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2,582,908

ADVERTISING FOLDER

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Fig. 1

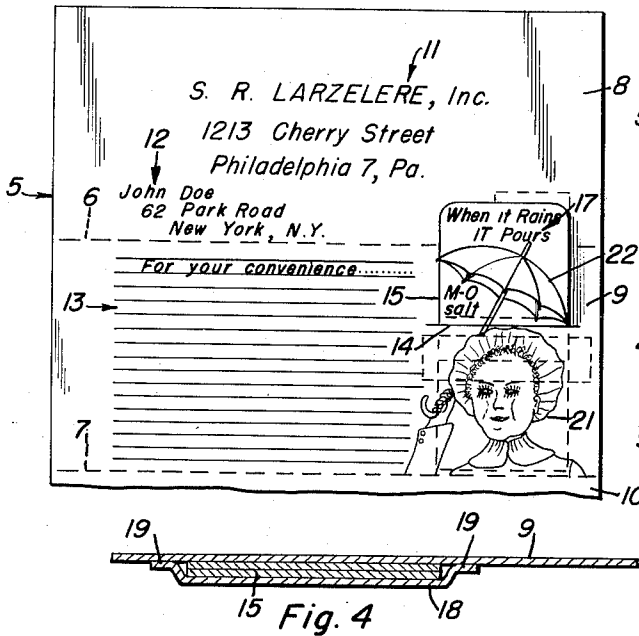


Fig. 2

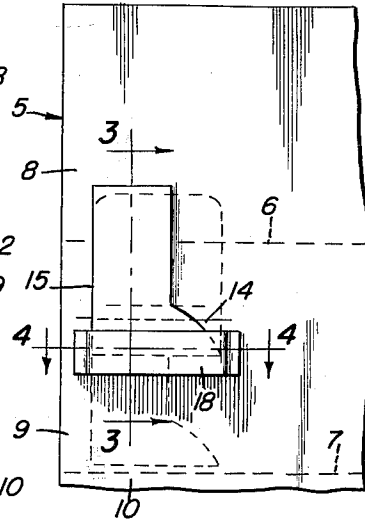


Fig. 3

Fig. 7

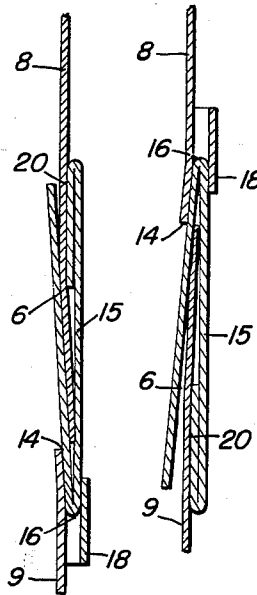


Fig. 6

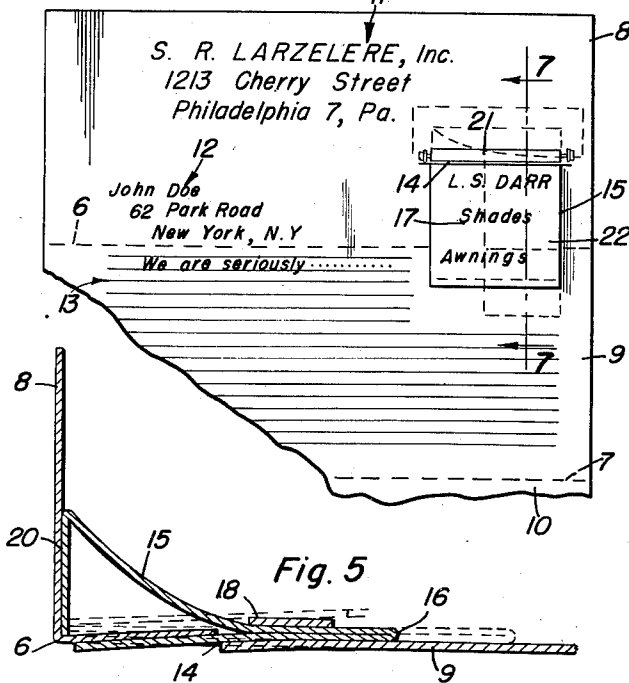


Fig. 5

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ADVERTISING FOLDER

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4 Claims. (Cl. 40—126)

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This invention relates to a circular letter sheet or like foldable article of sheet material characterized by having a display device including a strip, one end of which bears advertising matter and slidably extends forwardly through a slit in one portion of the sheet, and the other end of which is secured to the back of an adjacent portion thereof, so that when said sheet portions are unfolded, the first-named end of the strip is fully projected to a position in front of the sheet to display the advertising matter, and when said portions are folded, the major portion of said first-named end of the strip is retracted to a position in back of said one portion of the sheet and between both of said portions of the latter. The display device is very effective for advertising purposes, as it creates an element of surprise due to the fact that it is not visible when the sheet is folded, and the end of the strip which bears the advertising matter appears unexpectedly when the sheet is unfolded so as to draw the recipient's attention to other advertising or reading matter on the sheet.

An object of the invention is to provide an advertising folder of the above kind having a display device which is simple in construction and efficient in use.

The exact nature of the invention will be apparent from the following description when considered with the accompanying drawing, in which:

Figure 1 is a fragmentary front elevational view of a letter sheet provided with a display device in accordance with the present invention, the letter sheet being unfolded.

Figure 2 is a fragmentary rear elevational view thereof.

Figure 3 is an enlarged fragmentary vertical section taken on the line 3—3 of Figure 2.

Figure 4 is an enlarged horizontal section taken on the line 4—4 of Figure 2.

Figure 5 is a view somewhat similar to Figure 3, with the sheet in partly folded condition.

Figure 6 is a view somewhat similar to Figure 1, showing a modification.

Figure 7 is an enlarged vertical section taken on the line 7—7 of Figure 6.

Referring in detail to the drawing, 5 indicates a letter sheet adapted to be folded along horizontal lines at 6 and 7 for insertion within an envelope for mailing, said lines dividing the sheet into three substantially equal portions 8, 9 and 10. In practice, the portion 9 is folded rearwardly and upwardly against the back of portion 8, and the portion 10 is folded against the

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front of portion 9. The portion 8 may bear a letter-head 11 and address data 12 of the addressee, and the portions 9 and 10 may bear reading or advertising matter at 13.

In accordance with the present invention, one of the portions 8 or 9 is provided, preferably near the line 6 and one side edge of the sheet, with a horizontal slit 14 forwardly through which is passed one end of a strip of relatively stiff paper or the like 15 that is folded transversely at 16 intermediate its ends. The front of this end of the strip bears advertising matter 17, and the portion of the strip adjacent the fold 16 slidably extends under a guide strip 18 adhesively attached at its ends to the back of the portion of sheet 5 which is provided with the slit 14, as at 19. The other end of the strip is adhesively attached at 20 to the back of the other portion 8 or 9, or to that portion which is not provided with the slit 14, so that when the portions 8 and 9 are unfolded, the end of strip 15 bearing the advertising or display matter 17 is fully projected to a position in front of the sheet 5, as shown, to display said matter, and when said portions are folded, the major portion of said end bearing the matter 17 is retracted to a position in back of the portion which carries the guide strip 18 and between the portions 8 and 9. The portion provided with the slit 14 may bear a portion 21 of a pictorial illustration, the remaining portion 22 of which is provided on or by the end of strip 15 which bears the matter 17 and is adapted to coact with said portion 21 to provide the complete illustration when said end of strip 15 is projected. For instance, the illustration of Figure 1 shows the upper portion of a person holding an umbrella in the rain, the upper portion of the umbrella being provided on the mentioned end of strip 15, and the rest of the illustration being provided on the sheet portion 9 directly under the slit 14. In Figure 6, the projected end of strip 15 represents a shade, and the portion 21 of the illustration represents the mounted roller for the shade. In the embodiment of Figure 1, the slit 14 is provided in the sheet portion 9 and the end of strip 15 which bears the matter 17 is projected upwardly. In the form of Figure 6, the sheet portion 8 is provided with the slit 14 and the portion 21 of the illustration, and the end strip 15 which bears the matter 17 is projected downwardly. Otherwise, both forms are alike, and similar parts and features are indicated by the same numerals in connection with both forms.

From the foregoing description, the construc-

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tion, operation and advantages of the invention will be apparent. Modifications and changes in details of construction are contemplated within the spirit of the invention as claimed.

Having described the invention, what is claimed as new is:

1. An advertising folder comprising a sheet adapted to be folded on a horizontal fold line to provide an upper portion and a lower portion, the lower portion being provided with a single horizontal slit in spaced relation to said fold line, and a display device comprising a strip folded transversely intermediate its ends and having one end extended forwardly through said slit and provided on its front face with display matter, the other end of said strip being attached to the back of the upper portion so that when the sheet is unfolded said one end of the strip is projected to a position in front of said upper portion of the sheet to reveal said display matter, and when the sheet is folded said one end of the strip is retracted with its major portion positioned behind said lower portion of the sheet.

2. An advertising folder comprising a sheet adapted to be folded on a horizontal fold line to provide an upper portion and a lower portion, the lower portion being provided with a single horizontal slit in spaced relation to said fold line, and a display device comprising a strip folded transversely intermediate its ends and having one end extended forwardly through said slit and provided on its front face with display

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matter, the other end of said strip being attached to the back of the upper portion so that when the sheet is unfolded said one end of the strip is projected to a position in front of said upper portion of the sheet to reveal said display matter, and when the sheet is folded said one end of the strip is retracted with its major portion positioned behind said lower portion of the sheet, and a guide strip attached to the back of said lower portion of the sheet, the portion of the strip adjacent its fold slidably extending under said guide strip.

3. A folder according to claim 2 wherein said strip has a terminal portion extending through said slit when the sheet is folded.

4. A folder according to claim 2 wherein said strip has a terminal portion extending through said slit when the sheet is folded, and those portions of the strip on each side of and adjacent to the fold line thereof are slidably mounted between said guide strip and the adjacent portion of said lower portion.

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

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