

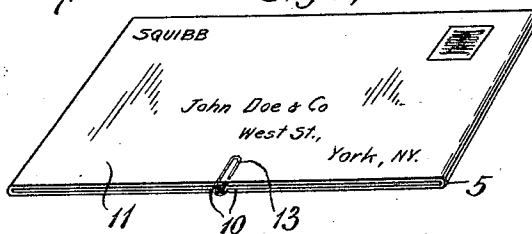
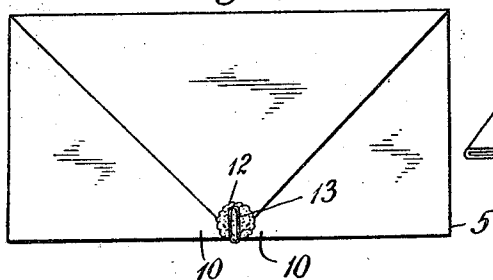
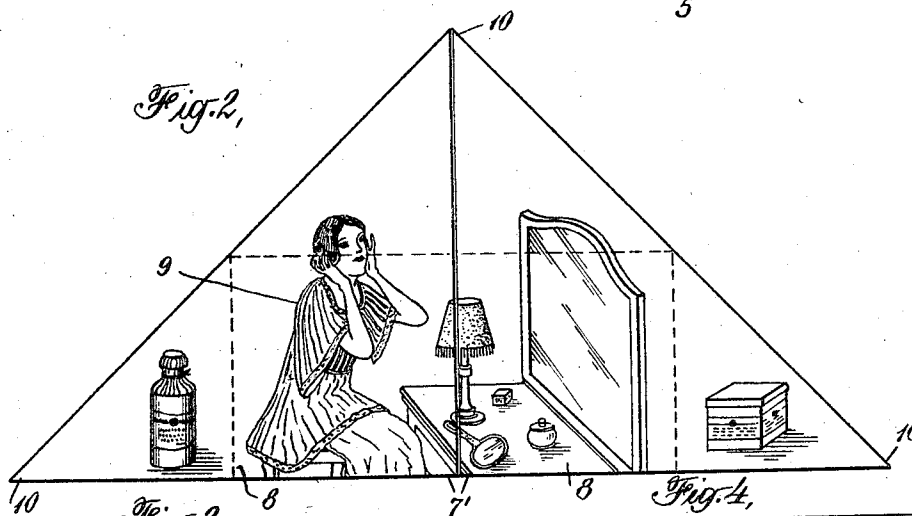
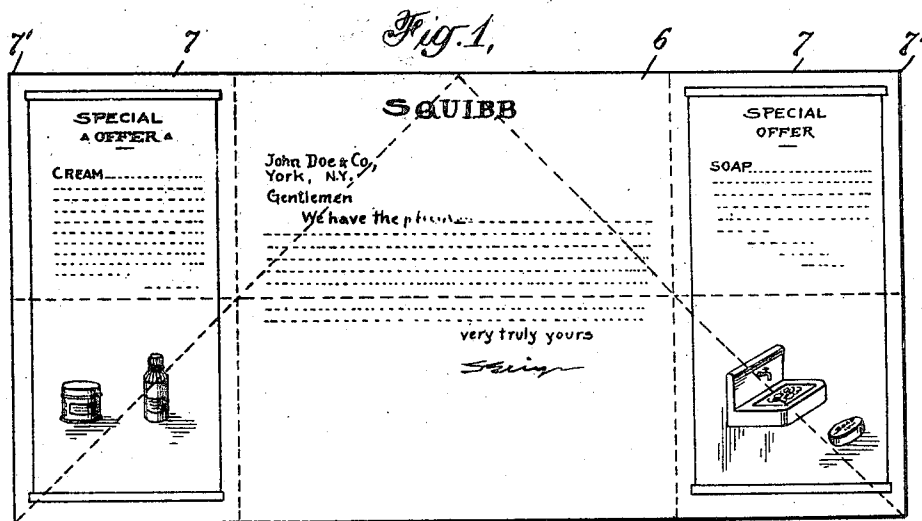
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G. McN. MILLER

FOLDER

Filed April 13, 1922



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UNITED STATES PATENT OFFICE.

GUTHRIE McNAB MILLER, OF NEW YORK, N. Y., ASSIGNOR TO E. R. SQUIBB AND SONS,
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FOLDER.

Application filed April 13, 1922. Serial No. 552,419.

To all whom it may concern:

Be it known that I, GUTHRIE McNAB MILLER, a citizen of the United States, residing at 438 West 23rd Street, city of New York, in the county of New York, State of New York, have invented certain new and useful Improvements in Folders; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

This invention relates to a folder for advertising and like purposes, which presents the appearance of an ordinary envelope and opens readily to display the message which the folder is intended to convey.

An object of the invention is the provision of a simple and inexpensive device of the character described which may be mailed as second-class matter if desired, with or without enclosures.

A special object of the invention is the arrangement of matter, which may be pictorial or otherwise, on the folder in such a manner that it is displayed upon the initial opening thereof and tends to excite the curiosity of the recipient, thus leading him to further examine the contents.

Other objects and advantages of the invention will be apparent as it is better understood by reference to the following specification and accompanying drawing, illustrating the preferred embodiment of my idea. In the drawing,

Fig. 1 is a plan view of the message-bearing face of the sheet;

Fig. 2 is a similar view indicating the first fold;

Fig. 3 is a similar view indicating the second fold; and

Fig. 4 is a view in perspective of the completed folder.

In carrying out the invention, I provide a sheet 5 of suitable material, such as paper, preferably of a shape corresponding substantially to that illustrated, although the shape may, of course, vary widely. Upon the face of the sheet the message is printed, written or otherwise applied. It is advantageous to apply the message to the central section 6, leaving the wings 7 free for pictorial or other matter of interest, such as special advertising features. Thus, as indicated, the central section 6 may contain a letter to the trade

while the wings 7 may bear illustrations of the product to which the letter relates. The application of particular subject matter to the sheet depends upon the taste and selection of the individual user and largely upon the particular purpose which the folder is to serve. It may be used as an advertisement as heretofore indicated, but it is equally adapted for other purposes. Thus, it may serve as a convenient order blank, the central section 6 being in this case reserved for the order while special offers and inducements may be referred to on the wings 7 where they are certain to receive the attention of a purchaser using the order blank for staple articles. Frequently the purchaser may be induced by this means to add special items to his order. Other uses will readily suggest themselves to the user and particularly to advertisers.

The sheet described is folded as indicated in Fig. 2 on lines extending from the center of the upper edge to the lower corners, the upper corners 7' being brought together with the sections of the upper edge of the sheet abutting. The sheet is then triangular in form. An important feature of the invention is the application to the two flaps 8 of matter, either pictorial or otherwise, which is intended to rouse the curiosity of the recipient and lead him to lift these flaps and read the message within. Any suitable matter may be applied to the flaps 8. A picture 9, capable of arresting attention or a catchy phrase or both, may be employed. The subject matter may vary, the only limit to the variety being the ingenuity of the advertising man.

The three corners 10 of the triangular folded sheet are brought together as indicated in Fig. 3, giving the folder a rectangular shape corresponding to that of an ordinary envelope with a face 11 which is reserved for the name and address of the party to whom it is to be delivered. The corners 10 may be fastened by means of a wafer 12, and if there is an enclosure, it is desirable to use a suitable clip 13. As will be observed, the lower edge of the folded sheet is open so that the contents may be examined without breaking the wafer. The folder, therefore, conforms to postal regulations for second-class matter.

When the recipient breaks the wafer 12, the corners 10 swing outwardly, disclosing

the matter appearing on the flaps 8, which was hidden by the corners. This matter, being of a character to excite interest, leads the reader to open the flaps 8 and thus discover the message. The folder has, therefore, the advantage of stimulating interest and ensuring attention as well as that of economy and utility as a medium of advertising and the like.

Various changes may be made in the form and dimensions of the folder and in the arrangement of the matter therein displayed without departing from the invention or sacrificing any of the advantages thereof.

I claim:

1. As an article of manufacture, a substantially rectangular sheet adapted to bear a message, said sheet being folded on lines extending diagonally from the center of the upper edge to the lower corners to cover the message, the folded sheet then having a triangular shape and being again folded to bring the three corners of the folded sheet together, thereby simulating a rectangular envelope.

2. As an article of manufacture, a substantially rectangular sheet adapted to bear a message, said sheet being folded on lines extending diagonally from the center of the upper edge to the lower corners to cover the message, the folded sheet then having a triangular shape and being again folded to bring the three corners of the folded sheet together, thereby simulating a rectangular envelope, and means for securing the three corners.

3. As an article of manufacture, a substantially rectangular sheet adapted to bear a message, said sheet being folded on lines extending diagonally from the center of the upper edge to the lower corners to cover the message, the folded sheet then having a triangular shape and being again folded to bring the three corners of the folded sheet

together, thereby simulating a rectangular envelope, means for securing the three corners, and attention-attracting matter on the flaps formed by the first folding, which are exposed to view when the three corners are released.

4. As an article of manufacture, a substantially rectangular sheet bearing a message on one face and attention-attracting matter on the portions of the other face in complementary spaces between the upper and side edges and lines extending diagonally from the center of the upper edge to the lower corners of the sheet.

5. As an article of manufacture, a substantially rectangular sheet bearing a message on one face and attention-attracting matter on the portions of the other face in the spaces between the upper and side edges and lines extending diagonally from the center of the upper edge to the lower corners of the sheet, said sheet having means adapting it to be folded to cover the first mentioned face and the attention-attracting matter and to simulate a rectangular envelope.

6. As an article of manufacture, a substantially rectangular sheet bearing a message on one face and attention-attracting matter on the portions of the other face in the spaces between the upper and side edges and lines extending diagonally from the center of the upper edge to the lower corners of the sheet, said sheet being adapted to be folded to cover the first mentioned face and the attention-attracting matter and to simulate a rectangular envelope, and means for securing the corners of the sheet when so folded, and permitting examination of the contents without disturbing the securing means.

In testimony whereof I affix my signature.

GUTHRIE McNAB MILLER.