

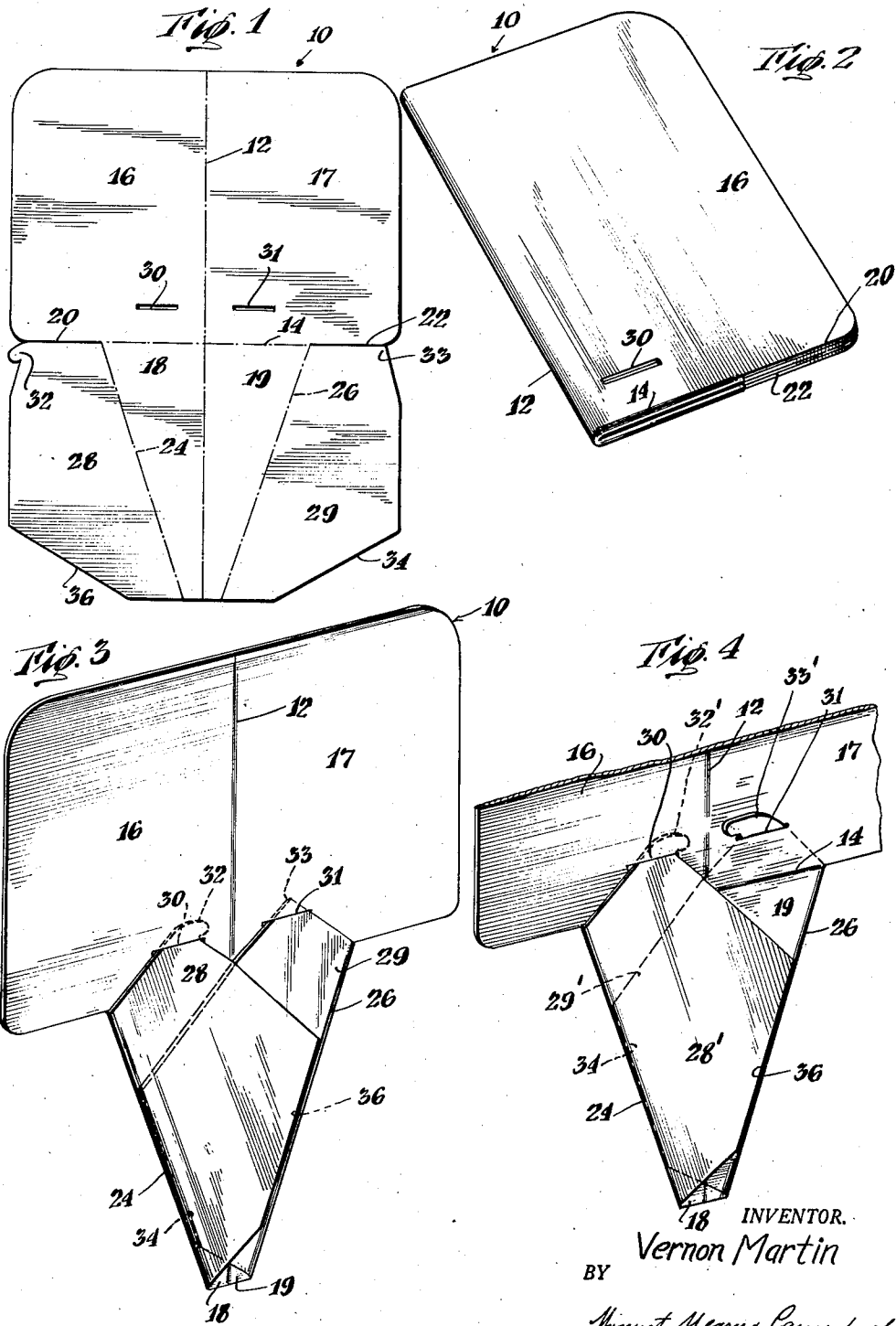
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FAN MAILING CARD FOLDER

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## FAN MAILING CARD FOLDER

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This invention relates to advertising articles and more particularly to an advertising article foldable to the size of a post card for mailing purposes and which when received can be easily and readily refolded into another article such as a fan upon the surfaces of which an advertisement is displayed.

Fan mailing card folders heretofore proposed comprise a fan portion and an element or elements attached thereto to constitute a handle. This use of two or more parts to make a foldable fan for mailing purposes not only requires separate operations to prepare the parts but also one or more operations to secure the parts together. These operations, of course, add to the manufacturing and assembling costs of the finished article. Thus, since post card folders, in order to be practical as advertising media, must be inexpensive to make, such folders as heretofore proposed are not satisfactory because of the two or more parts involved and the several operations required in the commercial production thereof.

One of the objects of the present invention therefore is to provide an advertising article, such as a fan mailing card folder, which can be easily and inexpensively manufactured.

Another object of the invention is to provide an advertising article made from a single sheet of paper or other suitable material foldable to the size of a post card and refoldable into a useful fan.

Still another object of the invention is to provide a fan mailing card folder comprising a single sheet of material which, after it has been folded to the size of a post card can be easily refolded into a fan having a relatively stiff handle.

The above and additional objects of the invention are obtained by taking a suitably shaped sheet of relatively stiff paper or other material having the desired stiffness and flexibility and folding or lining it for folding along two lines disposed at right angles to each other and transverse of the sheet to form overlapping quarters which, when folded, constitute an article substantially the size of a post card. Two of the quarters are provided with openings and the sheet of paper is slit inwardly along one of the transverse lines to form flaps on two of the quarters. The flaps thus formed are folded along lines inclined diagonally with respect to the transverse lines and corner portions of the flaps are inserted

through the openings formed in the other two quarters.

The quarters containing the flaps may be shaped similar to the shape of the two other quarters or they may be given any other suitable shape to form a suitable handle portion since they are folded on the inside when the sheet is folded for mailing purposes. When the flaps are folded and the corner portions thereof are inserted in the openings contained in the other two quarters of the fan portion of the sheet, the overlapping flap portions reinforce the fan portion and constitute therefor a relatively stiff handle. The sheet is provided with advertising illustrations and printed matter so located that when the sheet is folded as a fan the advertising is noticeably displayed.

For a better understanding of the invention, reference is had to the following detailed description to be read in connection with the accompanying drawing, in which:

Fig. 1 is a view in plan of the sheet of paper before it is folded;

Fig. 2 is a view in perspective of the sheet of paper folded to post card size;

Fig. 3 is a view in perspective showing the sheet of material folded in the form of a fan; and

Fig. 4 is a fragmentary view in perspective showing an alternative form of the invention.

Referring to Figs. 1, 2 and 3 of the drawing, a sheet of paper 10 is shown to be provided with transverse lines 12 and 14 disposed at right angles to each other to divide the sheet into quarters 16, 17, 18 and 19. These lines indicate the lines along which the sheet of paper 10 is adapted to be folded to the size of a post card (Fig. 2).

The edge portions of the sheet of paper are slit inwardly along the outer ends of the transverse line 14 at 20 and 22. The quarters 18 and 19 are provided with lines 24 and 26 inclined diagonally with respect to the transverse lines 12 and 14. The lines 24 and 26 extend from the inner ends of the slits 20 and 22, respectively, and terminate at the end of the sheet adjacent but spaced from the transverse line 12. The outer flap portions 28, 29 of the quarters 18 and 19 are adapted to be folded along the diagonal lines 24 and 26 to positions overlying portions of the transverse lines 12 and 14 substantially covering the inner portions of the quarters 18 and 19 and overlapping adjacent parts of the quarters 16 and 17. Thus folded, the flaps 28,

29 not only provide a stiff handle of triple thickness, but also reinforce and stiffen the fan portion at the transverse lines 12 and 14.

The quarters 16 and 17 are provided with openings 30 and 31 shown to be in the form of slots, but which may be of any other suitable shape, if desired, into which the corner portions 32 and 33 of the flaps 28 and 29 can be inserted. The corner portion 32 is shown hook-shaped to hook through the opening 30 to lock the flaps in folded position.

By folding the flaps 28 and 29, as shown in Fig. 3, and inserting the corner portions 32 and 33 through the openings 30 and 31 a stiff handle is provided for the fan portion, thereby providing a useful fan which is relatively rigid, inexpensive to manufacture and which may bear advertising matter. Any suitable illustrations or printed matter may be applied to the sheet of paper and be so located thereon as to be observable to others as well as to the person using the article as a fan. Additional printed matter may also be provided on the handle portion and/or suitable color added to make a pleasing article.

The flaps 28 and 29 may be given any desired shape and as shown in the drawing have their lower corners trimmed at 34 and 36 so that when the flaps are folded inwardly, the edges 34 and 36 lie substantially parallel to and closely adjacent the diagonal lines 24 and 26.

Referring to Fig. 4 of the drawing, an alternative form of the invention is shown wherein the flaps 28' and 29' thereof are provided with hook-shaped corner portions 32' and 33', respectively. The flaps 28' and 29' may be folded in overlapping relation the same as the flaps 28 and 29 shown in Fig. 3, but as shown in Fig. 4 may also be folded over opposite sides of the sheet of material with the corner portion 32' extending rearwardly through the opening 30 and the corner portion 33' extending forwardly through the opening 31. The corner portions 32' and 33' are each hook-shaped for hooking engagement in the openings 30 and 31.

Whether the flaps of either embodiment are folded over each other as shown in Fig. 3 or folded over opposite sides of the sheet of paper as shown in Fig. 4, each embodiment and either manner of folding provides a substantially rigid fan and a sturdy handle of triple thickness for the fan.

Wherever in the pending claims the word "paper" is used in describing the sheet of material it is to be understood that such term is intended to cover other materials as well as paper so long as the material has the stiffness and yet sufficiently flexible qualities to hold its shape in folded forms and yet lends itself readily to refolding.

While I have shown and described but two forms of my invention, it is to be understood that various changes in the details of structure and in the proportions and arrangement of the parts may be made without departing from the invention, which is not to be deemed as limited otherwise than as indicated by the language of the appended claims.

I claim:

1. A fan mailing card folder comprising a relatively stiff sheet of paper provided with fold lines along which it is foldable from an extended flat form to the size of a post card and having other fold lines along which it is refoldable from said extended flat form and along different lines into a form in which one unlined part of the sheet overlies parts of each of said first mentioned

lines and is positioned to form a fan of relative stiffness and to oppose bending of the sheet along said first mentioned lines.

2. A fan mailing card folder comprising a sheet of paper provided with fold lines along which the sheet is foldable to the size of a post card and having other fold lines along which it is refoldable so that at least one unlined part will overlie parts of the first mentioned lines to oppose folding along the first mentioned lines and form a fan of relative stiffness, said sheet having at least one opening therein, and said one unlined part having a hooked shaped portion adapted to be inserted through said opening to hold the sheet in the form of a fan.

3. A fan mailing card folder comprising a sheet of material having two sets of fold lines thereon, one of which sets is arranged to permit folding of the sheet to the size of a post card and the other of which sets is arranged to permit folding of the sheet to the form of a fan, one section of the sheet formed by the second mentioned set of fold lines being formed to extend across one of the first mentioned set of fold lines to resist folding of the sheet along the latter line when the sheet is folded to form a fan.

4. A fan mailing card folder comprising a sheet of paper having a fold line extending from one edge of the sheet to the opposite edge of the sheet, and a pair of fold lines extending convergently from said fold line towards a third edge of the sheet, said sheet being slitted along the first mentioned fold line from each edge to the adjacent fold line of said pair to permit lateral portions of said sheet to be folded along said converging folding lines to positions wherein said lateral portions extend across first mentioned fold lines and resist folding of said sheet along said first mentioned line.

5. A fan mailing card folder comprising a sheet of paper foldable along lines to the size of a post card, the sheet being slit inwardly from an edge thereof to form a flap, said sheet having an opening therein in spaced relation to said flap and the marginal edges of said sheet, said flap being foldable when the sheet is unfolded from the post card size into a position in which an unlined part thereof extends across portions of said lines with a corner portion thereof insertable through said opening to form with the rest of the sheet a relatively stiff fan.

6. A fan mailing card folder comprising a sheet of paper provided with intersecting fold lines along which the sheet is foldable to the size of a post card, the sheet being slit inwardly at two opposite edge portions, and the two outer portions of the sheet on one side of the slits being formed with fold lines to define parts foldable across portions of said lines to form a relatively stiff fan having a fan portion of single thickness and a handle of multiple thickness.

7. A fan mailing card folder comprising a sheet of paper having fold lines disposed substantially at right angles to each other and transversely of the sheet to aid in folding the sheet to the size of a post card, the sheet being slit inwardly at two opposite edge portions, and the two outer portions of the sheet on one side of the slits being formed with fold lines diagonal to and on opposite sides of one of said transverse lines to aid in folding parts thereof to a position overlying each other and overlying parts of said transverse lines to form a relatively stiff fan having a handle of multiple thickness.

8. A fan mailing card folder comprising a sheet of paper foldable along lines disposed substantially at right angles to each other and transversely of the sheet to form overlapping quarters, each substantially the size of a post card, at least one of two adjacent quarters being provided with an opening therein, said sheet having slits along the outer portions of the line dividing said two adjacent quarters from the other two quarters, and the outer portions of said other two quarters being foldable inwardly across portions of said transverse lines to form a fan portion of single thickness and a handle portion of multiple thickness, and a part of one of said outer portions being insertable through said opening to hold the sheet in the form thus folded.

9. A fan mailing card folder comprising a sheet of material foldable along transverse lines to form overlapping quarters, with at least two of the quarters substantially the size of a post card, said two quarters each having openings therein and adapted to constitute the outermost quarters when the sheet is folded to post card size,

said sheet having slits along the outer ends of the line separating said outer two quarters from the other two quarters, the outer portions of said other two quarters being foldable as flaps along lines diagonal to said transverse lines and into positions in which they overlie said intersecting lines, and a part of each of said flaps being insertable into one of said openings to hold the sheet in the form thus folded.

10. A fan mailing card folder comprising a relatively stiff sheet of paper formed with intersecting fold lines dividing the sheet into four portions for folding to the size of a post card, at least one of said portions being formed with an additional fold line extending in a direction diagonal to said intersecting lines for folding said sheet so that an unlined portion thereof will overlie at least a portion of each of said intersecting fold lines of the sheet to form a fan which is reinforced against bending along said intersecting fold lines.

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