Dec. 20, 1932. M. G. KOEHRMAN 1,891,353

ADVERTISING FOLDER

Filed June 18, 1932

Fig. 1

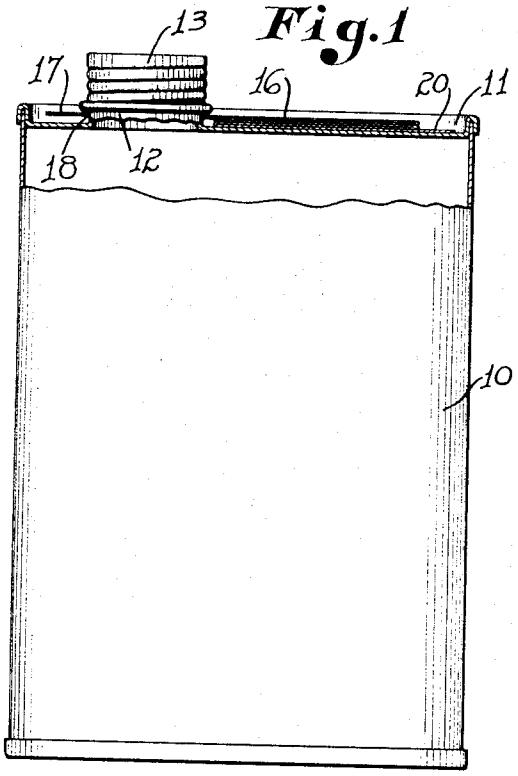



Fig. 2

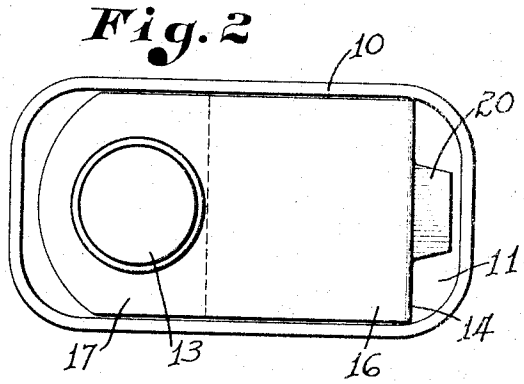



Fig. 3

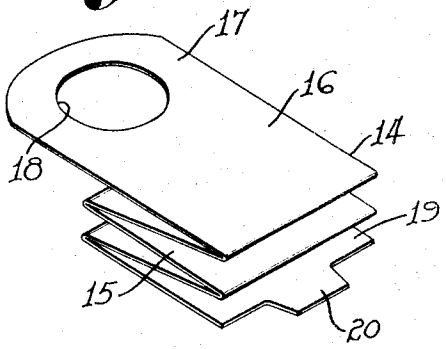



Fig. 4

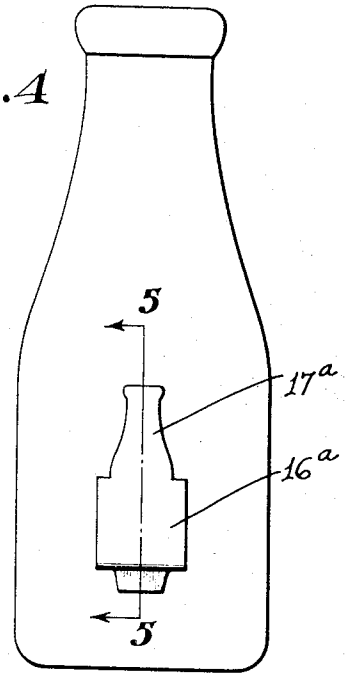
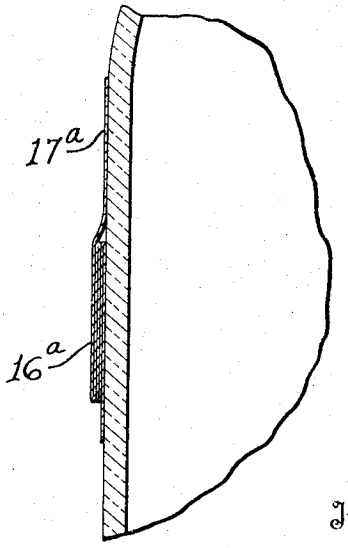



Fig. 5




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Patented Dec. 20, 1932

1,891,353

# UNITED STATES PATENT OFFICE

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## ADVERTISING FOLDER

Application filed June 18, 1932. Serial No. 617,980.

This invention relates to advertising devices, but more particularly to printed folders which may be readily and conveniently distributed through the medium of the containers or other objects, to which they are connected, such, for example, as milk and cream bottles, cans and the like and an object is to produce a simple and efficient device of this character having the new and improved features of construction and arrangement hereinafter described.

For purposes of illustration, but not of limitation, embodiments of the invention are shown on the accompanying drawing, in which:

Figure 1 is a side elevation of a can with the upper portion broken away to show a folder in place;

Figure 2 is a top plan view of the can shown in Figure 1;

Figure 3 is a perspective view of the folder shown in Figures 1 and 2 with the leaves partially unfolded;

Figure 4 is an elevation of a milk bottle showing another form of the folder adhesively connected thereto; and

Figure 5 is an enlarged sectional view on the line 5—5 of Figure 4.

The illustrated embodiment of the invention comprises a can 10, which is formed at its upper end with a recess 11 from which extends the nozzle 12 having a screw-threaded closure cap 13. Disposed in the recess 13 is a folder 14, which may be of paper, or any suitable flexible sheet material. As shown in Figure 3, the folder consists of a single strip of sheet material folded to provide a plurality of sheets or leaves 15 having their marginal edges co-extensive or flush with each other. The uppermost sheet 16 is provided with an integral extension 17 having an opening 18 of sufficient size to fit snugly over the nozzle 12. The folder 14 is first placed within the recess 11 before the cap 13 is applied, and the opposite side edges of the folder frictionally engaging the walls of the recess 13. Thereaffer the cap is screwed onto the nozzle 12 to retain the folder in position. The innermost sheet 19 is provided with an integral tab 20, which extends in a direction opposite to that of the extension 17 and enables the leaves to be readily unfolded without removing the folder.

Any suitable advertising inscription or indicia may be printed on the folder 14, such as setting forth the merits of the product or containing descriptive matter of other products of the manufacturer. The folder occupies but a minimum amount of space, and, owing to the manner in which it is mounted, it is readily seen by the purchaser, and almost instinctively the tab 20 will be grasped to unfold the device for inspecting the contents of the folder. Thus the message is forcibly presented without additional expense of dissemination.

As show in Figure 4, the top leaf $16^a$ of the folder is provided with an extension $17^a$ resembling the upper portion of a milk bottle. The extension $17^a$ is gummed on the underside to enable it to be readily attached to the bottle. Otherwise, this folder is similar to that above described. In connection with milk or cream bottles, the device is of outstanding advantage, since the advertising message is distributed with no additional cost and enables the frequent and regular distribution of advertising matter for stimulating sales of whatever products may be desired. It will be understood that the manner of folding may be varied as desired, and, instead of the folder being of one-piece, it may be made up of a plurality of individual leaves suitably connected together. Preferably however, a single strip is desired, owing to its simplicity, which lends itself admirably to forming and printing.

It is to be understood that numerous changes in details of construction, arrangement and choice of materials may be effected without departing from the spirit of the invention, especially as defined in the appended claims.

What I claim as new and desire to secure by Letters Patent is:

1. An advertising device comprising a one-piece folder having a plurality of leaves, an extension on the outermost sheet constructed and arranged for attachment to a container, and a pull tab on the innermost leaf and ex-

tending from the folder in diametrically opposed relation to said extension.

2. An advertising device comprising a folder having a plurality of leaves, an extension on the outermost sheet, said extension being apertured to fit a container nozzle, and a tab on the innermost sheet of the folder and extending in a direction opposite to that of said extension.

3. In combination with a container having a recess in one end, a nozzle in said recess for discharging the contents thereof, and a cap closing said nozzle, a folder in said recess, an extension on the outermost leaf of said folder, said extension having an aperture fitting said nozzle beneath said cap whereby the latter retains the folder in place, said folder comprising a strip folded to provide a plurality of leaves, and a tab on the innermost leaf of the folder and extending outwardly therefrom in a direction opposite to that of said extension.

4. An advertising device comprising a one-piece folder, an extension on the outermost sheet of said folder, adhesive on said extension for connecting same to a container, and a pull tab on the innermost sheet of said folder extending in a direction opposite to that of said extension.

5. An advertising device comprising a one-piece folder having a plurality of leaves, an extension on said folder having provision for attachment to an object, and a pull tab on the innermost leaf of said folder and extending from the marginal edge thereof in opposed relation to said extension.

In testimony whereof I have hereunto signed my name to this specification.

MATHIAS G. KOEHRMAN.