

Aug. 2, 1938.

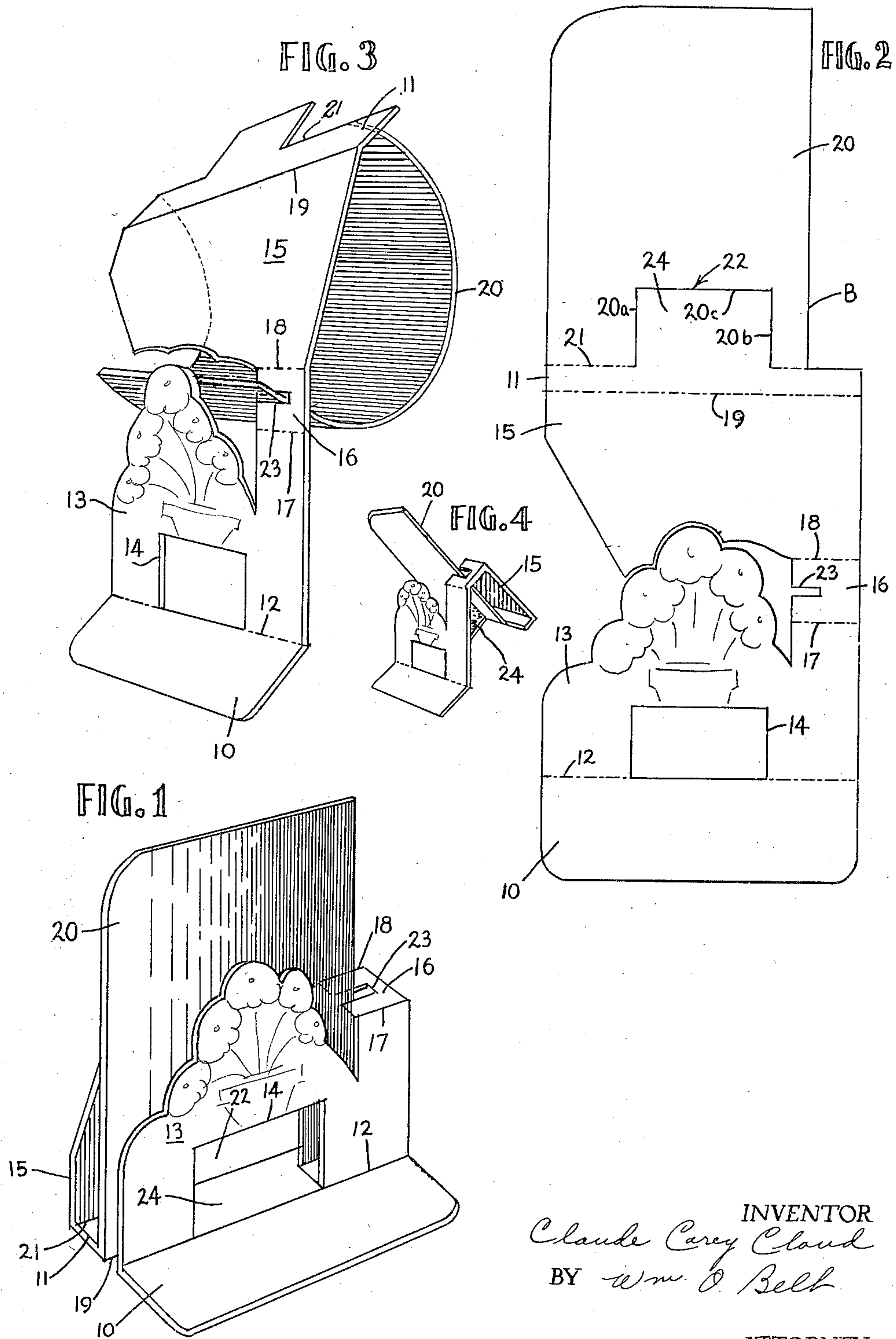
C. C. CLOUD

2,125,424

NOVELTY

Filed June 19, 1936

2 Sheets-Sheet 1



INVENTOR  
*Claude Carey Cloud*  
BY *Wm. O. Bell*

ATTORNEY

Aug. 2, 1938.

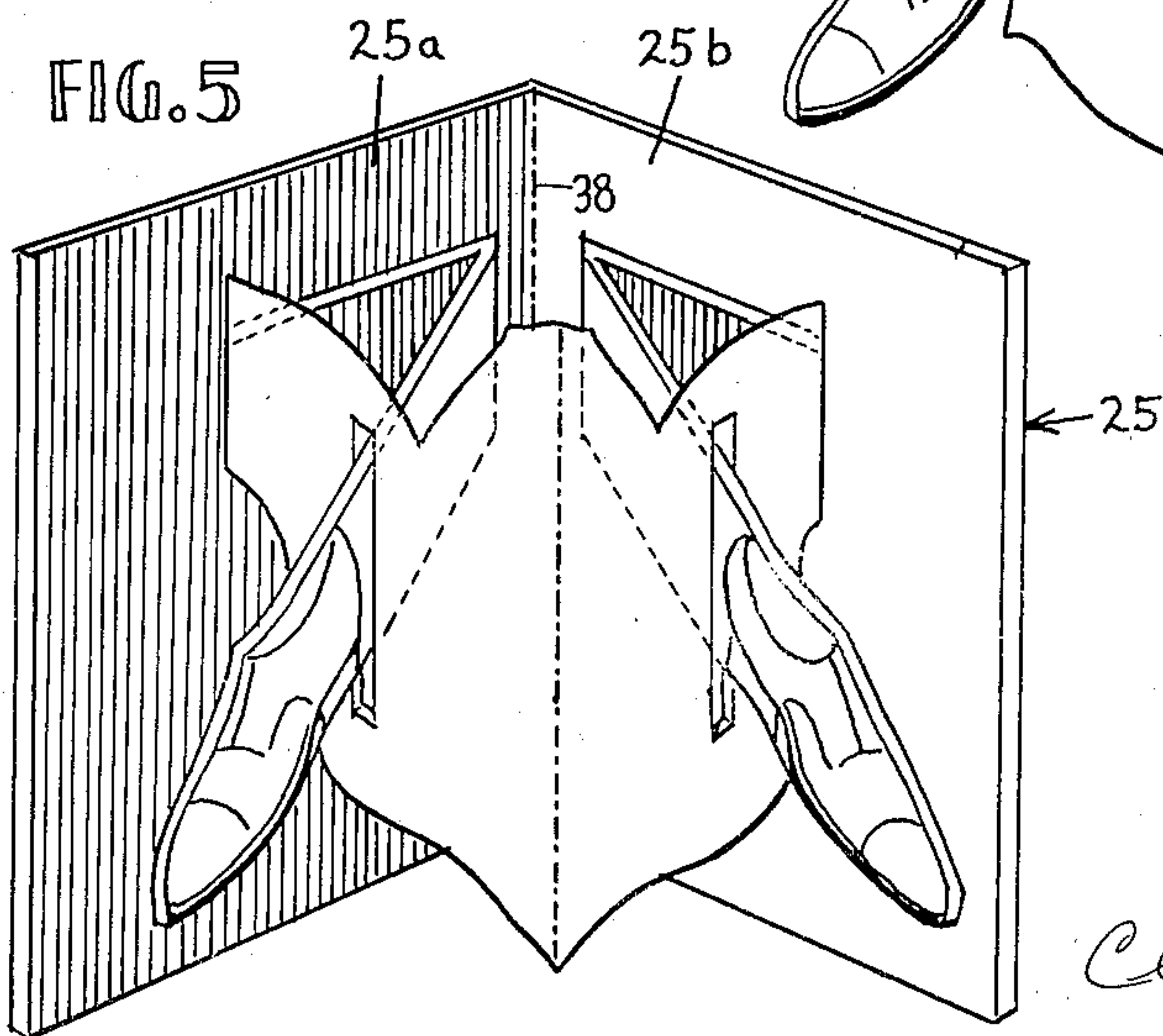
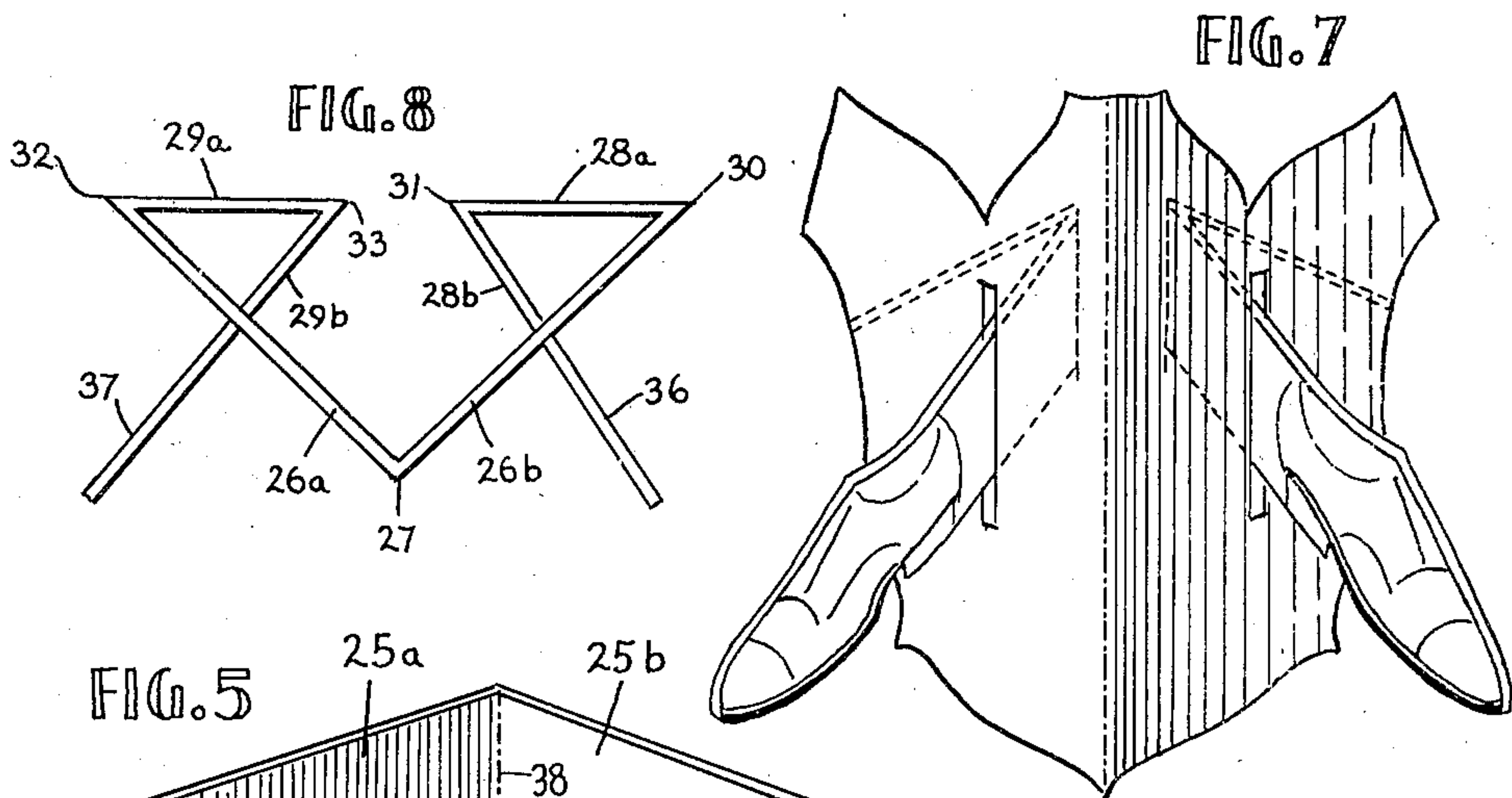
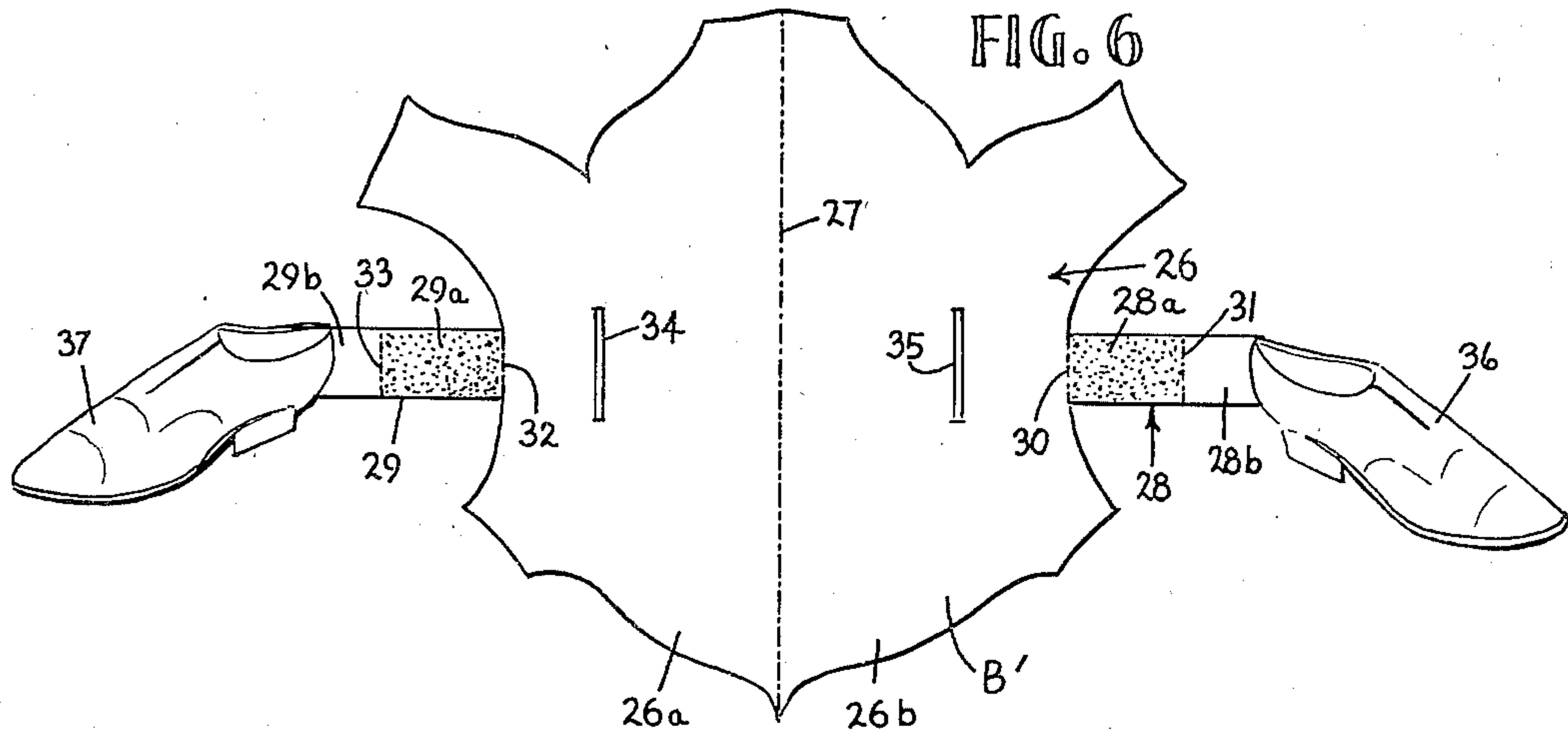
C. C. CLOUD

2,125,424

NOVELTY

Filed June 19, 1936

2 Sheets-Sheet 2



INVENTOR.  
Claude Carey Cloud  
BY *Wm O Bell*

ATTORNEY



## UNITED STATES PATENT OFFICE

2,125,424

NOVELTY

Claude Carey Cloud, Chicago, Ill.

Application June 19, 1936, Serial No. 86,136

5 Claims. (Cl. 40—126)

This invention relates to novelties for display, advertising, amusement and analogous purposes such as are commonly made from paper, cardboard and like materials, and the primary objects are to form such a novelty from a single piece of material and to define the various parts thereof by fold lines in the material whereby adhesive or other extraneous interconnection of the parts and the attendant multiple operations may be avoided.

Other important objects are to provide for interfitting parts of the novelties to thereby retain them in predetermined arrangement; to enable predetermined movement of certain of the parts upon relative movement of other parts; to enable certain of the parts to be arranged in offset relation with other of the parts and to retain the parts in such relation; to print the blanks from which the novelties are made on one side only; and to provide novelties of economical construction capable of simple and accurate assembly in arrangement for use.

Selected embodiments of my invention are illustrated in the accompanying drawings wherein—

Fig. 1 is a perspective view of one form of novelty;

Fig. 2 is a plan of the blank from which the novelty shown in Fig. 1 is formed;

Figs. 3 and 4 are perspective views of intermediate steps in the folding of the blank shown in Fig. 2 to provide the novelty shown in Fig. 1;

Fig. 5 is a perspective view of another novelty;

Fig. 6 is a plan view of the blank from which parts of the novelty shown in Fig. 5 are formed;

Fig. 7 is a front elevation of the partly formed novelty; and

Fig. 8 is a plan view of the novelty as shown in Fig. 7.

The form of the invention illustrated in Figs. 1 to 4, inclusive, is a novelty particularly useful as a display which may be employed for advertising or like purposes. More especially it is a display for advertising flower seeds. The background of the novelty or display is printed, painted or otherwise arranged to represent a garden while the foreground is arranged to represent potted flowers or flowers in a vase and a pocket is provided to receive a packet of seeds. The invention, however, is susceptible to a variety of uses and is not limited to the specific use shown and described.

The display as shown in Fig. 1 comprises a base 10 and a sub-base 11 on which the display is rested. The base 10 is provided at one end of the

blank B and shown in Fig. 1 and is defined by a fold line 12 which extends transversely across the substantially rectangular blank.

Immediately above the base 10 the foreground 13 is provided in the blank and in the present instance where a vase or pot of flowers is to be represented this is drawn, painted, printed or otherwise provided on the face of the foreground 13. That part of the free edge of the foreground up to which the representation extends is shaped to conform to the adjacent parts of the representation to enhance the attractiveness of the display. An opening 14 is provided at the bottom of the foreground 13 at the center thereof, the lower edge of this opening being aligned with the fold line 12. The utility of this opening will be explained more fully hereinafter.

The back 15 of the display is provided in the blank above the foreground 13 and the back and foreground are interconnected by an intermediate part 16 disposed along one edge of the blank. The intermediate part 16 is joined to the foreground 13 along a fold line 17 and to the back 15 along a fold line 18, these two fold lines extending across the blank in parallel relation with each other and the fold line 12. In the present instance the part of the blank forming the foreground 13 projects above the fold line 18 but is separated from the back 15, the adjacent edge of the back 15 being cut out to somewhat conform to the outline of the edge of the foreground 13.

The sub-base 11 is provided in the blank above the back 15 and is connected to the back along a fold line 19 which extends across the blank in parallel relation with the fold lines 12, 17 and 18. The background 20 of the display is provided at the top of the blank and is interconnected with the sub-base 11 along a fold line 21 which extends in parallel relation with the other fold lines. An opening 22 is provided in the lower part of the background 20 by extending slits 20a and 20b from the fold line 21 at right angles to this fold line and providing a slit 20c in the background to interconnect the inner ends of the slits 20a and 20b. Thus a tab or tongue 24 is formed in the background. The utility of the opening 22 and tab 24 will be explained more fully hereinafter. That edge of the background 20 disposed at the side of the blank along which the intermediate part 16 is provided is spaced inwardly from the other part of that edge of the blank in an amount less than the width of the part 16. A slot 23 extends inwardly from the inner edge of the intermediate part 16 in an amount substantially equal



to the disposition of the aforesaid edge of the background 20 beyond alignment with the inner edge of said part 16.

In assembling the display into its predetermined configuration, shown in Fig. 1, the base 10 is folded relative to the foreground 13 along the fold line 12 so that the base will extend at right angles to the foreground and preferably the foreground is arranged to extend vertically and the base horizontally. Then as the blank is viewed in Fig. 2, the sub-base 11 is folded along the line 19 to extend rearwardly from the face of the back 15 shown in Fig. 2 and then the background 20 is folded downwardly along the line 21 relative to the sub-base 11 whereupon the tab 24 projects in the plane of the sub-base 11. Then the back 15 is folded rearwardly along the fold line 13 relative to the intermediate part 16 and the background 20 is bowed, as shown in Fig. 3, so that the free outer edge thereof may be passed through the slot 23. The background 20 is pulled through the notch 23 until the sub-base 11 extends at right angles to the back 15 and during this time the part 16 is bent rearwardly along the fold line 17. When both the sub-base 11 and intermediate part 16 extend at right angles relative to the back 15, the background 20 and the back 15 will be in parallel relation, as shown in Fig. 4, with the background disposed in front of the back 15 in an amount equal to the width of the sub-base 11. The tab 24 at this time will project forwardly from the background as shown in Fig. 4. Then by further folding the part 16 along the line 17 to cause the part to be disposed in right angular relation relative to the foreground 13 the tab 24 may be passed below the base 10 and be adhesively or otherwise secured in position. When the part 16 extends at right angles relative to the foreground 13 the display is completely assembled. The intermediate part 16 is wider than the sub-base 11 and therefore the foreground 13 is spaced forwardly from the background 20 in the completed display. It will therefore be seen that the display shown in Fig. 1 is formed by what in effect amounts to wrapping the blank shown in Fig. 2 upon itself. This can be attained because the fold lines extend in parallel relation with each other in the blank.

When the display is completed the openings 14 and 22 are in alignment and in the present instance a box of seed may be passed through these openings until the rear end thereof engages the background 20 whereby a convenient place for display of an article of merchandise is afforded, the tab 24 providing a base on which the article may be rested.

By reason of the manner in which the blank may be folded to provide the completed display all representations to be provided may be printed, painted or otherwise provided on the same face of the blank which further increases the economy of the display.

In the form of the invention shown in Figs. 5 to 8, inclusive, an advertising novelty is shown. This novelty includes a foreground formed from the blank B' (Fig. 6), which foreground in the present instance is secured to a background 25 but it is to be understood that the background need not be employed for novelties of this kind may be arranged with or without a background.

The body 26 of the blank B' in the present instance is shaped to represent a hide such as that from which shoe leather is obtained. A fold line

27 extends across the body 26 and divides it into sections 26a and 26b.

Intermediate parts or arms 28 and 29 extend from the edges of the body B substantially midway in the extent of the fold line 27 and these arms project at right angles to said fold line. The arm 28 is connected to the body 26 along a fold line 30 and has a fold line 31 extended thereacross in spaced relation with the fold line 30, the fold lines 30 and 31 being parallel with each other and the fold line 27. The fold line 31 divides the arm 28 into sections 28a and 28b. Likewise the arm 29 is connected to the body 26 along a fold line 32 and has a fold line 33 extended thereacross in spaced relation with the fold line 32, the fold lines 32 and 33 being parallel with each other and the fold line 27. The fold line 33 divides the arm 29 into sections 29a and 29b.

A slot 34 is formed in the section 26a in alignment with the arm 29 and this slot is of slightly greater extent than the width of said arm. The slot 34 is located intermediate the fold lines 32 and 27 and is disposed closer to the fold line 32 than to the fold line 27. A slot 35 is similarly provided in the section 26b and is located similarly to the slot 34, the slot 35 being located relative to the arm 28 as the slot 34 is located relative to the arm 29.

At the outer free end of the section 28b an object part 36 is provided which in the present instance represents a shoe inasmuch as the body 26 represents a hide. A similar object part 37 is provided at the outer free end of the section 29b.

In assembling the novelty the body 26 is folded along the fold line 27 by moving the faces thereof opposite the faces appearing in Fig. 6 toward each other whereby the sections 26a and 26b are disposed in angular relation relative to each other as shown in Fig. 8. Then the parts 28a and 29a are folded along the lines 30 and 32 to extend toward each other in the same plane as also shown in Fig. 8. The part 28b is then folded along the fold line 31 and the object part 36 is passed through the slot 35. The part 29b is also folded along the fold line 33 and the object part 37 is passed through the slot 34.

When the novelty is completed the various parts are disposed as shown in Fig. 8 and the angularity between the sections 26a and 26b is such that the sections 28a and 29a are arranged in the same plane. The angle defined between the sections 28a and 28b is congruent to the angle defined between the sections 29a and 29b when the sections 29a and 28a lie in the same plane.

In use if the sections 28a and 29a are maintained in predetermined relation with the sections 26b and 26a, respectively, and the sections 26a and 26b are moved toward each other from the position shown in Fig. 8, the section 28b and the object part 36 thereon slide through the slot 35 and the section 29b and object part 37 slide through the slot 34.

To facilitate maintaining the proper relation of the sections 28a and 29a, these sections are secured to the inner faces of the sections 25b and 25a of the background 25, which sections are defined in the background by a fold line 38 extended thereacross. When the sections 28a and 29a are secured to the sections 25b and 25a the apex defined by the angularity between the sections 25a and 25b is extended in one direction and the apex between the sections 26a and 26b is extended in the opposite direction. This enables the completed novelty mounted on the



background 25 to be folded into a flat package by moving the faces of the sections 25a and 25b appearing in Fig. 5 toward each other. When the novelty and the background are folded into such a flat package and the sections 25a and 25b are moved away from each other, the display appears therebetween and the movement of the section 28b and the object part 36 thereon through the slot 35 and the movement of the section 29b and the object part 37 thereon through the slot 34 causes the object parts 36 and 37 to appear to come out of the sections 26b and 26a of the body 26.

Thus in the case of a novelty for advertising shoes this novelty may be used to demonstrate that the shoes are derived from choice hides. It is, of course, to be understood that the body 26 might be made to represent something other than a hide in which instance the object parts 36 and 37 would be arranged to represent articles derived from whatever is represented by the body 26.

The novelty shown in Fig. 5 may also be produced from a blank which is printed on one side only whereby economy in manufacture is assured.

The foreground of the novelty shown in Fig. 5 like the novelty shown in Fig. 1 is formed by folding parts of the blank from which the novelty is formed upon themselves with a wrap around effect which enables the novelty to be produced insofar as the foreground is concerned without any pasting whatsoever, and it will be appreciated that by providing suitable gripping portions on the sections 28a and 29a or by sizing these parts to provide such gripping portions the use of a background with a novelty could be entirely eliminated. The wrap around assembly is enabled by extending the fold lines defining the parts and sections of the displays, novelties and the like across the blanks therefor in parallel relation one with the other. Furthermore, the interengagement of the parts by passing one part through a notch or slot in another part retains the novelty in its predetermined configuration.

While I have illustrated and described selected forms of my invention and have explained that it may be formed from paper or like material, it is to be understood that it may be made from metal and that these forms are capable of variation and modification and I therefore do not wish to be limited to the precise details set forth but desire to avail myself of such changes and alterations as fall within the scope of the following claims:

I claim:

1. A paper novelty or the like of predetermined configuration made from a blank having fold lines extended thereacross in substantially parallel relation and defining the parts of the novelty and along which said blank may be folded to provide the novelty, one of said parts being an intermediate part connected along fold lines to other of said parts, said other parts being folded on said fold lines on the same side of said intermediate part to thereby provide the predetermined configuration of the novelty or the like, at least one of said parts having a slot in the body thereof through which one of said other parts is bodily extended to retain the novelty or the like in its predetermined configuration.

2. A paper novelty or the like of predetermined configuration made from a blank having fold lines extended thereacross in substantially parallel relation and defining a base part, a fore-

ground part, an intermediate part, a back part, a sub-base part, and a background part, said background part having one edge thereof spaced inwardly from the corresponding edge of the other parts, said intermediate part being of relatively narrow width and being disposed along one edge of the blank and having a slot in its inwardly disposed edge, said blank being folded along the fold lines between the back part and the sub-base part and between the sub-base part and the background part whereby the background part may be passed through the slot in said intermediate part, said blank also being folded along the fold lines along the back part and the intermediate part and the intermediate part and the foreground part to dispose the foreground part and the background part in spaced parallel relation after the background part has been passed through said slot in said intermediate part, said base part and sub-base part lying in the same plane when said background part is in parallel relation with the foreground part whereby the novelty may be rested on said base and sub-base parts to be supported thereon.

3. A paper novelty or the like of predetermined configuration made from a blank having fold lines extended thereacross in substantially parallel relation and defining a base part, a foreground part, an intermediate part, a back part, a sub-base part, and a background part, said background part having one edge thereof spaced inwardly from the corresponding edge of the other parts, said intermediate part being of relatively narrow width and being disposed along one edge of the blank and having a slot in its inwardly disposed edge, said blank being folded along the fold lines between the back part and the sub-base part and between the sub-base part and the background part whereby the background part may be passed through the slot in said intermediate part, said blank also being folded along the fold lines along the back part and the intermediate part and the intermediate part and the foreground part to dispose the foreground part and the background part in spaced parallel relation after the background part has been passed through said slot in said intermediate part, said base part and sub-base part lying in the same plane when said background part is in parallel relation with the foreground part whereby the novelty may be rested on said base and sub-base parts to be supported thereon, said foreground part having an opening in the lower part thereof, said background part having slots therein to define a tab and thereby provide an opening in the background part, said openings in the background and foreground parts being aligned one with the other and said tab extending in the plane of the sub-base between said sub-base and the base in alignment with said openings when the back and foreground parts are in parallel relation, said openings and said tab thereby providing for the insertion of an article of merchandise into said novelty.

4. A paper novelty or the like of predetermined configuration made from a blank having fold lines extended thereacross in substantially parallel relation and dividing the blank into fore sections, each of said sections having an arm extending therefrom and connected thereto by certain of said fold lines, other of said fold lines extending across said arms and dividing the arms into sections, said fore sections having slots therein, said arms being folded to extend in angular relation with said fore sections and be-



ing folded along fold lines extended thereacross to arrange the outwardly disposed parts in angular relation with the inwardly disposed parts, the outwardly disposed parts of said arms being  
5 passed through said slots to thereby retain the inner and outer portions of said arms and said fore sections in angular relation.

5. A paper novelty or the like of predetermined configuration made from a blank having fold  
10 lines extended thereacross in substantially parallel relation and dividing the blank into fore sections, each of said sections having an arm extending therefrom and connected thereto by certain of said fold lines, other of said fold lines  
15 extending across said arms and dividing the arms into sections, said fore sections having slots therein, said arms being folded to extend in angular relation with said fore sections and being folded along fold lines extended thereacross

to arrange the outwardly disposed parts in angular relation with the inwardly disposed parts, the outwardly disposed parts of said arms being passed through said slots to thereby retain the inner and outer portions of said arms and said  
5 fore sections in angular relation, said novelty including a background having a fold line extending thereacross, the fold line in said background being disposed in parallel relation with the first named fold lines, the inwardly disposed  
10 portions of said arms being connected to said background on opposite sides of the fold line therein, said fold lines being disposed in predetermined relation one with the other whereby  
15 movement of said background along the fold line therein causes the outwardly disposed portions of said arms to move through said slots in said fore sections.

CLAUDE CAREY CLOUD.