June 26, 1934. L. J. WALTER 1,964,278

ADVERTISING NOVELTY

Filed Oct. 16, 1933 2 Sheets-Sheet 1

FIG. 1

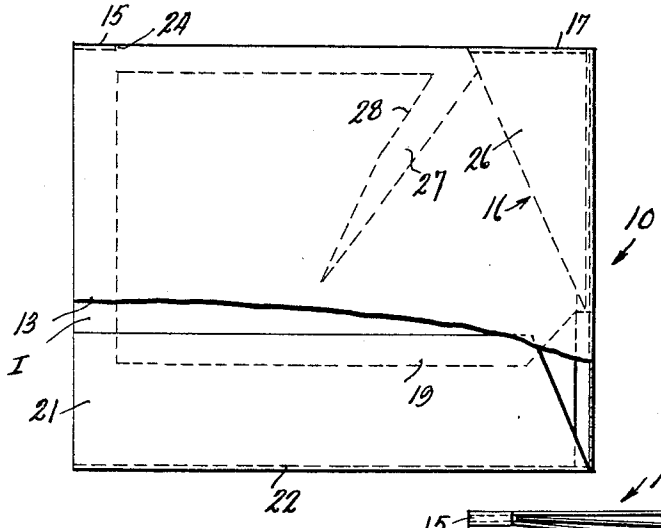


FIG. 2

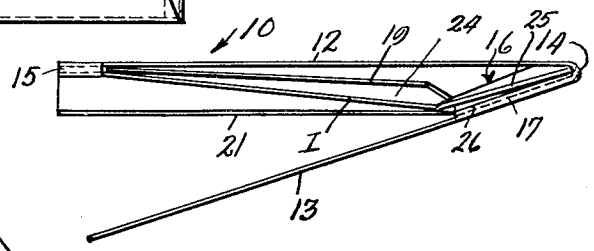
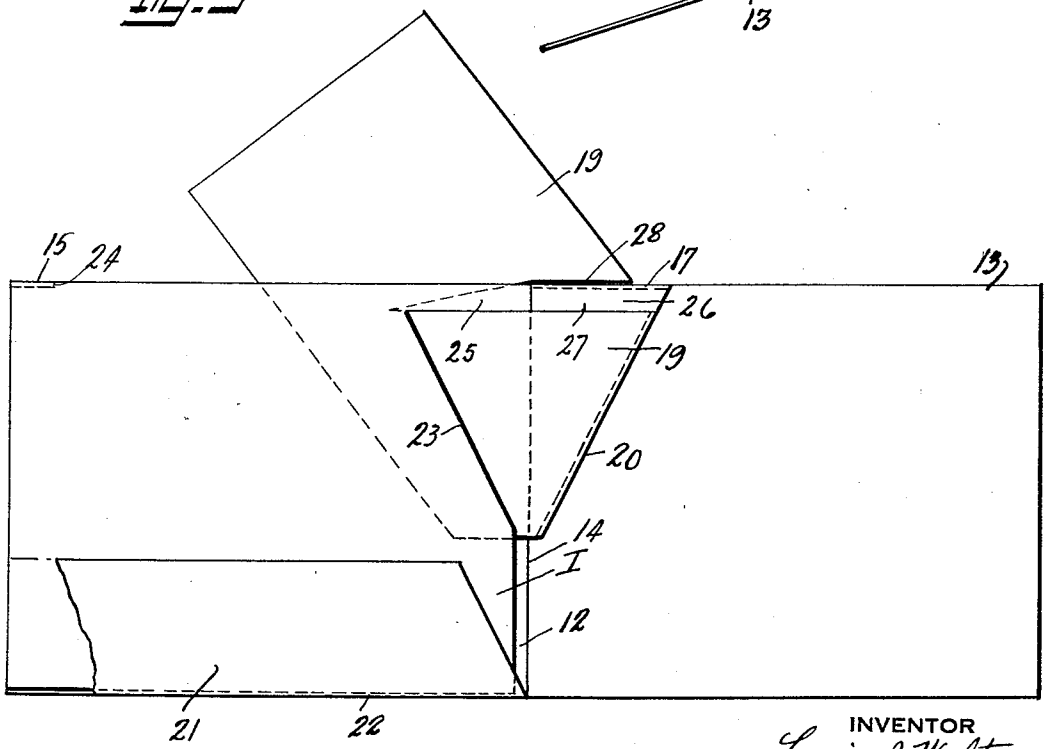


FIG. 3



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Filed Oct. 16, 1933 2 Sheets-Sheet 2

Fig. 4

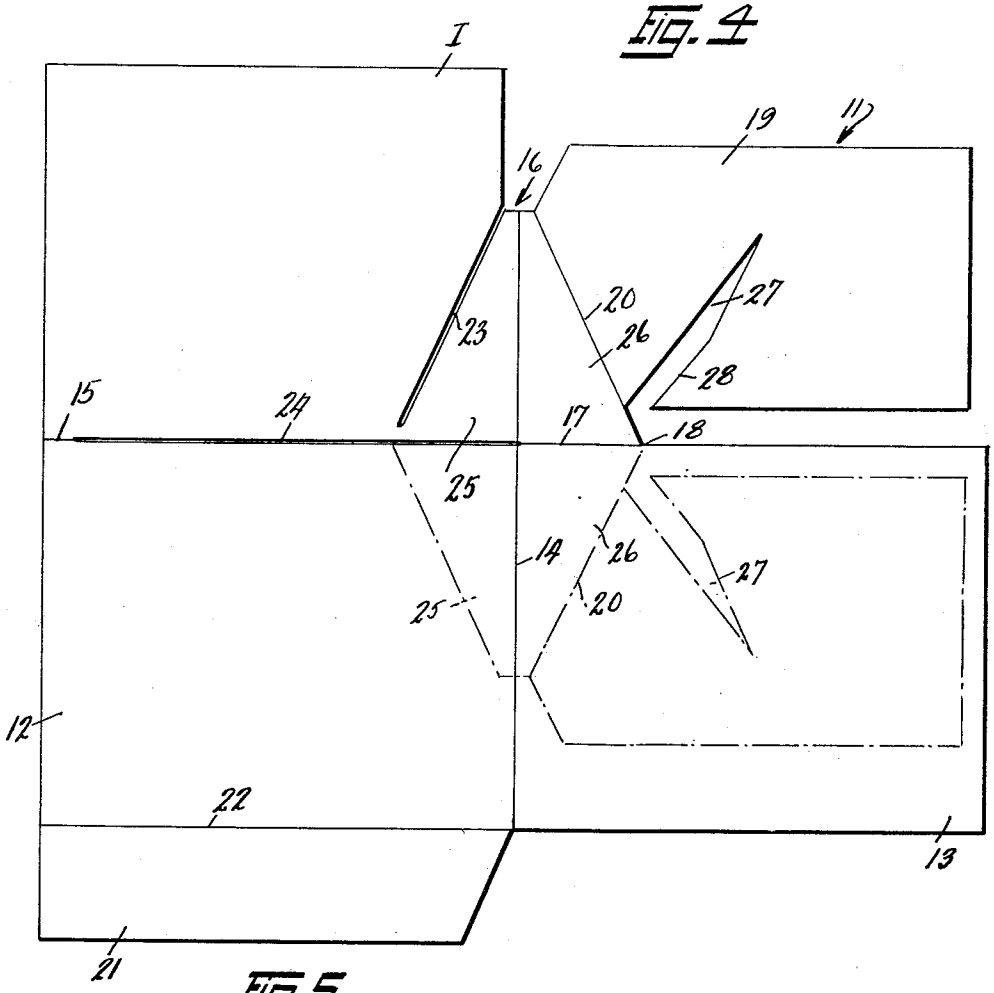
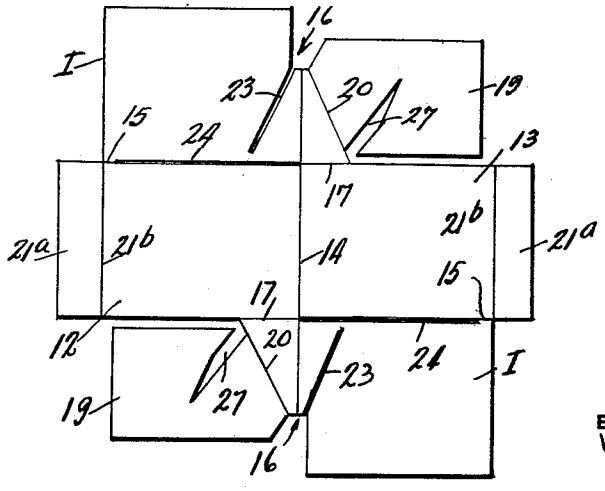


Fig. 5



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UNITED STATES PATENT OFFICE

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ADVERTISING NOVELTY

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Application October 16, 1933, Serial No. 693,806

9 Claims. (Cl. 46—37)

This invention relates to advertising novelties or folders, and has for one of its objects the provision of a device of this nature comprising a foldable sheet with advertising or other printed matter thereon and also provided with a portion or portions adapted to lie flat between the folds thereof when the device is in folded or closed position, and to emerge from between the said folds when the folder is opened so as to produce a startling impression upon the recipient or reader of the said folder.

Another object of the invention is to produce a device of this character in which certain of its portions are brought into prominent display when the folder is opened, the device being adapted for use in connection with greeting cards, books, advertising and amusement novelties.

A further object of the invention is to produce such a device which will hold the interest of the reader and cause him to preserve the device for future references.

A still further object of the invention is to provide a device of the foregoing nature which may be inexpensively produced.

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 drawings, wherein similar reference characters are used to described corresponding parts throughout the several views, and then finally pointed out and specifically defined and indicated in the appended claims.

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.

The inventive idea involved is capable of receiving a variety of mechanical expressions, one of which, for the purpose of illustration, is shown in the accompanying drawings, in which

Figure 1 is a front view of the folder in closed position with a portion of the front wall thereof broken away.

Figure 2 is a top plan view thereof showing the folder partly distended.

Figure 3 is a view of the folder in open position with the display portion thereof emerged from between the folds of the device.

Figure 4 is a plan view of the blank in unfolded position, and

Figure 5 is a similar view of a modified form of the invention.

Referring now to the drawings in detail 10 indicates the folder which is made of a single sheet 11 of paper, cardboard or similar material. The said sheet or blank 11 of which the folder is made comprises a rear wall or leaf forming section 12, a front leaf 13 foldable from the said rear leaf along a central fold, crease or folding line 14, an inner leaf I foldable from the top of the rear leaf 12 along a short crease 15, an upper portion 16 foldable downwardly from the top of the front leaf 13 along a folding line 17 extending from the central folding line 14 to a point 18 of the top edge of the leaf 18, a display ad carrying member or portion 19 foldable along an oblique line 20, and a lower tab 21 which folds upwardly from the lower edge of the rear wall 12 along a line 22.

The inner leaf I is separated from the portion 16 by an oblique cut or slit 23, the cut extending almost to the horizontal slit 24 at the juncture of the walls 12 and I, said slit 24 extending from the inner end of the line 15 to the central vertical folding line 14. The cuts 23 and 24 and the lines 17 and 20 give to the central portion 16 a triangular contour, which triangle is bisected by the folding line 14, and forms two equal triangles 25 and 26. A notch 27 in the section 19 provides means for permitting the passage of the said section through the cut 24, the side 28 of the said notch forming an abutment with the folding line or edge 17 when the device is opened.

After the blank 11 is formed the section 16 is bent downwardly along the line 17 (see dot and dash lines, Fig. 4); then the section 19 is swung along the line 20 and inserted into the slit 24, the inner leaf I is then bent over along the line 15, then the tab 21 is folded over the said leaf I along the line 22, and the front leaf 13 is then bent over along the line 14. The last operation draws the section 19 inwardly between the rear leaf 12 and the inner leaf I to the Fig. 1 position.

To bring the ad carrying section 19 into the Fig. 3 position, the front leaf 13 is opened up and the said section 19 will emerge from between the leaves 12 and I through the slit 24. The tab 21 tends to keep the inner sheet I flat thus facilitating the movement of the section 19 through the slit 24.

In Fig. 5 I have shown a modified form of my invention in which I utilize two sections 19 thus doubling the display advertising area of the device. In this form of the invention, I provide two leaves I and two tabs 21*a* foldable along lines 21*b* at the vertical edges of the sections 12 and 13 respectively instead of the tab 21 located at the bottom edge of the leaf 12.

From the foregoing, it will be seen that I have provided a simple, inexpensive yet efficient advertising device, and one that will hold the interest of the recipient thereof and cause him to preserve same for future reference.

It is to be understood that the notch 27 may be omitted from the member 19 by omitting the portion which extends beyond the said notch or in other words by making the said member of less length.

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

1. A device of the nature described comprising a rear leaf, a front leaf, the said leaves being foldable one over the other along a vertical line at their juncture, an inner leaf extending from and foldable over the rear leaf along one horizontal edge thereof, the juncture of the said rear and inner leaves being provided with a slit, a section severed from the aforementioned rear leaf horizontal edge but foldable along the juxtaposed horizontal edge of the front leaf, the said section also being partially severed from the inner leaf, and a member extending from and foldable along an oblique line of the said section and adapted to pass through the slit between the rear and inner leaves when the device is in folded position and the front leaf is being unfolded.

2. A device of the nature described comprising a rear leaf, a front leaf hingedly connected thereto along a vertical folding line, an inner leaf hingedly connected to the rear leaf by a horizontal fold, said inner and rear member being separated along a part of said fold by a slit, a substantially triangular section centrally divided by the vertical folding line hingedly connected to the front leaf by a horizontal fold in line with the rear and inner leaf separating slit, the said slit also separating the said triangular section from the rear leaf, the said triangular section also being partly separated from the inner leaf by an oblique slit forming one side of the triangular section, and a member hingedly connected to the triangular section by a fold forming another of the sides of the triangular section, the said member being adapted to pass through the slit between the rear and inner leaves when the device is in folded position and the front leaf is being unfolded.

3. A device of the nature described comprising a rear leaf, a front leaf hingedly connected thereto along a vertical folding line, an inner leaf hingedly connected to the rear leaf by a horizontal fold, said inner and rear member being separated along a part of said fold by a slit, a substantially triangular section centrally divided by the vertical folding line hingedly connected to the front leaf by a horizontal fold in line with the rear and inner leaf separating slit, the said slit also separating the said triangular section from the rear leaf, the said triangular section also being partly separated from the inner leaf by an oblique slit forming one side of the triangular section, a member hingedly connected to the triangular section by a fold forming another of the sides of the triangular section, the said member being adapted to pass through the slit between the rear and inner leaves when the device is in folded position and the front leaf is being unfolded, and a tab hingedly connected to the rear leaf by a horizontal fold located opposite the rear and inner leaf connecting fold.

4. A device of the nature described comprising a rear leaf, a front leaf hingedly connected thereto along a vertical folding line, an inner leaf hingedly connected to the rear leaf by a horizontal fold, said inner and rear leaves being separated along a part of said fold by a slit, a substantially triangular section centrally divided by the vertical folding line hingedly connected to the front leaf by a horizontal fold in line with the rear and inner leaf separating slit, the said slit also separating the said triangular section from the rear leaf, the said triangular section also being partly separated from the inner leaf by an oblique slit forming one side of the triangular section, and a member hingedly connected to the triangular section by a fold forming another of the sides of the triangular section, the said member being adapted to pass through the slit between the rear and inner leaves when the device is in folded position and the front leaf is being unfolded, the said member having a notch for the purpose specified.

5. A device of the nature described comprising a rear leaf, a front leaf hingedly connected thereto along a vertical folding line, an inner leaf hingedly connected to the rear leaf by a horizontal fold, said inner and rear member being separated along a part of said fold by a slit, a substantially triangular section centrally divided by the vertical folding line hingedly connected to the front leaf by a horizontal fold in line with the rear and inner leaf separating slit, the said slit also separating the said triangular section from the rear leaf, the said triangular section also being partly separated from the inner leaf by an oblique slit forming one side of the triangular section, a member hingedly connected to the triangular section by a fold forming another of the sides of the triangular section, the said member being adapted to pass through the slit between the rear and inner leaves when the device is in folded position and the front leaf is being unfolded, the said member having a notch for the purpose specified, and a tab hingedly connected to the rear leaf by a horizontal fold located opposite the rear and inner leaf connecting fold.

6. A device of the character described comprising a blank formed of a single sheet of material having intersecting vertical and horizontal median folds, a front leaf at one side of the said vertical median fold, a rear leaf at the other side thereof, both of the said leaves being on the same side of the horizontal median fold, an inner leaf contiguous to the rear leaf on the opposite side of the horizontal median fold, said inner and rear leaves being partly separated by a slit along the said horizontal median fold, a substantially triangular section contiguous to the inner leaf hingedly connected to the outer leaf by the horizontal median fold, the said triangular section being foldable along the vertical median fold and partly separated from the inner leaf by a slit forming one of the sides of the said triangular section, a member hingedly connected to the triangular section along a fold forming another of its sides, the said member being adapted to pass through the slit between the rear and inner leaves when the device is in folded position and the front leaf is being unfolded, and a tab

foldable from the rear leaf for the purpose specified.

7. A device of the character described comprising a blank formed of a single sheet of material having a vertical median fold, a pair of spaced apart horizontal folds intersecting the vertical median fold, a rear leaf and a front leaf formed by the intersection of the said folds, a pair of oppositely extending triangular sections foldable along the vertical median lines, one of the said sections being hingedly connected to the rear sheet and the other to the front sheet along their respective horizontal folds, a pair of inner sheets obliquely opposite each other, one foldably secured to the front sheet and the other to the rear sheet along their respective horizontal folds, the said inner sheets being partly separated from the front and rear sheets by slots along the said horizontal folds, and also being partly separated from the triangular sections by oblique slits forming sides of the said triangular sections and a member hingedly carried by each of the said triangular sections along a fold forming the other side of the said triangular sections, the said members being arranged obliquely opposite to each other and adapted to pass through the horizontal slots when the device is folded and the front leaf is being unfolded.

8. A device of the character described comprising a blank formed of a single sheet of material having a vertical median fold, a pair of spaced apart horizontal folds intersecting the vertical median fold, a rear leaf and a front leaf formed by the intersection of the said folds, a pair of oppositely extending triangular sections foldable along the vertical median lines, one of the said sections being hingedly connected to the rear sheet and the other to the front sheet along their respective horizontal folds, a pair of inner sheets obliquely opposite each other, one foldably secured to the front sheet and the other to the rear sheet along their respective horizontal folds, the said inner sheets being partly separated from the front and rear sheets by slits along the said horizontal folds, and also being partly separated from the triangular sections by oblique slots forming sides of the said triangular sections, a foldable tab on the front sheet and a foldable tab on the rear sheet for the purpose specified.

9. A device of the nature described comprising a rear leaf, a front leaf foldable therefrom, an inner leaf foldable from the rear leaf and partly separated therefrom by a slit, a triangular section foldable at its base from the front leaf and partly separated from the rear leaf by a slit, one of the legs of the said triangular section being formed by a slit which partly separates same from the inner leaf, and a member foldable from the other leg of the triangular section and adapted to pass through the first mentioned slit when the device is being unfolded from its folded position.

LOUIS J. WALTER.