed position. Along this extended edge there is imprinted a motto or witty saying, preferably one which has some relation with the projecting portion 12. For example, as shown on the drawing there is imprinted "Bird in hand" and the projecting portion 12 is imprinted and silhouetted as a hand with a bird in it. When one looks at the menu card in the closed position they see the inscription "Bird in hand", and when they open the card the bird in hand portion 12 pops upwards from between the leaves.

The menu card is imprinted with a conventional menu 14.

In Figs. 4 and 5 a modified form of the invention is disclosed in which the identical card shown in the prior figures is used, the same portions thereof being recognizable by the same reference numeral, but with this card there is an object 15 associated in a specific manner. This object, as shown in the drawing, is in the form of and imprinted as a fish. It is attached by an eyelet 16 at the tail portion upon the inner face of the leaf 10b at a point below the reverse fold 11a when the menu card is in the closed position.

The leaf 10a is formed with a slot 17 through which the fish form may be passed while the menu card is being folded. In Fig. 5 the menu card in the folded position is shown. Thus, the fish is viewable from the exterior of the folded card. When the card is opened the fish slips through the opening 17 and is viewable upon the inner face of the menu card.

The fish may be turned about the eyelet 16 thereof though it is required that the eyelet be relatively firmly anchored in position so that the fish maintains adjusted positions frictionally. The fish 15 may be extended across the sections 12a and 12b to hold the menu card from closing.

It is to be understood that the projecting portion 12 may be imprinted with any suitable design and cut around with any appropriate contour; also the leaves 10a and 10b may be imprinted with any desired text.

While I have illustrated and described the pre-

ferred embodiments of my invention, it is to be understood that I do not limit myself to the precise constructions herein disclosed and the right is reserved to all changes and modifications coming within the scope of the invention as defined in the appended claim.

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

A pop-up menu and the like card, comprising a card having a main fold forming two leaves, a projecting portion continuing from an edge of said card at the junction of said leaves, a pair of diverging folds starting from the main fold of said card and extending to the edge having said projecting portion, a reverse fold starting from the apex of said folds and extending to the edge having said projecting portion and being in a line continuing from said main fold and together with said diverging folds forming a pair of adjacent sections adapted to fold one upon the other between said leaves when said leaves are closed, and a strip element attached on one of said leaves and engaging across said reverse fold and bearing thereagainst, in the open condition of said leaves to prevent said leaves from closing, said element normally extending through a slot formed in the other of said leaves in the closed condition thereof normally to keep said leaves closed.

JAMES WATSKY.